



Model Instance Name:  
Maritime Administration

MID: New Measure - DOT will fill in

Date: 10/2/2013



## 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. 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!

### ALTERNATE WEB 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" with the URL "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkg100h5w". 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 rating 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 to 10 (1=Poor, Excellent=10) and a "Don't Know" option.

### Thank You Text Example

The screenshot shows a browser window titled "Internet | Protected Mode: On" with a 100% zoom level. The survey page includes dropdown menus for "Football" and "Hockey", both set to "Please Select". Question 16 asks: "What size and style of jean were you shopping for today?" with two columns of radio button options: "1, 3, 5, 7, 9, 11, 13" and "Boot cut, Low rise, Flare, Relaxed fit, Slim cut". Below the question is a thank you message: "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." At the bottom are "Cancel" and "Submit" buttons, and a footer with "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support".

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Partitioned (Y/N)? Yes

FPI Included(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.

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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	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Content - Accuracy	Please rate your perception of the <b>accuracy of information</b> on this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Return	How likely are you to <b>return to this site</b> ?
2 Content - Quality	Please rate the <b>quality of information</b> on this site.	18 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	19 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	21 Recommend	How likely are you to <b>recommend this site</b> to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.			22 Primary Resource	How likely are you to use this site as your <b>primary resource for obtaining maritime information</b> ?
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
6 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.			23 Trust - Trustworthy	I consider this organization to be <b>trustworthy</b> .
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate <b>how well the site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for</b> .				
10 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
11 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
12 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
13 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				
14 Functionality - Usefulness	Please rate the <b>usefulness of the website tools (ex:search, print, email)</b> provided on this site.				
15 Functionality - Convenient	Please rate the <b>convenient placement of the website tools (ex:search, print, email)</b> on this site.				
16 Functionality - Variety	Please rate the <b>variety of website tools (ex:search, print, email)</b> on this site.				



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

Maritime Administration 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 this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Radio button, one-up vertical	Single	Y		Frequency
		What is your main role visiting the site today?	General public MARAD gateway office employee Mariner Media Researcher Other (please specify):	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
	A	What is your other primary role?			Text field, <100 char		N	Skip Logic Group*	Other Role
		What is your primary reason for visiting this site today?	View data and statistics Read about news, events, or press releases Contact the Maritime Administration Learn about maritime educational academies or schools Look for a job Other (please specify):	B	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
	B	What is your other reason for visiting?			Text area, no char limit		N	Skip Logic Group*	Other Reason
		What section(s) of the site did you visit today? (Please select all that apply.)	About Us Education Mariners Environment, Safety & Security Ports Ships & Shipping Resources News Items I'm not sure / I don't remember Other (please specify):	G G	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Section
	G	What other section of the site did you visit?			Text area, no char limit		N	Skip Logic Group*	Other Section
		What is the primary way that you looked for information on the site today?	Advanced search Links on the left side of the page Quick links in the center of the home page Search Site Map Top navigation bar Other (please specify):	D D C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
	C	What other way did you look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
	D	Please tell us about your experience with the site's search feature. (Please select all that apply.)	The search feature met my needs today. I had issues with the basic search process (how to use it, terms to enter). I had issues with the visual display of the search results (text size, images). I had issues with the search results I received. I had issues with sorting, filtering, advanced search, or lack of these options. I had technical issues with the search feature. Other (please specify):	E	Radio button, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
	E	What other search experience did you encounter? Please be specific.			Text area, no char limit		N	Skip Logic Group*	Other Search Experience

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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
		Did you <b>find what you were looking for</b> today?	Yes Partially No I'm just browsing	F F	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Find
	F	What you were unable to find? Please be specific.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
		If you could <b>make one improvement</b> to the site, what would it be?			Text area, no char limit		N		Improvement
		How likely are you to <b>discourage others</b> from interacting with this organization?	1 = Very Unlikely 2 3 4 5 6 7 8 9 10 = Very Likely		Radio button, scale, no don't know	Single	Y		Discourage