

Model Instance Name: CDC Mobile Pilot 2010
 MID: sN0osF8tsZkslcEM1RYA4Q==
 Date: 3/5/2010

1
 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