

Healthfinder.gov  
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 khZAIZ1A9tdUtYghJxQIxQ==  
 Date: 10/1/2011

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

Healthfinder.gov 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
ACQLiv0010237		How frequently do you visit the site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Radio Button One Up Vertical	Single	Y	
MMW0512		Which of the following best describes the reason for your visit today?	Wellness/Prevention information for myself Wellness/Prevention information for someone else (loved one, family, friend) Wellness/Prevention information for a patient or client Wellness/Prevention information for my work Wellness/Prevention information for a school project Other, please specify:	A	Radio Button One Up Vertical	Single	Y	OPS Group
MMW0513	A	Other reason for your visit			Text area, no char limit	Single	N	OPS Group
MMW0514		Which of the following topics best describes the health information you were looking for? (Please select only one.)	Alcohol/Drug Abuse Allergy & Asthma Cancer Diabetes Diet and Fitness General Wellness/Preventative Health Health Insurance/Medicare Heart Disease HIV and STDs Latest Health News & Research Mental Health Oral Health Pain & Arthritis Pregnancy Prescription/Medication Assistance Sleep Health Other, please specify:	A	Radio button, one-up vertical	Single		OPS Group
MMW0515	A	Other information you are seeking						OPS Group
MMW0516		Were you able to find what you were looking for?	Yes No, please specify: Partially	A	Radio Button Two Up Vertical	Single	Y	OPS Group
MMW0517	A	No, please specify:			Text area, no char limit	Single	N	OPS Group
MMW0520		How would you describe your ability to look for information on this site today? (Please select all that apply.)	Links often did not take me where I expected	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group

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			Had difficulty finding relevant information	B				
			Links/labels are difficult to understand					
			Too many links/navigational options to choose from	A				
			Had technical difficulties (error messages, broken links, etc.)	C				
			Could not navigate back to previous information					
			I had a navigation difficulty not listed above:					
			I had no difficulty navigating/browsing on this site					
MMW0521	C	Please describe your navigation issue:			Text area, no char limit		N	Skip Logic Group
MMW0522	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N	Skip Logic Group
MMW0523	B	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group
ACQLiv0010238		Which of the following did you use to locate information on the site? (Please select all that apply)	myhealthfinder Tool (Health advice based on age/sex) Search Tool (Typed in Search box) Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News None of the above	C, D, E, F  C C C C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group  Randomize  Anchor Answer Choice
ACQLiv0010256	C	Which of the following did you <b>primarily use</b> to locate information on the site? (Please select one)	myhealthfinder Tool (Health advice based on age/sex) Search Tool Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News		Radio button, one-up vertical	Single	Y	Skip Logic Group  Randomize
ACQwil0013013	D	Did you use the myhealthfinder tool to get information for yourself or someone else?	Myself Someone else		Radio button, one-up vertical	Single	Y	Randomize
ACQwil0013014	E	Which of the following will you do as a result of the information you received from the myhealthfinder tool? (Select all that apply)	Talk to a health professional/schedule a Dr. appointment Get a recommended medical test Get a shot/vaccine Change my eating habits Change my exercise habits Nothing Other, please specify:	E1	Checkbox, one-up vertical	Multi	Y	Randomize  Anchor Answer Choice Anchor Answer Choice

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ACQwil0013016	E1	What else will you do as a result of the information from the myhealthfinder tool?			Text area, no char limit		N	
ACQwil0013015	F	If you could make one improvement to the myhealthfinder tool what would it be?			Text area, no char limit	Single	Y	
MMW0524		Did you use the search tool (search box) during your visit today?	Yes No Don't remember	A, H, I	Radio button, one-up vertical	Single	Y	Skip Logic Group
MMW0525	A	Please tell us about your experience with the <b>search tool (search box)</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter). I had issues with the <b>design and layout</b> of the search results (text size, colors). I had issues with the <b>results</b> of the search. The search feature met my needs. None of these	B  C  D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
MMW0526	B	What were your issues with the <b>searching process</b> ? (Select all that apply.)	It was not clear how to use the search feature I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain terms, limit search scope) I had a different issue with the searching process:	E	Checkbox, one-up vertical	Multi	N	Skip Logic Group
MMW0527	E	My issue was:			Text area, no char limit			Skip Logic Group
MMW0528	C	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read I could not see enough of the descriptions to decide which link to choose The text was too small The page was too crowded I had a different issue with the design and layout of the results:	F	Checkbox, one-up vertical	Multi	N	Skip Logic Group
MMW0529	F	My issue was:			Text area, no char limit			Skip Logic Group
MMW0530	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted The order of the results was not what I expected There were no results or too few results The titles were not helpful The descriptions were not helpful I could not narrow the results of my search I had a different issue with the results of the search:	G	Checkbox, one-up vertical	Multi	N	Skip Logic Group
MMW0531	G	My issue was:			Text area, no char limit			Skip Logic Group
ACQLiv0010257	H	Did you try clicking on links (browse the site) before using the search feature to look for information today?	Yes, I browsed/clicked on links first No, I went straight to the search feature Don't recall		Radio button, one-up vertical	Single	Y	Skip Logic Group

