FishWatch Usability Web-based Survey Questions

Your responses to this survey will be kept anonymous and any published results of the survey will be summarized in a manner that does not allow identification of individuals. Public reporting burden for this collection of information is estimated to average 7 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other suggestions for reducing this burden to Rebecca Ferro, NOAA National Marine Fisheries Service, 1315 East West Highway, Suite 14540, Silver Spring, MD 20910.

Notwithstanding any other provisions of the law, no person is required to respond to, nor shall any person be subjected to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB Control Number.

1. **How would you describe your interest in sustainable seafood? (check all that apply)**
   o   Consumer
   o   Seafood Industry
   o   Hospitality Industry (restaurants, hotels, etc.)
   o   Nongovernment organization
   o   Government agency
   o   Education and outreach
   o   Other

2. **Are you familiar with the NOAA FishWatch website (www.fishwatch.gov)?**
   o   Yes
   o   No

3. **[screenshot of home page] This image is a screenshot of the home page, what content are you most interested in? (Click on all that apply.)**
   o   Seafood profiles
   o   Buying seafood
   o   Eating seafood
   o   Seafood news
   o   Sustainability facts
   o   Science behind seafood
   o   About
   o   Toolbox
   o   FAQ

o   Glossary

o   Feature stories

o   None of the above

4. **[screenshot of home page] When do you think you would use this site? (check all that apply)**

o   At home

o   At work

o   At a restaurant

o   At a grocery store

o   At school

o   Other

5. **[screenshot of home page] What kind of device would you use to look at this site?**

o   Smartphone

o   Tablet

o   Laptop

o   Desktop

o   Other device

6. **[Screenshot of fish profile] What information on seafood profiles are you likely to explore more? (Click all that apply.)**

o   Status (population, fishing, habitat, bycatch)

o   Overview

o   About the Species

o   The Science

o   The Fishery

o   The Seafood

o   Related Links

o   None of the above

7. **How would you rate the visual appeal of this website?**

o   1 – Very unappealing

o   2 – Unappealing

o   3 – Neither appealing or unappealing

o   4 – Appealing

o   5 – Very appealing

8. **[Screen shot of Identifying Seafood] Based on the home page, sample seafood profile, and this screen shot, how would you rate the amount of text on this page?**
   - o 1 – Very text heavy
   - o 2 – Text heavy
   - o 3 – Average amount of text
   - o 4 – Light text
   - o 5 – Very light text

9. **How would you rate the user friendliness of this site?**
   - o 1 – Very unfriendly
   - o 2 – Unfriendly
   - o 3 – Neither
   - o 4 – User friendly
   - o 5 – Very user friendly

10. **How would you recommend we improve this site?**
    - o [Open response]

11. **Would you like to participate in a focus group about the usability of this website? Please provide your email address below.**
    - o [Open response]

Your survey has been submitted. Thank you!