



## Welcome and Thank You Text

### Welcome Text

Thank you for visiting [Company/Site/Agency]. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

### Welcome Text - Alternate

Thank you for visiting [Company/Site/Agency]. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the [Company/Site/Agency]. Please take a few minutes to give us your feedback. All results are strictly confidential.

### Thank You Text - Alternate

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.



### Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

Cancel

Submit

Copyright 2014 - all rights reserved

[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

Model Name APHIS Browse  
 Model ID (MID)  
 Partitioned No  
 Date 11/3/2014

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



| Label                             | Element Questions   | Label                       | Satisfaction Questions   | Label            | Future Behaviors   |
|-----------------------------------|---|-----------------------------|--|------------------|--|
|                                   | <b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>   |                             | <b>Satisfaction</b>  | <b>Return</b>    | <b>Return (1=Very Unlikely, 10=Very Likely)</b>            |
| Look and Feel - Appeal            | Please rate the visual appeal of this site.   | Satisfaction - Overall      | What is your overall satisfaction with this site?<br><i>(1=Very Dissatisfied, 10=Very Satisfied)</i>     |                  | How likely are you to return to this site?                 |
| Look and Feel - Balance           | Please rate the balance of graphics and text on this site.  | Satisfaction - Expectations | How well does this site meet your expectations?<br><i>(1= Falls Short, 10=Exceeds)</i>                   | <b>Recommend</b> | <b>Recommend (1=Very Unlikely, 10=Very Likely)</b>         |
| Look and Feel - Readability       | Please rate the readability of the pages on this site.  | Satisfaction - Ideal        | How does this site compare to your idea of an ideal website?<br><i>(1=Not Very Close, 10=Very Close)</i> |                  | How likely are you to recommend this site to someone else? |
|                                   | <b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>  |                             |  |                  |  |
| Site Performance - Loading        | Please rate how quickly pages load on this site.  |                             |  |                  |  |
| Site Performance - Completeness   | Please rate the consistency of speed from page to page on this site.                                |                             |  |                  |  |
| Site Performance - Completeness   | Please rate how completely the page content loads on this site.                                     |                             |  |                  |  |
|                                   | <b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>  |                             |  |                  |  |
| Navigation - Organized            | Please rate how well the site is organized.   |                             |  |                  |  |
| Navigation - Options              | Please rate the options available for navigating this site.   |                             |  |                  |  |
| Navigation - Layout               | Please rate how well the site layout helps you find what you need.                                  |                             |  |                  |  |
|                                   | <b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>                                      |                             |  |                  |  |
| Information Browsing - Sort       | Please rate the ability to sort information by criteria that are important to you on this site.     |                             |  |                  |  |
| Information Browsing - Narrow     | Please rate the ability to narrow choices to find the information you are looking for on this site. |                             |  |                  |  |
| Information Browsing - Features   | Please rate how well the features on the site help you find the information you need.               |                             |  |                  |  |
|                                   | <b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>  |                             |  |                  |  |
| Site Information - Thoroughness   | Please rate the thoroughness of information provided on this site.                                  |                             |  |                  |  |
| Site Information - Understandable | Please rate how understandable this site's information is.  |                             |  |                  |  |
| Site Information - Answers        | Please rate how well the site's information provides answers to your questions.                     |                             |  |                  |  |

Model Name APHIS Browse  
 Model ID (MID)  
 Partitioned No  
 Date (1/2/2013)

