

Model Instance Name:
Alzheimer's

MID: NEW

Date: 11/04/2013



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 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 NIA's Alzheimer's disease information website. You've been randomly chosen to take part in a brief survey to let us know where we can improve and what we're doing well.

Please take a few minutes to share your opinions, which will help us provide the best online experience possible.

Thank You Text

Thank you for taking our survey.

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

Thank You Text Example

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 Partitioned (Y/N)? Yes
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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	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1	Content - Accuracy Please rate the accuracy of information on this site.	16	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19	Return How likely are you to return to this site in the next 30 days?
2	Content - Quality Please rate the quality of information on this site.	17	Satisfaction - Expectations How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Content - Freshness Please rate the freshness of content on this site.	18	Satisfaction - Ideal How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	20	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.			21	Primary Resource How likely are you to use this site as your primary resource for Alzheimer's and dementia information?
5	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
6	Site Performance - Completeness Please rate how completely the page content loads on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
7	Functionality - Usefulness Please rate the usefulness of the website features (such as clinical trials listing, news, and publications) provided on this site.				
8	Functionality - Convenient Please rate the convenient placement of the website features (such as clinical trials listing, news, and publications) on this site.				
9	Functionality - Variety Please rate the variety of website features (such as clinical trials listing, news, and publications) on this site.				
	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.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
13	Navigation - Organized Please rate how well the site is organized .				
14	Navigation - Options Please rate the options available for navigating this site.				
15	Navigation - Layout Please rate how well the site layout helps you find what you are looking for .				

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + --> REWORDING

Alzheimer's CUSTOM QUESTION LIST

CQID	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
NEW		In what role are you primarily visiting the site today? I am a...	Person diagnosed with Alzheimer's Person concerned I might have Alzheimer's Family or friend of person with Alzheimer's Caregiver Health professional Student Housing or social services organization Educator Researcher or scientist Advocate Media Other	A	Radio button scale, one up vertical	Single	Yes	OPS Group*	Role
NEW	A	Please explain.			Text box		No	OPS Group*	
NEW		What type of information are you looking for on the site today?	Alzheimer's symptoms, causes, etc. Other dementias Clinical trials Research centers Caring for a person with Alzheimer's Publications News about Alzheimer's Other	C B	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
NEW	B	Please explain.			Text box		No	Skip Logic Group*	OPS Type of Info
NEW	C	For any publications you used today, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
NEW	C	Do you generally prefer to read information online or order printed materials?	Online Printed	D	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Online or Print
NEW	D	What type of device do you prefer to use for online info?	Desktop / laptop (computer) Tablet Mobile device (smartphone)	E E	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Device Type
NEW	E	What content would you most like to see made available for this device?			Text area			Skip Logic Group*	Make Available
NEW		Did you find what you were looking for?	Yes No Partially	F F	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Did You Find
NEW	F	What were you looking for that you couldn't find?			Text area		No	Skip Logic Group*	What Looking For
NEW		What additional information or resources would you like to see included on our site?			Text area		No		Additional Info
NEW		Did you search for Alzheimer's clinical trials today?	Yes No	G	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Search For Trials
NEW	G	Were you able to locate a clinical trial meeting your criteria?	Yes No		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Locate Trials
NEW	G	How did you search clinical trials?	Map Zip code Key word Category		C check boxes, one up vertical	Multi-select	No	Skip Logic Group*	How Search Trials
NEW		Please select the category that includes your age.	40 or under 41 – 60 61 – 70 71 – 80 81 or over		Radio button scale, one up vertical	Single	No		Age