

Model Instance Name:

FDIC Applications V2

MID: ZggQh54px10UhMc15YZ5pg==

Date: 5/6/2010

FDIC Applications V2 MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the perception of accuracy of information on this site.	24 What is your overall satisfaction with this information system?	27 How likely are you to return to this information system ?
2 Please rate the quality of information on this site.	25 How well does this information system meet your expectations ?	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	26 How does this information system compare to your idea of an ideal information system ?	28 How likely are you to recommend this information system to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		29 How likely are you to use this information system as your primary resource for gathering information about the FDIC or the banking industry?
5 Please rate the convenience of the features on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the variety of features on this site.		30 I can count on this agency to act in my best interests .
Look and Feel (1=Poor, 10=Excellent, Don't Know)		31 I consider this agency to be trustworthy .
7 Please rate the visual appeal of this site.		32 This agency can be trusted to do what is right .
8 Please rate the balance of graphics and text on this site.		
9 Please rate the readability of the pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized .		
11 Please rate the options available for navigating this site.		
12 Please rate how well the site layout helps you find what you are looking for .		
13 Please rate the number of clicks to get where you want on this site.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how thoroughly this website discloses information about what this agency is doing.		
15 Please rate how quickly agency information is made available on this website.		
16 Please rate how well information about this agency's actions can be accessed by the public on this website.		
Search (1=Poor, 10=Excellent, Don't Know)		
17		



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red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

FDIC Applications V2 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
CWS04378	C	What specific information about financial institutions were you looking for?			Text field, <100 char		N
CWS04379	B	If answered "Other" above, what is your other primary reason for visiting? <i>(Please specify)</i>			Text area, no char limit		n
CWS04380		How do you primarily look for information on this site?	Used the SEARCH function Navigation Menu Links within the page Use Quick Links by User Use the Contact Us link Use the HELP link Use the Site Map Send an email through the "Contact Us" email function Call the 1-800 number		Checkbox, one-up vertical	Single	y
CWS04381		Did you find the information that you were looking for today?	Yes No Partially	B B	Radio button, one-up vertical	Single	Y
CWS04382	B	Please tell us what specifically were you looking for?			Text area, no char limit		
EDO03712		Please rank the top 3 factors that brought you to the site today. (Rank 1 = Most important) Rank 1	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select	Single	
EDO03713		Rank 2	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know		Drop down, select	Single	

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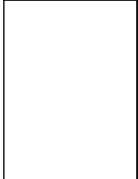
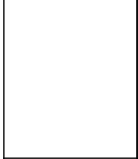
red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING
 violet (bold): SKIP-LOGIC

FDIC Applications V2 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
			Other				
EDO03714		Rank 3	Message/recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop	down, selec	Single
EDO03715		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area,	no char limit	
CWS04384		Was the system response time for the application appropriate?	Yes No Partially		Radio button,	one-up vertical	Single Y
CWS04385		Did you experience any browser or firewall issues while using these systems?	Yes No Partially	C	Radio button,	one-up vertical	Single Y
CWS04386	C	If 'Yes', please specify browser and firewall software .			Text area,	no char limit	n
CWS04387		What did you like most about the interactive data and information systems?			Text area,	no char limit	n
CWS04388		What did you like least about the interactive data and information systems?			Text area,	no char limit	n
CWS04389		Do you have any other comments or suggestions to improve our systems? <i>(Please specify)</i>			Text area,	no char limit	n



**Special
Instructions**



Skip Logic

Skip Logic

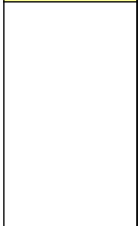
Skip Logic



**Special
Instructions**

Skip logic

Skip Logic



OPS

OPS

Y

N



**Special
Instructions**

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Skip Logic

Skip Logic