

Model Instance Name:
http://www.alzheimers.gov/

MID: QFY5chZENA1k8Z1RAVdNg==

Date: 7/30/2012



Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

Thank you for visiting our site. Please help us improve alzheimers.gov. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Examples

Welcome Text Example

The screenshot shows a browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w". The page content includes the FORESEE logo, the title "Customer Satisfaction Survey", and the following text: "Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. Required questions are denoted by an *". Below this is a question: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." with a scale from 1 (Poor) to 10 (Excellent) and a "Don't Know" option.

Thank You Text Example

The screenshot shows a survey form with two dropdown menus for "Football" and "Hockey", both set to "Please Select". Below them is question 16: "16: What size and style of jean were you shopping for today?". The question is split into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size options are radio buttons for 1, 3, and 5. The style options are radio buttons for Boot cut, Low rise, and Flare. A yellow callout box points to the word "web site" in the text to the left of the question, stating: "'web site' has been corrected to now read 'website' in the text to the left". Below the question is the thank you text: "Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site." At the bottom are "Cancel" and "Submit" buttons, followed by "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".

Model Instance Name:

<http://www.alzheimers.gov/>

MID: QFY5chZENE1k8Z1RAVdNg==

Partitioned (Y/N)? NO

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

Date: 4/18/2012



<http://www.alzheimers.gov/>

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Alzheimer's Information (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Thoroughness	Please rate the thoroughness of information you viewed on this site today.	Satisfaction Overall	What is your overall satisfaction with Alzheimers.gov? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this site?
understandable	Please rate how understandable the information you viewed today was.	Satisfaction Expectations	How well does Alzheimers.gov meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely)
Provided Answers	Please rate how well the information viewed today provided answers to your questions.	Satisfaction Ideal	How does Alzheimers.gov compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Share Information	Share Information (1=Very Unlikely, 10=Very Likely)
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the visual appeal of this site.				How likely are you to share information from this site with a family member, friend or health care professional?
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Organized	Please rate how well the site is organized.				
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
Plain Language - Clear	Please rate the clarity of the wording on this site.				
Plain Language - Understandable	Please rate how well you understand the wording on this site.				
Plain Language - Concise	Please rate this site on its use of short, clear sentences.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				

#REF!
 http://www.alzheimers.gov/
 MID: QFY5chZENE1k8Z1RAVdNg==
 Date: 4/18/2012

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

http://www.alzheimers.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	CQ Label
LNH0059		How frequently do you visit this site?	This is my first visit		Drop down, select one	Single	Y		Frequency
			Every few months or less often						
			Monthly						
			Weekly						
			Several times a week						
			Daily/more than once a day						
LNH0060		What is your role in visiting the site today?	I am caring for someone with Alzheimer's disease		Radio button, one-up vertical	Single	Y	OPS Group*	Role
			I am caring for someone without Alzheimer's disease						
			I am a friend or family member of someone with Alzheimer's disease						
			I am a health care professional						
			I am an advocate for patients diagnosed with Alzheimer's disease						
			I suspect I or someone I know has Alzheimer's disease						
LNH0061	A	My role in visiting today was as a:	open-ended				N		OE_Role
LNH0062		What is your primary reason for visiting this site today?	Obtain general information on Alzheimer's disease		Radio button, one-up vertical	Single	Y	OPS Group*	Primary Reason
			Find out about treatments or clinical trial for persons with Alzheimer's disease						
			Find out how to be diagnosed for Alzheimer's disease						
			Find Alzheimer's paid providers in my area						
			Find Alzheimer's support programs or services for families/friends/caregivers						
			Just browsing						
LNH0063	A	The reason I visited the site today was:	open-ended				N		OE_Reason
LNH0064		What sections of the site did you visit today? (Please select all that apply.)	Alzheimer's is...		Checkbox One Up Vertical	Multi	Y	OPS Group*	Section Visited
			Treatment Options						
			How to Pay & Plan						
			Caring for someone						
			Help with Alzheimer's						
			Fighting Alzheimer's						
LNH0065	A	What other sections did you visit today?	A section not listed here (please specify):				N		OE_Section
LNH0066		Did you find what you were looking for on the site today?	Yes		Radio button, one-up vertical	Single		OPS Group*	Ability to Find
			No						
LNH0067		How did you find out about this site?	A friend or family member		Checkbox One Up Vertical	Multi	Y	OPS Group*	Learn about Site
			A health care professional						
			A general web search (e.g., Google, Bing, etc)						
			A TV commercial						
			A newspaper or magazine article						
			An online ad						
			A newspaper or magazine ad						
			A news broadcast						
			Other (please specify):						
LNH0068	A	How did you learn about the Alzheimers.gov site?			Text area, no char limit		N		OE_Learn about Site
LNH0069		Did you watch any of the videos featured on the Alzheimers.gov site?	Yes		Radio button, one-up vertical	Single	Y	skip logic group	Watch Videos
			No						
LNH0070	A	What did you think of the online videos you viewed on the Alzheimers.gov site?	open-ended		Text area, no char limit		N		OE_Videos Yes
LNH0071	B	Why didn't you watch any of the online videos featured on the Alzheimers.gov site?	open-ended		Text area, no char limit		N		OE_Videos No
LNH0073		What additional information would you like to have available on this site?	Open-ended		Text area, no char limit		N		OE_Additional Info
LNH0074		If you could make one improvement to the site what would it be?	open-ended		Text area, no char limit		N		OE_Improvement