

# Voice-of-Customer Surveys for Flu.gov

## Site-Level Survey for Visitor Feedback

### Introductory Text

The screenshot shows a web browser window with the URL <http://www.flu.gov/survey/feedback/index.html>. The page header includes the date "THURSDAY, JUNE 7, 2012" and navigation links for Home, Newsroom, Videos, FAQs, Resources, and En Español. The main navigation menu features categories: Symptoms & Treatment, Prevention & Vaccination, Who's At Risk, Types of Flu, Planning & Preparedness, and Pandemic Awareness. The survey title is "How was your visit to Flu.gov?". The introductory text asks visitors to take a few minutes to provide feedback on the website. A "Next Page >>" link is visible at the bottom of the survey content area. On the right side, the OMB control number and expiration date are displayed: Form Approved, OMB No. 0990-0379, Exp. Date 06/03/2014.

### Questions

1. What were you looking for on Flu.gov today?
  - Get information about seasonal flu.
  - Learn about H1N1 (swine) or H5N1 (avian) flu.
  - Find out what the symptoms for the flu are.
  - Learn what I can do to treat the flu.
  - Get information about flu prevention or vaccination.
  - Learn how to prepare for a flu pandemic.
  - Find research information about flu.
  - Find a place to get a flu vaccine.
  - Get news and updates
  - Other: \_\_\_\_\_

2. For whom were you looking for information on Flu.gov?

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average ( hours) (minutes) per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

- Myself
  - My spouse, partner or significant other
  - My child(ren)
  - My parents
  - A relative
  - A friend
  - No one in particular
3. Were you able to find what you were looking for?
- Yes
  - Partially
  - No

**[If Q3 response is YES]**

4. How long did it take to find the information?
- Immediately
  - Few minutes
  - A long time
5. Did you find the information helpful?
- Yes
  - Partially
  - No

**[If Q5 response is YES]**

6. What did you like best about the content?
7. Based on today's visit, how would you rate the following?
- Overall site experience
  - Site design
  - Ease of navigation
8. How can we improve Flu.gov?
9. Based on the information you found on this website, rate the probability of this statement: **I am going to get the flu vaccine because of information I found on Flu.gov.**
- Most likely
  - Likely
  - Not likely
  - No impact - I get the flu vaccine every year
  - No impact - I don't get the flu vaccine every year

**[If Q5 response is PARTIALLY or NO]**

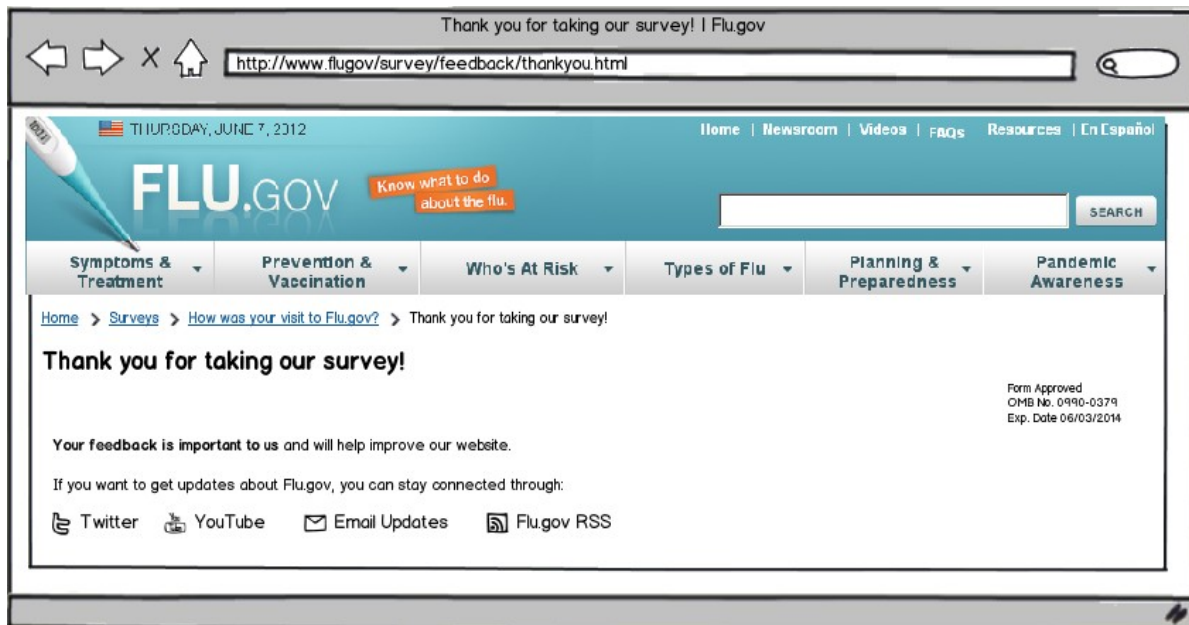
6. What can we do to make the information more helpful?
7. Based on today's visit, how would you rate the following:
- a. Overall site experience
  - b. Site design
  - c. Ease of navigation
8. What can we do to make Flu.gov better?

9. Based on the information you found on this website, rate the probability of this statement: **I am going to get the flu vaccine because of information I found on Flu.gov.**
- Most likely
  - Likely
  - Not likely
  - No impact - I get the flu vaccine every year
  - No impact - I don't get the flu vaccine every year

[If Q3 response is PARTIALLY or NO]

- What information were you looking for and did not find on Flu.gov?
- Based on today's visit, how would you rate the following:
  - Overall site experience
  - Site design
  - Ease of navigation
- What can we do to make Flu.gov better?
- Based on the information you found on this website, rate the probability of this statement: **I am going to get the flu vaccine because of information I found on Flu.gov.**
  - Most likely
  - Likely
  - Not likely
  - No impact - I get the flu vaccine every year
  - No impact - I don't get the flu vaccine every year

### Thank You Text



### Page-Level Survey

#### Layout

Was this page helpful?

Yes  No

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Was this page helpful?

I found this page helpful because the content on the page (check all that apply):

had the information I needed  
 was trustworthy  
 was up-to-date  
 was written well  
 other

Other: \_\_\_\_\_

[Next >>](#)

Was this page helpful?

What can we do to improve this page?

Enter feedback here..

## Questions

1. Was this page helpful?

- Yes
- No

[IF Q1 RESPONSE is YES]

2. I found this page helpful because the content on the page: (check all that apply)

- Had the information I needed
- Was trustworthy
- Was up-to-date
- Was written well
- Other: \_\_\_\_\_

3. What can we do to improve this page?

[IF Q1 RESPONSE is NO]

2. I did not find this page helpful because the content on the page: (check all that apply)

- a. Had too little information
- b. Had too much information
- c. Was confusing
- d. Was out-of-date
- e. Was poorly written
- f. Other: \_\_\_\_\_

3. What can we do to improve this page?