

NASA LANCE Near Real-Time Data 2013 Customer Satisfaction Questionnaire

Introduction

NASA would like to hear from its customers about the services we provide you through the Land Atmosphere Near real-time Capability for EOS (**LANCE**), a service of the NASA Earth Observing System Data and Information System (EOSDIS).

The survey should take approximately 10 to 15 minutes to complete. All submitted information is collected and processed by CFI Group, an independent research and consulting firm. When you finish the survey, your responses will be sent directly to a database located on CFI Group's server, which cannot be accessed through any NASA online system.

Your answers are voluntary, but your opinions are very important. Your responses will remain anonymous and will only be reported in aggregate. If at any time you do not feel comfortable answering a question, you may choose not to answer. This survey is authorized by Office of Management and Budget Control No. 1090-0007; authorization expires on March 31, 2015.

Questions or problems with the survey? Email NASASurvey@cfigroup.com.

Background

Q1. How did you become aware that you could acquire Near Real-Time (NRT) data / imagery from the NASA Land Atmosphere Near real-time Capability for EOS (LANCE)? Please select all that apply:

1. LANCE website
2. Discussions with LANCE staff / EOSDIS user services personnel
3. GCMD (Global Change Master Directory)
4. Colleague
5. Internet search (e.g., Google)
6. Other (Please specify)

Q2. Where are you currently located? [**Dropdown country list**]

Q3. For which area do you need NRT products (data and/or imagery)? Please select all that apply:

1. Agriculture
2. Air quality
3. Ash plumes
4. Drought
5. Dust storms
6. Fires
7. Floods
8. Severe storms
9. Shipping
10. Smoke plumes
11. Vegetation
12. Other (please specify)

Q4. Which best describes your interest?

1. Humanitarian / managing hazards or disasters
2. Monitoring air quality
3. Media – press/news/blogs/social media
4. Conservation / natural resource management
5. Answering science questions including modeling/forecasting
6. Preview for data / science products selection
7. Other, please specify

- Q5.** What LANCE NRT services have you used (check all that apply):
1. Rapid Response image subsets, mosaics / gallery or swath images
 2. Worldview
 3. Data download (FTP)
 4. FIRMS (Fire Information for Resource Management System)
 5. GIBS (Global Imagery Browse Services) e.g. Web Map Tile Services (WMTS) and/or KML (Keyhole Markup Language)
- Q6.** LANCE NRT products (data and/or imagery) are available within 3 hours of spacecraft acquisition; what time frame is useful to you?
1. Less than 3 hours
 2. Less than 6 hours
 3. Less than 12 hours
 4. Less than 24 hours

Search and Download

- Q7.** Which of the following do you use to search for LANCE NRT products or services? (Please specify all that apply)
1. LANCE website and/or instrument websites
 2. Direct interaction with LANCE staff / EOSDIS user services personnel
 3. GCMD (Global Change Master Directory)
 4. Internet search (e.g., Google)
 5. Other (Please specify)
- Q8.** Did you find the information (e.g., product descriptions, users guides, tool guides) you needed to help you work with the LANCE products or services?
1. Yes [**Skip to Q10 or Q13 depending on ans. to Q5**]
 2. No
- Q9.** What specific information were you looking for but could not find? [**Open-end**] [**Go to Q10 or Q13 depending on ans. to Q5**]

Search/Download Visualization [Ask section if Q5=1, 2 or 5]

- Q10.** How frequently do you browse or download LANCE NRT imagery?
1. Daily
 2. Weekly
 3. Monthly
 4. Few times a year

Think about the NRT imagery you browsed using LANCE services, using a 10-point scale, on which "1" means "Poor" and "10" means "Excellent," please rate ...

- Q11.** Ease of finding imagery you want
Q12. Ease of downloading imagery

Search/Download Data [Ask section if Q5=3 or 4]

- Q13.** How frequently do you download LANCE NRT data?
1. Daily
 2. Weekly
 3. Monthly
 4. Few times a year

Think about your search and download of NRT data and data products using LANCE services, using a 10-point scale, on which "1" means "Poor" and "10" means "Excellent," please rate ...

Q14. Ease of finding data you want

Q15. Ease of downloading data

Data/imagery Delivery Format and Method

Q16. Are you able to download data/imagery in the format you prefer?

1. Yes [**Skip to Q19**]
2. No

Q17. What is your preferred format? [**Open-end**]

Q18. What is your preferred method for downloading data/imagery?

1. FTP
2. HTTP
3. Email alerts
4. Web services (Google Earth, KML, WMTS, WMS, WCS, WFS)
5. Other (please specify)

Think about the delivery of the LANCE NRT products, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q19. Convenience of delivery

Q20. Timeliness of delivery

Usage (Use of LANCE NRT Products)

Think about using the LANCE NRT data and/or imagery products once you have accessed/downloaded them using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q21. Ease of using the NRT products in the delivered format

Q22. Usefulness of NRT products to your needs

Q23. There is a difference between LANCE NRT products and science/standard quality (SQ) products from EOSDIS. Please tell us how we can help improve your understanding of the differences between NRT and SQ products. [**Open-end**]

Q24. How do you use the NRT data/imagery that you get?

1. Personal use [**Skip to Q27**]
2. For redistribution [**Skip to Q26**]
3. Customization, then distribution

Q25. How do you customize LANCE NRT products? [**Open-end**]

Q26. What user groups do you send them to? [**Open-end**]

Customer Support

Q27. Are you adequately informed when LANCE NRT data are not available?

1. Yes
2. No
3. Never experienced an unavailability

Q28. Have you ever requested assistance from the LANCE user support staff?

- a. Yes
- b. No [**Skip to Q34**]

Think about the LANCE user support staff you interacted with, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent”, please rate them on the following...

- Q29.** Professionalism
Q30. Technical knowledge
Q31. Timeliness of response
- Q32.** Were you able to get the help you needed on your first request for assistance?
1. Yes
2. No
- Q33.** Using a 10-point scale on which “1” means “handled very poorly” and “10” means “handled very well”, please rate how well the your issue was handled.

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- Q34.** Using a 10-point scale on which 1 means “Very Dissatisfied” and 10 means “Very Satisfied,” how satisfied are you with the data products and services provided by LANCE?
- Q35.** Using a 10-point scale on which 1 now means “Falls short of your expectations” and 10 means “Exceeds your expectations,” to what extent have the data products and services provided by LANCE fallen short of or exceeded your expectations.
- Q36.** Now, imagine an ideal provider of scientific data products and services. How close does LANCE come to that ideal organization you just imagined? Please use a 10-point scale on which 1 means “Not at all close to the ideal,” and 10 means “Very close to the ideal.”

OUTCOMES

- Q37.** Using a 10-point scale on where “1” means “Not at all likely” and “10” means “Very likely,” how likely are you to recommend LANCE to a colleague?
- Q38.** Using a 10-point scale, on which “1” means “Not at all likely” and “10” means “Very likely,” how likely are you to use the services provided by LANCE in the future?

CLOSING

- Q39.** Do you have any additional comments or suggestions about possible improvements to LANCE NRT data, imagery, services, tools, documentation, or the websites that you would like to share? Are you finding what you need on our websites? (please comment)
- Q40.** Would you like to be included in future NASA surveys? Please provide your e-mail address below. **[Open-end]**

You have reached the end of the survey. Please click on the "Finish" button below to send your responses to CFI Group's secure database.

Your survey responses have been received.

NASA appreciates your input and will use this feedback to better serve its customers.