

Model Instance Name:

NIAID October 2011

MID: FxMhZ0ohpUwcNwZEQs10Zw==

Date: 8/31/2011



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 text shown in the box below.

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.

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 web site.

Examples

Welcome Text Example

The screenshot shows a browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The address bar shows the URL "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w". 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 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 (Poor) to 10 (Excellent) and a "Don't Know" option.

Thank You Text Example

The screenshot shows a survey form with two dropdown menus for "Football" and "Hockey", both set to "Please Select". Below them is question 16: "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 the 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 web site." At the bottom are "Cancel" and "Submit" buttons, followed by "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 "100%".

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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.</p> <p>Please rate the balance of graphics and text on this site.</p> <p>Please rate the readability of the pages on this site.</p>	<p>Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)</p> <p>How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)</p>	<p>Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?</p> <p>Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized.</p> <p>Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for. Please rate the number of clicks to get where you want on this site.</p>		<p>Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from this organization?</p>
<p>Content (1=Poor, 10=Excellent, Don't Know) Please rate your perception of the accuracy of information on this site. Please rate the quality of information on this site. Please rate the freshness of content on this site.</p>		
<p>Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided (i.e. Search, Links, Health & Research Topics, Rotating Slideshow) on this site. Please rate the convenience of the features (i.e. Search, Links, Health & Research Topics, Rotating Slideshow) on this site. Please rate the variety of features (i.e. Search, Links, Health & Research Topics, Rotating Slideshow) on this site.</p>		

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NIAID October 2011 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
SAC3980		How frequently do you visit this site?	First time		Radio button, one-up ver	Single	Y

**Special
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Types

Text field, <100 char
Text area, no char limit
Drop down, select one
Radio button, one-up vertical
Radio button, two-up vertical
Radio button, three-up vertical
Radio button, scale, has don't know
Radio button, scale, no don't know
Checkbox, one-up vertical
Checkbox, two-up vertical
Checkbox, three-up vertical

Please Select a Language

Arabic - AR
Australia - AU
Belgium - BG
Brazil Portuguese - BP
China - CH
Chinese Traditional - CT
Colombian - CO
Croatian - CR
Czech Republic - CZ
Danish - DN
Dutch - DU
English - EN
Farsi - FS
French - FR
French Canadian - FC
Germany - GR
Global English - GE
Greek - GK
Hungary - HU
Italian - IT
Japan - JP
Korean - KR
Malaysian English - MA
Mandarin - MD
Norwegian - NW
Persian - PN
Poland - PL
Portuguese - PO
Russia - RU
South Africa - SA
South Korean - SK
Spanish - SP
Spanish Original - SO
Spanish Traditional - ST
Swedish - SW
Turkey - TR
United Kingdom - UK
Vietnamese - VT
OTHER LANGUAGE (PLEASE SEE DOT)

Instructions

Randomize
Shared
OPS Group
Matrix Group
Rank Group
Comparative Matrix Group
Skip Logic Group
Multiple Lists Group
Anchor Answer Choice
Partitioned
Adjust Template/Style Sheet

Please Select

Yes
No
Unsure (PLEASE SEE DOT)