

Model Instance Name:

Fill-in NLM Main Site

MID: Q757XRdMwdAg+3i9eYOTfg==

Date: 12/1/2010

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b>	<b>Return</b> (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	23 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26 How likely are you to <b>return to this site</b> ?
2 Please rate the quality of information on this site.	24 How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	25 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	27 How likely are you to <b>recommend this site to someone else</b> ?
<b>Functionality</b> (1=Poor, 10=Excellent, Don't Know)		<b>Primary Resource</b> (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the information provided on this site.		How likely are you to use this site as your primary resource?
5 Please rate the convenience of the information on this site.		
6 Please rate the ability to accomplish what you wanted to on this site.		
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the ease of reading this site.		
8 Please rate the clarity of site organization.		
9 Please rate the clean layout of this site.		
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		
10 Please rate the degree to which the number of steps to get where you want is acceptable.		
11 Please rate the ability to find information you want on this site.		
12 Please rate the clarity of site map or directory.		
13 Please rate the ease of navigation on this site.		
<b>Privacy</b> (1=Poor, 10=Excellent, Don't Know)		
14 Please rate the ability to limit sharing of your personal information on this site.		
15 Please rate the amount of personal information you are asked to submit on this site.		
16 Please rate the site's commitment to protecting your personal information.		
<b>Search</b> (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the <b>relevance of search results</b> on this site.		
18 Please rate the <b>organization of search results</b> on this site.		
19 Please rate how well the <b>search results help you decide what to select</b> .		
Please rate how well the <b>search feature helps you to narrow the results</b> to find what		
<b>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)		
21 Please rate how <b>quickly pages load</b> on this site.		
22 Please rate the <b>consistency of speed from page to page</b> on this site.		
Please rate the <b>ability to load pages without getting error messages</b> on this site.		







#REF!  
 NLM Main Site  
 Q757XRdMwdAg+3i9eYOTfg==  
 Date: 3/1/2008

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

NLM Main Site 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	Special Instructions
3639		What best describes your role in visiting the National Library of Medicine's website today?	Health Care Provider	A	Radio button, one-up vertical	S	Y	Skip Logic Group
			Researcher/Scientist					
			Librarian or information Professional					
			College/Graduate Student					
			Educator					
			Patient with a specific disease or condition					
			Family or friend of patient					
			General health consumer					
			Health Care Administrator					
			Publisher/Editor					
			News Reporter, Media Person					
			Web developer or designer					
			The National Library of Medicine Staff					
ACQOsI0002880	B	What other role best describes you today?	Secondary Student (grades 7-12)	B	Text area, no char limit	S	N	Anchor Answer Choice
			Artist (general)					
			Other, please specify:					
ACQOsI0002881	A	What type of health care provider?	Allied health professional	C	Drop down, select one	S	Y	Skip Logic Group
			Dentist					
			Nurse (RN/LPN)					
			Pharmacist					
			Physician Assistant/Nurse practitioner					
			Physician, primary care					
			Physician, specialist					
			Psychologist					
			Social Worker					
			Other health professional, please specify:					
ACQOsI0002882	C	What other type of health professional best describes you?			Text area, no char limit	S	N	Skip Logic Group
235		How frequently do you visit this site?	First time		Drop down, select one	S	Y	

#REF!  
 NLM Main Site  
 Q757XRdMwdAg+3i9eYOTfg==  
 Date: 3/1/2008

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

NLM Main Site CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Choice (select from list)	Single or Multi	Required Y/N	Special Instructions
3639		What best describes your role in visiting the National Library of Medicine's website today?		Health Care Provider Researcher/Scientist Librarian or information Professional College/Graduate Student Educator Patient with a specific disease or condition Family or friend of patient General health consumer Health Care Administrator Publisher/Editor News Reporter, Media Person Web developer or designer  The National Library of Medicine Staff Secondary Student (grades 7-12) Artist (general)  Other, please specify:	A	Radio button, one-up vertical	S	Y	Skip Logic Group  Randomize  Anchor Answer Choice
ACQOsI0002880	B	What other role best describes you today?				Text area, no char limit		N	
ACQOsI0002881	A	What type of health care provider?	ACQOsI0002881A01 ACQOsI0002881A02 ACQOsI0002881A03  ACQOsI0002881A04 ACQOsI0002881A05 ACQOsI0002881A06 ACQOsI0002881A07 ACQOsI0002881A08 ACQOsI0002881A09	Allied health professional Dentist Nurse (RN/LPN)  <b>Pharmacist</b> Physician Assistant/Nurse practitioner Physician, primary care Physician, specialist Psychologist Social Worker  Other health professional, please specify:	C	Drop down, select one	S	Y	Skip Logic Group
ACQOsI0002882	C	What other type of health professional best describes you?				Text area, no char limit		N	Skip Logic Group
235		How frequently do you visit this site?		First time		Drop down, select one		Y	

#REF!  
 NLM Main Site  
 Q757XRdMwdAg+3i9eYOTfg==  
 Date: 3/1/2008

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

NLM Main Site CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Response Type (select from list)	Single or Multi	Required Y/N	Special Instructions
3639		What best describes your role in visiting the National Library of Medicine's website today?	Health Care Provider Researcher/Scientist Librarian or information Professional College/Graduate Student Educator Patient with a specific disease or condition Family or friend of patient General health consumer Health Care Administrator Publisher/Editor News Reporter, Media Person Web developer or designer  The National Library of Medicine Staff Secondary Student (grades 7-12) Artist (general)  Other, please specify:	A	Radio button, one-up vertical	S	Y	Skip Logic Group  Randomize  Anchor Answer Choice
ACQOsI0002880	B	What other role best describes you today?			Text area, no char limit		N	
ACQOsI0002881	A	What type of health care provider?	Allied health professional Dentist Nurse (RN/LPN)  <b>Pharmacist</b> Physician Assistant/Nurse practitioner Physician, primary care Physician, specialist Psychologist Social Worker  Other health professional, please specify:	C	Drop down, select one	S	Y	Skip Logic Group
ACQOsI0002882	C	What other type of health professional best describes you?			Text area, no char limit		N	Skip Logic Group
235		How frequently do you visit this site?	First time		Drop down, select one		Y	











Single or Multi	Required Y/N	Special Instructions
S	Y	Skip Logic Group  Randomize  Anchor Answer Choice
	N	
S	Y	Skip Logic Group
	N	Skip Logic Group
	Y	





Single or Multi	Required Y/N	Special Instructions
S	Y	Skip Logic Group  Randomize  Anchor Answer Choice
	N	
S	Y	Skip Logic Group
	N	Skip Logic Group
	Y	