

Model Instance Name: CDC Mobile Pilot 2010

MID: sN0osF8tsZkslcEM1RYA4Q==

Date: 3/5/2010

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Look and Feel (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the visual appeal of this mobile site.	5 What is your overall satisfaction with this mobile site?	8 How likely are you to return to this mobile site ?
2 Please rate the readability of the pages on this mobile site.	6 How well does this mobile site meet your expectations ?	
Navigation (1=Poor, 10=Excellent, Don't Know)	7 How does this site compare to your idea of an ideal mobile website ?	
3 Please rate how well the mobile site is organized .		
4 Please rate the options available for navigating this mobile site.		

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
		What information were you looking for on the CDC mobile site?			Text area, no char limit	Single	N	
		Were you able to find what you were looking for?	Yes		Radio button, one-up vertical	Single	Y	
			No					
			Partially					

Types

Text field, <100 char

Text area, no char limit

Drop down, select one

Radio button, one-up vertical

Radio button, two-up vertical

Radio button, three-up vertical

Radio button, scale, has don't know

Radio button, scale, no don't know

Checkbox, one-up vertical

Checkbox, two-up vertical

Checkbox, three-up vertical

Instructions

Randomize

Shared

OPS Group

Matrix Group

Rank Group

Comparative Matrix Group

Skip Logic Group

Multiple Lists Group

Partitioned