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ACQLiv0010258	I	Please tell us what term(s) you used in your search			Text area, no char limit	Single	N	Skip Logic Group
ACQLiv0010259		The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site?	Yes  No Not Sure		Radio button, one-up vertical	Single	Y	
ACQwil0013017		How did you arrive on the healthfinder.gov site today:	I came to the site from a search engine results page (Google, Bing, Yahoo, etc.) I was previously on the Healthcare.gov site I was previously on the Health.gov site I am familiar with the site so I typed the url into my browser Message or recommendation from a friend on a social network  Internet blogs or discussion forums I clicked on a link from Facebook I clicked on a link from Twitter Mobile phone text messages or alerts Email marketing from Healthfinder (e.g., e-newsletter) Healthfinder e-card Word of mouth recommendation from someone I know TV, radio, newspaper or magazine advertising Internet advertising Conference/presentation Don't Know Familiarity with site		Radio button, one-up vertical	Single	Y	
MMW0541		Which best describes your role?	Caretaker Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher Student Teacher/Educator Other, please specify	A	Radio button, one-up vertical	Single	Y	OPS Group
MMW0542	A	Other role			Text area, no char limit	Single	N	OPS Group

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>Content (1=Poor, 10=Excellent, Don't Know)</b>            Please rate the <b>accuracy of information</b> on this site.             Please rate the <b>quality of information</b> on this site.             Please rate the <b>freshness of content</b> on this site.</p>	<p><b>Satisfaction</b>            What is your <b>overall satisfaction</b> with this site?  <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>             How well does this site <b>meet your expectations</b>?  <i>(1=Falls Short, 10=Exceeds)</i>             How does this site <b>compare to your idea of an ideal website</b>?  <i>(1=Not Very Close, 10=Very Close)</i></p>	<p><b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>            How likely are you to use this site as your primary resource for obtaining health or health policy information?   <b>Recommend (1=Very Unlikely, 10=Very Likely)</b>            How likely are you to recommend this site to someone else?</p>
<p><b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>            Please rate the <b>usefulness of the features provided</b> on this site.            Please rate the <b>convenience of the features</b> on this site.             Please rate the <b>variety of features</b> on this site.</p>		<p><b>Return (1=Very Unlikely, 10=Very Likely)</b>            How likely are you to return to this site?  <b>Lifestyle Change (1=Very Unlikely, 10=Very Likely)</b>             How likely are you to make a healthy lifestyle change <b>within 2 months based on the information you found on this site</b>?</p>
<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>            Please rate the <b>visual appeal</b> of this site.            Please rate the <b>balance of graphics and text</b> on this site.            Please rate the <b>readability of the pages</b> on this site.</p>		
<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>            Please rate <b>how well the site is organized</b>.            Please rate the <b>options available for navigating</b> this site.            Please rate <b>how well the site layout helps you find what you are looking for</b>.             Please rate the <b>number of clicks to get where you want</b> on this site.</p>		
<p><b>Search (1=Poor, 10=Excellent, Don't Know)</b>            Please rate the <b>relevance of search results</b> on this site.            Please rate the <b>organization of search results</b> on this site.            Please rate how well the <b>search results help you decide what to select</b>.            Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.</p>		
<p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>            Please rate how <b>quickly pages load</b> on this site.            Please rate the <b>consistency of speed from page to page</b> on this site.            Please rate the <b>ability to load pages without getting error messages</b> on this site.</p>		