

Model Instance Name: FEMA Mobile Site Pilot

MID: RQ9tdkp9ZIFNdxV415ABtg==

Date: 2/9/2011

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Look and Feel (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the visual appeal of this mobile site.	5 What is your overall satisfaction with this mobile site? (1=Not At All Satisfied, 10=Extremely Satisfied)	8 How likely are you to return to this mobile site?
2 Please rate the readability of the pages on this mobile site.	6 How well does this mobile site meet your expectations ? (1= Falls Short, 10= Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
Navigation (1=Poor, 10=Excellent, Don't Know)	7 How does this site compare to your idea of an ideal mobile website ? (1=Not Very Close, 10=Very Close)	How likely are you to recommend this mobile site to someone else?
3 Please rate how well the mobile site is organized.		
4 Please rate the options available for navigating this mobile site.		

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~~red & strike-through~~: DELETE

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underlined & italicized: RE-ORDER

Date: 3/5/2010

pink: ADDITION

blue + -->: REWORDING

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
CWS06679		What is your primary reason for visiting FEMA's mobile site?	CWS06679A001	Apply for assistance		Radio button, one-up vertical	S	Y	OPS Group
				Check the status of an application					
				Learn more about available assistance					
			CWS06679A002	Find information on a current or recent disaster					
			CWS06679A003	Find training and preparedness information					
			CWS06679A004	Find employment or contracting opportunities and information					
			CWS06679A005	Find grant information					
			CWS06679A006	Find a form or publication					
	CWS06679A007	Other , please specify:							
CWS06680		Other reason for visit				Text field, <100 char		N	
CWS06681		Were you able to complete the purpose of your visit?	CWS06681A001	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic G
			CWS06681A002	No					

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			CWS06679A003	Find training and preparedness information					
			CWS06679A004	Find employment or contracting opportunities and information					
			CWS06679A005	Find grant information					
			CWS06679A006	Find a form or publication					
		CWS06679A007	Other , please specify:						
CWS06680		Other reason for visit				Text field, <100 char		N	
CWS06681		Were you able to complete the purpose of your visit?	CWS06681A001	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic G
			CWS06681A002	No					
			CWS06681A003	Partially-					