

Model Instance Name: NLM Exhibition
#REF!
MID: #REF!
Date: Fill In Date



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 the NLM Exhibition Program 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.

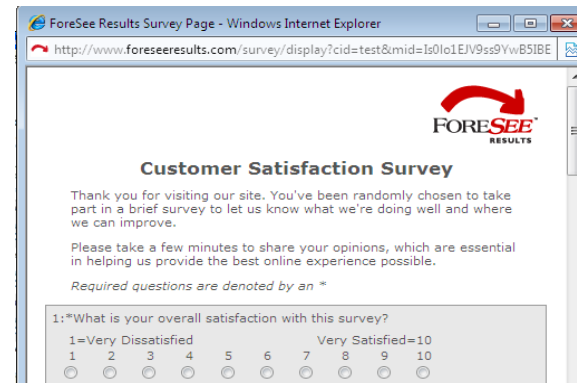
Thank You Text

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

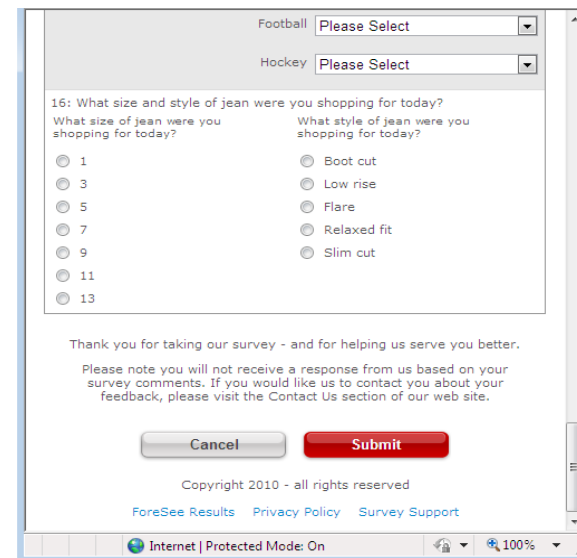
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

Examples

Welcome Text Example



Thank You Text Example



Model Instance Name:
 Fill-in Measure Name NLM Exhibition V2
 MID:
 Partition: Y
 Date: 11/28/2012

Model questions utilize the ACSI methodology to determine scores and impacts			
ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION	
1 Content - Accuracy	<p>Content (1=Poor, 10=Excellent, Don't Know)</p> Please rate your perception of the accuracy of information on this site.	17 Satisfaction - Overall	<p>Satisfaction</p> What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)
2 Content - Quality	Please rate the quality of information on this site.	18 Satisfaction - Expectations	How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)
3 Content - Freshness	Please rate the freshness of content on this site.	19 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)
4 Functionality - Usefulness	<p>Functionality (1=Poor, 10=Excellent, Don't Know)</p> Please rate the usefulness of the website tools provided on this site.		20 Return
5 Functionality - Convenient	Please rate the convenient placement of the website tools on this site.		<p>Return (1=Very Unlikely, 10=Very Likely)</p> How likely are you to return to this site ?
6 Functionality - Variety	Please rate the variety of website tools on this site.		21 Recommend
7 Look and Feel - Appeal	<p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p> Please rate the visual appeal of this site.		<p>Recommend (1=Very Unlikely, 10=Very Likely)</p> How likely are you to recommend this site to someone else ?
8 Look and Feel - Balance	Please rate the balance of graphics and text on this site.		
9 Look and Feel - Readability	Please rate the readability of the pages on this site.		
10 Navigation - Organized	<p>Navigation (1=Poor, 10=Excellent, Don't Know)</p> Please rate how well the site is organized .		
11 Navigation - Options	Please rate the options available for navigating this site.		
12 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for .		
13 Navigation - Clicks	Please rate the number of clicks to get where you want on this site.		
14 Site Performance - Loading	<p>Site Performance (1=Poor, 10=Excellent, Don't Know)</p> Please rate how quickly pages load on this site.		
15 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.		
16 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.		

Model Instance Name:

NLM Exhibition V2

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NLM Exhibition 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
		How frequently do you visit this site?	Daily Two to three times per week About once a month About once every three months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
		How did you come to this NLM Exhibition Program Web site? (please select one)	Web search engine (Yahoo!, Google, AOL , etc.) Link from another Web site Social Networking site (Facebook, LinkedIn, Tweet, etc.) Email, link, or print-materials about a traveling exhibition Email, link, or print-materials by a Tribal college or organization Personal referral—family, friend, teacher, colleague, etc. Don't know Other, please specify	A	Radio button, one-up vertical	Single
	A	Other awareness source			Text field, <100 char	Single
		How do you best describe yourself?	College/Graduate Student Educator Librarian or Information Professional Medical or science professional Member of the General Public Researcher Secondary Student (grades 6-12) Other, please specify:	A	Radio button, one-up vertical	Single
	A	Other best describes			Text field, <100 char	Single
		What is the primary purpose of your coming to this site today? Please select one.	Research a specific topic Learn more about the NLM Exhibition Program Access online exhibitions Just browsing Other (please specify)	B C D A	Radio button, one-up vertical	Single
	A	What other primary reason do you have for visiting today?			Text area, no char limit	Single
	B	If researching a specific topic, what types of materials were you looking for today? Please select all that apply.	Exhibitions on the topic		Radio button, one-up vertical	Single

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			Educational resources—class materials, instructional templates, etc.	E		
			Primary sources—e.g., photos, illustrations, interviews, etc.			
			Bibliographies			
			Links to relevant web sites			
			Other, please specify			
	E	What other materials are you seeking today?			Text area, no char limit	Single
	C	If inquiring about the NLM Exhibition Program, what information were you looking for today? Please select one.	General information (overview, contact, visit, etc.)	F	Radio button, one-up vertical	Single
			Available traveling exhibitions			
			How to book a traveling exhibition			
			Online educational materials			
			Exhibition titles by the Program			
			Other, please specify			
	F	What other information about the Exhibition Program are you seeking today?			Text area, no char limit	Single
	D	If looking for an online exhibition, what types of materials were you looking for today? Please select all that apply.	Exhibition narrative/text	G	Radio button, one-up vertical	Single
			Design and visual presentation styles			
			Web site features and available functions			
			Educational resources			
			Traveling exhibition information			
			Other, please specify			
	G	What other information about an online exhibition are you seeking today?			Text area, no char limit	Single
		Were you able to find what you were looking for today?	Just browsing/Wasn't looking for anything in particular	A	Radio button, one-up vertical	Single
			Yes			
			No			
			Partially			
	A	If you selected partially or no, what were you looking for?			Text area, no char limit	Single



Required Y/N	Special Instructions
Y	
Y	Randomize OPS Group Anchor Answer Choice
N	OPS Group
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group



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N	Skip Logic Group
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