

Model Instance Name:

ABMC

MID: Z8JhtIABUxIYNMI4MtgYNw==

Rotation: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate your perception of the <b>accuracy of information</b> on this site.	17 What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	20 How likely are you to <b>return to this site</b> in the next 30 days?
2 Please rate the <b>quality of information</b> on this site.	18 How well does this site <b>meet your expectations</b> ? <i>(1= Falls Short, 10=Exceeds)</i>	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate the <b>freshness of content</b> on this site.	19 How does this site <b>compare to your idea of an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	21 How likely are you to <b>recommend this site</b> to someone else?
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		<b>Historical Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate the <b>usefulness of the features</b> (ex: videos, database, educational materials) provided on this site.		22 How likely are you to use this site as a <b>historical resource for information about the world wars, and the Americans buried and memorialized in ABMC's cemeteries and memorials?</b> <i>for information about previous wars and U.S. soldiers buried overseas?</i>
5 Please rate the <b>convenient placement of the features</b> (ex: videos, database, educational materials) on this site.		<b>Visit cemetery (1=Very Unlikely, 10=Very Likely)</b>
6 Please rate the <b>variety of features</b> (ex: videos, database, educational materials) on this site.		23 How likely are you to <b>visit</b> one of ABMC's cemeteries or memorials?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate the <b>visual appeal</b> of this site.		
8 Please rate the <b>balance of graphics and text</b> on this site.		
9 Please rate the <b>readability of the pages</b> on this site.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
10 Please rate <b>how well the site is organized</b> .		
11 Please rate the <b>options available for navigating</b> this site.		
12 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
13 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate how <b>quickly pages load</b> on this site.		
15 Please rate the <b>consistency of speed from page to page</b> on this site.		
16 Please rate the <b>ability to load pages without getting error messages</b> on this site.		

Model Instance Name  
 ABMC  
 MID: Z8JhtlABUxIYNMI4MtgYNw==  
 Date: 2/1/2012

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

ABMC CUSTOM QUESTION LIST

QID	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	CQ Label
SAC7120		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Radio button, one-up vertical	Single	Y		1) Visit frequency
SAC7121		Do any of the following describe you? (Please select all that apply)	Veteran Active Duty Military Educator Student Family member or friend of someone buried or memorialized in Tourist who is planning to visit an None of the above		Checkbox, one-up vertical	Multi	Y	Exclusive	2) Role
SAC7122		What was your main reason for visiting the site today?	Find information on a specific individual buried or memorialized in Find information on an ABMC Plan a visit to an ABMC cemetery Order a service such as flowers, photos, lithograph, or Korean War Find general information about Research general historical Other, please specify	B, C, D  A	Radio button, one-up vertical	Single	Y	Skip Logic Group	3) Main reason
SAC7123	A	What was your reason for visiting the site?			Text area, no char limit	Single	N	Skip Logic Group	a) Other reason
SAC7124	B	Which service did you want to order? (Please select all that apply)	Flowers Lithograph Headstone photo Korean War Honor Roll Certificate Other		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	4) Service
SAC7125	C	How convenient did you find the ordering process?	Very convenient Somewhat convenient Somewhat inconvenient Very inconvenient		Radio button, one-up vertical	Single	Y	Skip Logic Group	5) Service convenience
SAC7126	D	Would you rather be able to complete your order on the website, or do you prefer the current process?	I would strongly prefer online ordering I would somewhat prefer online I do not prefer one way or the other I somewhat prefer the current I strongly prefer the current process		Radio button, one-up vertical	Single	Y	Skip Logic Group	6) Service order process
SAC7127		Did you view the Normandy or Pointe Du Hoc educational interactive today?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	7) Use Interactive
SAC7128	E	How satisfied were you with your experience with the interactive?	Very satisfied Somewhat satisfied Somewhat unsatisfied Very unsatisfied		Radio button, one-up vertical	Single	Y	Skip Logic Group	8) Interactive Satisfaction
SAC7129		Did you search a database today to find the name of an individual buried or memorialized at an ABMC cemetery?	Yes No Not sure	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	9) Use Database
SAC7130	F	Please describe your experience using the database (Select all that apply)	I am satisfied with my experience I would like to be able to search by I would like to be able to sort or I would like more information about I would like to be able to download lists of information from the Other experience, please specify	G	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	10) Database experience
SAC7131	G	What was your experience with the database?			Text area, no char limit	Single	N	Skip Logic Group	b) Other database

SAC7132		Were you <b>able to find</b> the information you wanted today?	Yes, completely Yes, partially No	H	Radio button, one-up vertical	Single	Y	Skip Logic Group	11) Able to Find
SAC7133	H	What were you unable to find?			Text area, no char limit	Single	N	Skip Logic Group	c) Unable to Find
SAC7134		Please rate how interested you would be in each of the following potential additions to the ABMC website. <b>Virtual tours</b> of each cemetery and memorial	Extremely interested Very interested Somewhat interested Not very interested Not at all interested Not sure		Radio button, one-up vertical	Single	Y		Virtual tours
SAC7135		<b>Video and photo archives</b> of the cemeteries and memorials	Extremely interested Very interested Somewhat interested Not very interested Not at all interested Not sure		Radio button, one-up vertical	Single	Y	Multiple Lists Group	13) Video/photo archives
SAC7136		<b>Educational resources</b> such as lesson plans	Extremely interested Very interested Somewhat interested Not very interested Not at all interested Not sure		Radio button, one-up vertical	Single	Y	Multiple Lists Group	14) Lesson plans
SAC7137		<b>Educational resources</b> such as additional interactive programs about military campaigns	Extremely interested Very interested Somewhat interested Not very interested Not at all interested Not sure		Radio button, one-up vertical	Single	Y	Multiple Lists Group	15) More interactives
SAC7138		<b>Information about individuals</b> buried in ABMC cemeteries, such as <b>personal letters and photos</b>	Extremely interested Very interested Somewhat interested Not very interested Not at all interested Not sure		Radio button, one-up vertical	Single	Y	Multiple Lists Group	16) Personal letters/photos
SAC7139		Please suggest <b>one improvement</b> ABMC could make to its website to improve your experience			Text area, no char limit	Single	N		d) Improvement

Sally Collins:  
I had to change all of these to drop-downs because Multi-list groups must be drop-down or textbox - can't be radio