

Model Name Alumni v3
 Model ID
 Partitioned Yes
 Date 2/17/2015

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Rework



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?
2 Look and Feel - Balance	Please rate the balance of graphics and text 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 Look and Feel - Readability	Please rate the readability of the pages 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?
4 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.				
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.				
7 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) 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 need .				
10 Information Browsing - Sort	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
13 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				

Model Name Alumni v3
 Model ID 0
 Partitioned Yes
 Date 2/17/2015

Red & Strike-Through: Delete
 Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Rework



QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		What kind of site improvements would enhance your experience on alumni.state.gov?			N	Text area, no char limit		Improvement
		How often do you visit this website?	This is my first time Daily Weekly Monthly Annually		Y	Drop down, select one		Frequency
		What method did you use to find the information you were looking for today?	Site's search feature Top navigation bar Left-hand navigation Links on the pages Just browsed Both search and navigation		Y	Radio button, one-up vertical		Method
		Which role best describes your relationship with the alumni community?	Registered alumni member of alumni.state.gov Un-registered alumna/us visiting alumni.state.gov Implementing partner or program office Not affiliated with the alumni community Searching for exchange program information Other		Y	Radio button, one-up vertical		Role
		Which status best describes your citizenship?	U.S. Citizen Non-U.S. Citizen		Y	Drop down, select one		Status
		Please indicate the topic of most interest to you when visiting the alumni.state.gov site.	Grants Connecting with alumni Research Tools (e-library) Alumni Engagement Innovation Fund Events News Online course made available exclusively to alumni Other topic of interest		Y	Radio button, one-up vertical		Topic
		What is your primary reason for visiting the site today?	Grant & funding opportunity listings Connecting with alumni Alumni news Read online newspapers on e-library (Research Tools) Look for job or internship opportunities Find a scholarship Look for ongoing or upcoming projects Find country specific information Find exchange programs Learn about alumni associations Register for the website Update profile Other		Y	Radio button, one-up vertical		Reason
		Did you find what you were looking for?	Yes Partially No	A A	Y	Radio button, one-up vertical	Skip Logic Group*	Find
	A	Please indicate what you were trying to find.			N	Text area, no char limit	Skip Logic Group*	No Info