

Model Instance Name:
 ABC-C Survey
 MID:
 Partitioned (Y/N)? Y
 Date: 11/07/2013



ABC-C Survey

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	
	Site Information (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1	Site Information - Thoroughness Please rate the thoroughness of information provided on this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this site in the future?
2	Site Information - Understandable Please rate how understandable this site's information is.	Satisfaction - Expectations	How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Site Information - Answers Please rate how well the site's information provides answers to your questions .	Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4	Site Performance - Loading Please rate how quickly pages load on this site.			Primary Resource	How likely are you to use this site as your primary resource for Army civilian employee benefits?
5	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
6	Site Performance - Errors Please rate the ability to load pages without getting error messages on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7	Navigation - Organized Please rate how well the site is organized .				
8	Navigation - Options Please rate the options available for navigating this site.				
9	Navigation - Layout Please rate how well the site layout helps you find what you are looking for .				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
10	Look and Feel - Appeal Please rate the visual appeal of this site.				
11	Look and Feel - Balance Please rate the balance of graphics and text on this site.				
12	Look and Feel - Readability Please rate the readability of the pages on this site.				
	Search (1=Poor, 10=Excellent, Don't Know)				
13	Search - Results Relevance Please rate the relevance of search box results on this site.				
14	Search - Results Organization Please rate the organization of search box results on this site.				
15	Search - Results Help Please rate how well the search box results help you decide what to select .				
16	Search - Feature Narrow Please rate how well the search feature helps you to narrow the results to find what you want.				

Model Instance Name:

ABC-C Survey

MID:

Date: 11/07/2013

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

ABC-C Survey 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?	First time Daily Weekly Monthly Every 2 months or less often		Drop down, select one	S	Y		Frequency
		What best describes your role when visiting this site?	Active duty Retired Army Benefits Center civilian DCMA civilian Reserve National Guard technician Family member Veteran Contractor Other		Drop down, select one	S	Y		Role
		Please indicate your job series.			Text area, no char limit		Y		Job
		How close are you to retirement?	Within a year 1 to 5 years 6 to 10 years More than 10 years Prefer not to respond		Drop down, select one	S	Y		Retirement
		What is your primary reason for visiting the ABC-C website today?	Access my EBIS Court ordered benefits information Forms Health insurance information Life insurance information Enroll in health, dental, vision or life insurance Enroll in a Flexible Spending Account (FSA) Open Season information Injury compensation Leave without pay Civilian deposit/redeposit Deposit for military service National Guard information New employee benefits tool kit Retirement and retirement readiness Request retirement estimate Social security information Thrift Savings Plan (TSP) information Change my TSP contributions Unemployment compensation Uniformed services Affordable Care Act information Furlough guidance Video teletraining (VTT) information Defense Connect Online (DCO) information Read newsletters Change of address Contact ABC-C About ABC-C Other	A	Radio button, one-up vertical	S	Y		Reason
	A	What specific form did you look for today?	Beneficiaries Health insurance Life insurance Military Retirement TSP Voluntary contributions Other		Radio button, one-up vertical	S	Y		Form
		Did you find what you were looking for?	Yes Partially No, please specify:		Radio button, one-up vertical	S	Y		Find info
	A	Please specify what were you trying to find.		A	Text area, no char limit		N		No info
		What method did you use today to find the information on this site?	Search box Benefit topics links How Do I links Links within the pages Site map		Drop down, select one	S	Y		Method
		How likely are you to call the ABC-C counselor regarding the information you looked for online today?	1=Very Unlikely 2		Radio button, scale, has don't know	S	Y		Call center/counselor

Model Instance Name:

ABC-C Survey

MID:

Date: 11/07/2013

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

ABC-C Survey 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
			3 4 5 6 7 8 9 10=Very Likely Don't know						
		If you could make one improvement to this site, what would it be? Where are you located ?	Stateside military base Overseas military base Deployed location Outside of U.S. Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington Washington D.C. West Virginia Wisconsin Wyoming		Text area, no char limit Drop down, select one	S	Y N		Improvement Location
		Please select the category that includes your age .	18 - 24 25 - 34 35 - 44 45 - 54 55 - 64		Drop down, select one	S	N		Age

Model Instance Name:

ABC-C Survey

MID:

Date: 11/07/2013

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

ABC-C Survey 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
			65 and over I prefer not to respond						
		What is your gender ?	Female Male I prefer not to respond		Drop down, select one	S	N		Gender
		Which of the following best describes the highest level of education you have completed?	Did not complete high school High school graduate Some college/vocational school College graduate Some postgraduate school Graduate/professional degree MD/PhD Prefer not to respond		Drop down, select one	S	N		Education
		How do you describe your ethnicity ?	Hispanic Non-Hispanic I prefer not to respond		Drop down, select one	S	N		Ethnicity
		How do you describe your race ?	American Indian or Alaska Native Asian or Pacific Islander African American or Black White Other I prefer not to respond		Drop down, select one	S	N		Race