FORESEE

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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

Welcome Text

Thank you for visiting our site on your mobile device. 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.

DEFAULT Thank You Text

Thank you for taking our survey and for helping us serve you better. We appreciate your input.

Examples

Welcome Text Example

Thank You Text Example

Model Instance Name:	
FDA Mobile	
MID:	**TBD**
Partitioned (Y/N)?	**N**
FPI Included(Y/N)?	**N**

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.
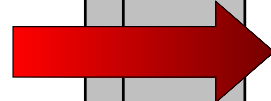
Date:	**8/6/2013**

FORESEE

Element rotation scheme has been added

FDA Mobile
Model questions utilize the ACSI methodology to determine scores and impacts

MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)		**Satisfaction**		**Return** (1=Very Unlikely, 10=Very Likely)
Content - Accuracy	Please rate the **accuracy of information** on this mobile site.	**Satisfaction - Overall**	What is your **overall satisfaction** with this mobile site? *(1=Very Dissatisfied, 10=Very Satisfied)*	**Return to Mobile Site**	How likely are you to **return to this mobile site**?
Content - Quality	Please rate the **quality of information** on this mobile site.	**Satisfaction - Expectations**	How well does this mobile site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*		**Recommend** (1=Very Unlikely, 10=Very Likely)
	Functionality (1=Poor, 10=Excellent, Don't Know)	**Satisfaction - Ideal**	How does this site **compare to your idea of an ideal mobile website**? *(1=Not Very Close, 10=Very Close)*	**Recommend Mobile Site**	How likely are you to **recommend this mobile site to someone else**?
Functionality - Usefulness	Please rate the **usefulness of the features** (main site wide search tool, search by section, etc.) provided on this mobile site.				
Functionality - Variety	Please rate the **variety of features** (main site wide search tool, search by section, etc.) on this mobile site.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the **visual appeal** of this mobile site.				
Look and Feel - Readability	Please rate the **readability of the pages** on this mobile site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Organized	Please rate **how well this mobile site is organized**.				
Navigation - Options	Please rate the **options available for navigating** this mobile site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how **quickly pages load** on this mobile site.				
Site Performance - Errors	Please rate the **ability to load pages without getting error mess** this mobile site.				

Model Instance Name:	
FDA Mobile	red & strike-through: DELETE
MID: TBD	*underlined & italicized*: RE-ORDER
Date: 8/6/2013	pink: ADDITION
	blue + -->: REWORDING

FDA Mobile 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
		How frequently do you visit the FDA site on your mobile device?	This is my first time		Radio button, one-up vertical	Single	Y		Visit Frequency
			Daily						
			Weekly						
			Monthly						
			A couple times a year						
			About once a year						
		Which of the following categories best describes the information you were looking for? (Please select all that apply).	Food		Checkbox, one-up vertical	Multi	Y	OPS Group*	Topic
			Drugs						
			Medical Devices						
			Radiation-Emitting Products						
			Vaccines, Blood & Biologics						
			Animal & Veterinary						
			Cosmetics						
			Tobacco Products						
			Other, please specify:	A				Mutually Exclusive	
	A	Please describe the topic you were looking for:			Text area, no char limit	Single	N	OPS Group*	OE_Topic
		Did you find the information you were looking for today?	Yes		Radio button, one-up vertical	Single	Y		Ability to Find
			No	A					
	A	What were you unable to find on the FDA site today?			Text area, no char limit	Single	Y		OE_Ability to Find
		For this visit to the FDA site, which of the following roles best describes you?	Regulated industry		Text area, no char limit	Single	Y		Role

ForeSee Results - Confidential and Proprietary

Base Element Order	Version 2	Version 3	Version 4
Content	Site Performance	Navigation	Functionality
Functionality	Navigation	Content	Site Performance
Look and Feel	Look and Feel	Site Performance	Look and Feel
Navigation	Functionality	Functionality	Content
Site Performance	Content	Look and Feel	Navigation

Version 5

Look and Feel
Navigation
Content
Site Performance
Functionality