

Model Instance Name:

ABMC

MID: Z8JhtlABUxIYNMI4MtgYNw==

Date: 1/19/2012



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 ABMC.gov. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and how 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. Please visit the Contact Us section of our website if you have further questions or feedback.

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?" with radio buttons for 1, 3, and 5; and "What style of jean were you shopping for today?" with radio buttons for Boot cut, Low rise, and Flare. A yellow callout box points to the word "web site" in the question text, 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%".

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ABMC

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 your perception of the accuracy of information on this site.	17 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 How likely are you to return to this site in the next 30 days?
2 Please rate the quality of information on this site.	18 How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	19 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	21 How likely are you to recommend this site to someone else?
Functionality (1=Poor, 10=Excellent, Don't Know)		Historical Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the features (ex: videos, database, educational materials) provided on this site.		22 How likely are you to use this site as a historical resource for information about the world wars, and the Americans buried and memorialized in ABMC's cemeteries and memorials ?
5 Please rate the convenient placement of the features (ex: videos, database, educational materials) on this site.		Visit cemetery (1=Very Unlikely, 10=Very Likely)
6 Please rate the variety of features (ex: videos, database, educational materials) on this site.		23 How likely are you to visit one of ABMC's cemeteries or memorials ?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the visual appeal of this site.		
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.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how quickly pages load on this site.		
15 Please rate the consistency of speed from page to page on this site.		
16 Please rate the ability to load pages without getting error messages on this site.		

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 Date: 3/1/2013

~~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 an ABMC cemetery Tourist who is planning to visit an ABMC cemetery or memorial 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 an ABMC cemetery Find information on an ABMC cemetery or memorial Plan a visit to an ABMC cemetery or memorial Order a service such as flowers, photos, lithograph, or Korean War Honor Roll Certificate Find general information about ABMC Research general historical information 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 ordering I do not prefer one way or the other I somewhat prefer the current process 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 criteria other than last name, state, unit, or and cemetery I would like to be able to sort or narrow the search results I would like more information about the individuals listed I would like to be able to download lists of information from the database into a format such as excel 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 able to find 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. Virtual tours 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	Multiple Lists Group	12) Video tours
SAC7135		Video and photo archives 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		Educational resources 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		Educational resources such as additional interactive programs about military campaigns	Extremely interested Very interested		Radio button, one-up vertical	Single	Y	Multiple Lists Group	15) More interactives

			Somewhat interested						
			Not very interested						
			Not at all interested						
			Not sure						
SAC7138		Information about individuals buried in ABMC cemeteries, such as personal letters and photos	Extremely interested		Radio button, one-up vertical	Single	Y	Multiple Lists Group	16) Personal letters/photos
			Very interested						
			Somewhat interested						
			Not very interested						
			Not at all interested						
			Not sure						
SAC7139		Please suggest one improvement ABMC could make to its website to improve your experience			Text area, no char limit	Single	N		d) Improvement
ACQLiv0023320		Do you ever access the Internet using a mobile phone or tablet?	Yes	A, B	Radio button, one-up vertical	Single	Y		Access Mobile Internet
			No						
ACQLiv002	A	Which of the following devices do you have?	A SmartPhone		Checkbox, one-up vertical	Multi	Y		Phone or Tablet
			A tablet						
			None of these						
ACQLiv002	B	Have you ever accessed ANY federal website using a mobile phone or tablet?	Yes	C	Radio button, one-up vertical	Single	Y		Federal Mobile Site Usage
			No, but I plan to do so						
			No, but I might in the future						
			No, and I don't plan to do so						
ACQLiv002	C	Have you ever accessed ABMC's site using a mobile phone or tablet?	Yes		Radio button, one-up vertical	Single	Y		Mobile Site Usage
			No, but I plan to do so						
			No, but I might in the future						
			No, and I don't plan to do so						

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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 an ABMC cemetery Tourist who is planning to visit an ABMC cemetery or memorial 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 an ABMC cemetery Find information on an ABMC cemetery or memorial Plan a visit to an ABMC cemetery or memorial Order a service such as flowers, photos, lithograph, or Korean War Honor Roll Certificate Find general information about ABMC Research general historical information 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 ordering I do not prefer one way or the other I somewhat prefer the current process I strongly prefer the current process		Radio button, one-up vertical	Single	Y	Skip Logic Group	6) Service order process
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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
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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 able to find 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. Virtual tours 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	Multiple Lists Group	12) Video tours
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SAC7137		Educational resources such as additional interactive programs about military campaigns	Extremely interested Very interested		Radio button, one-up vertical	Single	Y	Multiple Lists Group	15) More interactives

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			Not at all interested						
			Not sure						
SAC7139		Please suggest one improvement ABMC could make to its website to improve your experience			Text area, no char limit	Single	N		d) Improvement
		Do you ever access the Internet using a mobile phone or tablet?	Yes	A, B	Radio button, one-up vertical	Single	Y		Access Mobile Internet
			No						
	A	Which of the following devices do you have?	A SmartPhone		Checkbox, one-up vertical	Multi	Y		Phone or Tablet
			A tablet						
			None of these						
	B	Have you ever accessed ANY federal website using a mobile phone or tablet?	Yes	C	Radio button, one-up vertical	Single	Y		Federal Mobile Site Usage
			No, but I plan to do so						
			No, but I might in the future						
			No, and I don't plan to do so						
	C	Have you ever accessed ABMC's site using a mobile phone or tablet?	Yes		Radio button, one-up vertical	Single	Y		Mobile Site Usage
			No, but I plan to do so						
			No, but I might in the future						
			No, and I don't plan to do so						

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y	
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE					Y
			A little more	R				
			I expect to spend about the same amount as last year					
			A little less	S				
			A lot less	S				
Not sure								
	R	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y	
			Quality of merchandise					
			Merchandise selection					
			Good return policy					
			Online product prices					
			Shipping costs					
			Availability of merchandise					
			Better personal economic circumstances this year					
			Other (please specify):	Z				



Special Instructions

Skip Logic Group

Skip Logic Group