





Model Instance Name:

Maritime Administration

MID: New Measure - DOT will fill in

Partitioned (Y/N)? Yes

FPI Included(Y/N)? No

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 10/2/2013



**Maritime Administration**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Content - Accuracy	Please rate your perception of the <b>accuracy of information</b> on this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	20 Return	How likely are you to <b>return to this site</b> ?
2 Content - Quality	Please rate the <b>quality of information</b> on this site.	18 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1= Falls Short, 10=Exceeds)</i>		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	19 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	21 Recommend	How likely are you to <b>recommend this organization</b> to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.			22 Primary Resource	How likely are you to use this site as your <b>primary resource for obtaining maritime information</b> ?
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
6 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.			23 Trust - Trustworthy	I consider this organization to be <b>trustworthy</b> .
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate <b>how well the site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for</b> .				
10 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
11 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
12 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
13 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				
14 Functionality - Usefulness	Please rate the <b>usefulness of the website tools</b> (ex:search, print, email) provided on this site.				
15 Functionality - Convenient	Please rate the <b>convenient placement of the website tools</b> (ex:search, print, email) on this site.				
16 Functionality - Variety	Please rate the <b>variety of website tools</b> (ex:search, print, email) on this site.				



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Maritime Administration 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	CQ Label
		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Radio button, one-up vertical	Single	Y		Frequency
		What is your main role visiting the site today?	General public MARAD gateway office employee Maritime industry companies (ship managers, shipyards, port operators, etc.) Merchant Mariner Media Researcher Other (please specify):	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
	A	What is your other primary role?			Text field, <100 char		N	Skip Logic Group*	Other Role
		What is your primary reason for visiting this site today?	View data, statistics, and reports Read about news, events, or press releases Contact the Maritime Administration Learn about maritime history Learn about maritime educational academies or schools Look for a job Other (please specify):	B	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
	B	What is your other reason for visiting?			Text area, no char limit		N	Skip Logic Group*	Other Reason
		What section(s) of the site did you visit today? (Please select all that apply.)	About Us Education Mariners Environment, Safety & Security Ports Ships & Shipping Resources News Items I'm not sure / I don't remember Other (please specify):	G	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Section
	G	What other section of the site did you visit?			Text area, no char limit		N	Skip Logic Group*	Other Section
		What is the primary way that you looked for information on the site today?	Advanced search Links on the left side of the page Quick links in the center of the home page Search Site Map Top navigation bar Other (please specify):	D G G D G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
	C	What other way did you look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
	D	Please tell us about your experience with the site's search feature. (Please select all that apply.)	The search feature met my needs today. I had issues with the basic search process (how to use it, to enter). I had issues with the visual display of the search results (text size, images). I had issues with the search results I received. I had issues with sorting, filtering, advanced search, or lack of these options. I had technical issues with the search feature. Other (please specify):	E	Radio button, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience

Denise.Philips:  
 If selected, eliminate other answer choices.

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	E	What other search experience did you encounter? Please be specific.			Text area, no char limit		N	Skip Logic Group*	Other Search Experience
CAS0040562	G	Please tell us about your <b>experience navigating the website</b> . (Please select all that apply.)	I was able to navigate to the information I was looking for. I could not navigate back to previous information. I would often feel lost, not know where I was. Links did not take me where I expected. Links/labels are difficult to understand. There were too many links or navigational choices. I had technical difficulties (e.g. broken links, error messages). I had some other navigation experience.	H I J K	one-up vertical	Single	Y	Skip Logic Group*	Navigation Experience
CAS0040563	H	What links did not take you where you expected?			Text area, no char limit		N	Skip Logic Group*	Link Location
CAS0040582	I	What links or labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Links Not Understand
CAS0040583	J	Please describe your technical difficulty with as much detail as possible.			Text area, no char limit		N	Skip Logic Group*	Tech Difficulty
CAS0040584	K	What other type of navigation experience did you have? Please be specific.			Text area, no char limit		N	Skip Logic Group*	Other Nav Experience

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		Did you <b>find what you were looking for</b> today?	Yes Partially No I'm just browsing	F F	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Find
	F	What you were unable to find? Please be specific.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
		If you could <b>make one improvement</b> to the site, what would it be?			Text area, no char limit		N		Improvement
		How likely are you to <b>discourage others</b> from interacting with this organization?	1 = Very Unlikely 2 3 4 5 6 7 8 9 10 = Very Likely		Radio button, scale, no don't know	Single	Y		Discourage

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	G	What other section of the site did you visit?			Text area, no char limit		N	Skip Logic Group*	Other Section
		What is the primary way that you looked for information on the site today?	Advanced search Links on the left side of the page Quick links in the center of the home page Search Site Map Top navigation bar Other (please specify):	D G G D G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
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