

# Voice-of-Customer Surveys for FoodSafety.gov

## Site-Level Survey for Visitor Feedback

### Introductory Text

The screenshot shows a web browser window with the URL <http://www.foodsafety.gov/survey/feedback/index.html>. The page header features the FoodSafety.gov logo and navigation links: Home, Recalls & Alerts, Keep Food Safe, Food Poisoning, News & Features, Report a Problem, Ask the Experts, Blog, and Multimedia. The main content area is titled "How was your visit to FoodSafety.gov?" and includes a search bar and a "GO" button. Below the title, there is a paragraph of introductory text and a "Next Page >>" link. A small text box in the bottom right corner of the page content area contains the following information: "Form Approved OMB No. 0990-0379 Exp. Date 06/03/2014".

### Questions

1. What were you looking for on FoodSafety.gov today?
  - Find information about the recent recalls in my area.
  - Learn about how to handle or store food safely.
  - Find out if I have food poisoning and what I can do to treat it.
  - Get information about bacteria, viruses, or parasites found in foods.
  - Read the blog.
  - Get news and updates.
  - Other: \_\_\_\_\_
2. For whom were you looking for information on FoodSafety.gov?
  - Myself
  - My spouse, partner or significant other
  - My child(ren)
  - My parents
  - A relative

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

- 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 FoodSafety.gov?

**[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 FoodSafety.gov better?

**[If Q3 response is PARTIALLY or NO]**

4. What information were you looking for and did not find on FoodSafety.gov?
5. Based on today's visit, how would you rate the following:
- a. Overall site experience
  - b. Site design
  - c. Ease of navigation
6. What can we do to make FoodSafety.gov better?

**Thank You Text**

Thank you for taking our survey! | FoodSafety

[←](#) [→](#) [X](#) [↑](#)

**FoodSafety.gov** *Your Gateway to Federal Food Safety Information* Search

[Home](#) | [Recalls & Alerts](#) | [Keep Food Safe](#) | [Food Poisoning](#) | [News & Features](#) | [Report a Problem](#) | [Ask the Experts](#) | [Blog](#) | [Multimedia](#)

[Home](#) > [Surveys](#) > [How was your visit to FoodSafety.gov?](#) > Thank you for taking our survey!

### Thank you for taking our survey!

Your feedback is important to us and will help improve our website.

If you want to get updates about Flu.gov, you can stay connected through:

[Twitter](#) [YouTube](#) [Email Updates](#) [FoodSafety.gov RSS](#)

Form Approved  
OMB No. 0990-0379  
Exp. Date 06/03/2014

## Page-Level Survey

### Layout

Form Approved  
OMB No. 0990-0379  
Exp. Date 06/03/2014

Was this page helpful?

Yes  No

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/OIG/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

Form Approved  
OMB No. 0990-0379  
Exp. Date 06/03/2014

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 >>](#)

Form Approved  
OMB No. 0990-0379  
Exp. Date 06/03/2014

Was this page helpful?

What can we do to improve this page?

Enter feedback here..

Submit

### 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?