

Model Instance Name:

Go4Life

MID: NEW

Date: 11/05/2013



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 Go4Life 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

A screenshot of a web browser displaying a survey page. The page title is "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w". The page content includes the ForeSee logo, the title "Customer Satisfaction Survey", and a welcome message: "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." Below this is another paragraph: "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 *". A question is displayed: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." Below the question is a rating scale from 1 to 10, with "1=Poor" and "Excellent=10". The scale options are: 1 (radio button), 2 (radio button), 3 (radio button), 4 (radio button), 5 (radio button), 6 (radio button), 7 (radio button), 8 (radio button), 9 (radio button), 10 (radio button), and Don't Know (radio button).

Thank You Text Example

A screenshot of a web browser displaying a survey page. The page shows two dropdown menus for "Football" and "Hockey", both with "Please Select" in the dropdown arrow. Below the dropdowns is a question: "16: What size and style of jean were you shopping for today?". The question is split into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size options are radio buttons for 1, 3, 5, 7, 9, 11, and 13. The style options are radio buttons for Boot cut, Low rise, Flare, Relaxed fit, and 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 web site." At the bottom of the page are "Cancel" and "Submit" buttons. Below the buttons is the copyright notice: "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar at the bottom shows "Internet | Protected Mode: On" and a zoom level of "100%".

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Partitioned (Y/N)? Yes

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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 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 next 30 days? |
| Content - Quality | Please rate the quality of information on this site. | Satisfaction - Expectations | How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds) | | Recommend (1=Very Unlikely, 10=Very Likely) |
| Content - Freshness | Please rate the freshness of content on this site. | 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) |
| 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 information about exercise for older adults ? |
| Site Performance - Consistency | Please rate the consistency of speed from page to page on this site. | | | | Follow on Social Media (1=Very Unlikely, 10=Very Likely) |
| Site Performance - Completeness | Please rate how completely the page content loads on this site. | | | Follow on Social Media | How likely are you to follow Go4Life on social media such as Twitter? |
| | Functionality (1=Poor, 10=Excellent, Don't Know) | | | | Use Website Tools (1=Very Unlikely, 10=Very Likely) |
| Functionality - Usefulness | Please rate the usefulness of the features (such as exercises, coach tips, success stories) provided on this site. | | | Use Website Tools | How likely are you to use My Go4Life ? |
| Functionality - Convenient | Please rate the convenient placement of features (such as exercises, coach tips, success stories) on this site. | | | | |
| Functionality - Variety | Please rate the variety of features (such as exercises, coach tips, success stories) on this site. | | | | |
| | Look and Feel (1=Poor, 10=Excellent, Don't Know) | | | | |
| Look and Feel - Appeal | Please rate the visual appeal of this site. | | | | |
| Look and Feel - Balance | Please rate the balance of graphics and text on this site. | | | | |
| Look and Feel - Readability | Please rate the readability of the pages on this site. | | | | |
| | Navigation (1=Poor, 10=Excellent, Don't Know) | | | | |
| Navigation - Organized | Please rate how well the site is organized . | | | | |
| Navigation - Options | Please rate the options available for navigating this site. | | | | |
| 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

Go4Life 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 | | Today, I was looking for information for... | Myself Family or friends Organizations Health professionals | | Radio button scale, one up vertical | Single | Yes | | Info For |
| NEW | | Did you find what you were looking for? | Yes No Partially | A A | Radio button scale, one up vertical | Single | Yes | Skip Logic Group | Did You Find |
| NEW | A | What were you looking for that you couldn't find? | | | Text area | | No | Skip Logic Group | Looking For |
| NEW | | What part of Go4Life was most useful to you today? | Exercises to try Success stories Online coaching My Go4Life Tip sheets Safety information Healthy eating Other | | Radio button scale, one up vertical Rotate answer choices | | Yes | OPS Group | Most Useful |
| NEW | B | Please explain. | | B | Anchor Text box | | No | OPS Group | OPS Most Useful |
| NEW | | What information do you suggest we add to the site to make it even more useful? | | | Text area | | No | | Info To Add |
| NEW | | Did you try any of the Go4Life exercises? | Yes No | C | Radio button scale, one up vertical | | No | Skip Logic Group | Try Exercises |
| NEW | C | Which ones? | | | Text area | | No | Skip Logic Group | Which Exercises |
| NEW | | Do you have a My Go4Life account? | Yes No | D | Radio button scale, one up vertical | Single | Yes | Skip Logic Group | Have Account |
| NEW | D | How often do you use My Go4Life to track your physical activity? | Very frequently Once in a while Never | E | Radio button scale, one up vertical | Single | Yes | Skip Logic Group | Track Activity |
| NEW | E | How can we make My Go4Life a tool you want to use? | | | Text area | | No | Skip Logic Group | Make Useful |
| NEW | | Have you signed up for coaching tips? | Yes No | | Radio button scale, one up vertical | | No | | Coaching Tips |
| NEW | | Have you ever submitted a success story to Go4Life? | Yes No | | Radio button scale, one up vertical | | No | | Success Story |
| NEW | | Have you ever sent a Go4Life e-card? | Yes No | | Radio button scale, one up vertical | | No | | E-Card |
| NEW | | How useful is the e-news from My Go4Life? | Very useful A little useful Not useful at all Don't know / Never read it | | Radio button scale, one up vertical | Single | Yes | | E-News |
| 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 |
| NEW | | How often do you exercise? | Daily 1 - 2 times per week Occasionally Never | | Radio button scale, one up vertical | | Yes | | Exercise Frequency |
| NEW | | Please indicate whether you have visited the Go4Life site before today. | Yes, frequently Yes, once or twice No, today was my first visit | | Radio button scale, one up vertical | | Yes | | Visit Frequency |