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



| QID | Skip From | Question Text   | Answer Choices  | Skip To  | Required Y/N | Type                          | Special Instructions   | CQ Label                            |
|-----|-----------|---|---|--|--------------|-------------------------------|--|-------------------------------------|
|     |           | How frequently do you visit this site?  | This is my first visit<br>Every few months or less often<br>Monthly<br>Weekly<br>Several times a week<br>Daily or more than once a day  |  | Y            | Radio button, one-up vertical |  | Visit Frequency                     |
|     |           | What is your <b>primary role</b> in visiting the site today?  | Regulated community<br>Academia<br>General public and students<br>Biotech and agricultural industry<br>Special interest group<br>APHIS employee<br>Other government agency employee<br>International stakeholder<br>Other (Please specify):   | B<br><br><br><br><br><br><br>A                     | Y            | Radio button, one-up vertical | Skip Logic Group*<br>OPS Group*<br>Randomize   | Role                                |
|     | A         | Other role:   |   |  | N            | Text field, <100 char         | Anchor Answer Choice<br>OPS Group*   | OPS Role                            |
|     |           | What is your <b>primary reason</b> for visiting the site today?   | To learn general information about biotechnology<br>To find the status of permits/notifications<br>To learn about agricultural/biotechnological regulations<br>To learn how to apply for permits/notifications<br>To find the status of petitions<br>To find a contact at Biotechnology Regulatory Services (BRS)<br>To read news about regulatory actions<br>To find out if I am regulated<br>To find information about upcoming or archived meetings<br>To look for a job<br>To find compliance information (how to comply, compliance history, etc.)<br>To find guidance (permits, notifications, petitions, compliance assistance, etc.)<br>Other (Please specify): | <br><br><br><br><br><br><br><br><br><br><br>A<br>B | Y            | Radio button, one-up vertical | Skip Logic Group*<br>OPS Group*<br>Randomize   | Primary Reason                      |
|     | B         | Other role:   |   |  | N            | Text field, <100 char         | Anchor Answer Choice<br>OPS Group*   | OPS_Primary Reason                  |
|     | A         | What were you seeking guidance on?  |   |  | N            | Text area, no char limit      | Skip Logic Group*  | OE_Guidance                         |
|     |           | Were you able to find the information you were looking for on the site today?                             | Yes<br>No   | A<br>B   | Y            | Radio button, one-up vertical | Skip Logic Group*  | Find Information                    |
|     | A         | Was this information easy to find?  | Yes<br>No   | <br>AA   | Y            | Radio button, one-up vertical | Skip Logic Group*  | Info Easy to Find                   |
|     | AA        | Why was this information not easy to find?  |   |  | N            | Text area, no char limit      | Skip Logic Group*  | OE_Info Not Easy to Find            |
|     | B         | What information were you seeking that you were unable to find?   |   |  | N            | Text area, no char limit      | Skip Logic Group*  | OE_Information Could Not Find       |
|     |           | How did you look for information or navigate the site today? (Please select all that apply)               | Top navigation bar<br>Left navigation bar<br>Search feature<br>Clicked on links on the page<br>Page bookmark or favorite link<br>Google or other search engine<br>Other (Please specify):   | A<br>A<br>B<br>A<br><br><br>A, C                   | Y            | Checkbox, one-up vertical     | Skip Logic Group*  | How Navigated                       |
|     | C         | How else did you look for information or navigate the site?   |   |  | N            | Text area, no char limit      | Skip Logic Group*  | OPS_How Navigated                   |
|     | A         | How would you describe your navigation experience on the site today? (Please select all that apply)       | Links often did not take me where I expected.<br>I had difficulty finding relevant information.<br>Link labels were difficult to understand.<br>There were too many links or navigational options to choose from.<br>I had technical difficulties (error messages, broken links, etc.).<br>I could not navigate back to previous information.<br>I had no difficulty navigating the site.<br>I had a navigation difficulty not listed above.  | D<br>E<br><br>F<br><br><br>AA                      | Y            | Checkbox, one-up vertical     | Skip Logic Group*<br><br>Randomize<br>OPS Group*<br><br>Mutually Exclusive<br>Anchor Answer Choice | Navigation Experience               |
|     | AA        | Other navigation difficulty:  |   |  | N            | Text field, <100 char         | OPS Group*   | OPS_Navigation Experience           |
|     | D         | Please describe any specific navigation links or paths that did not take you where they should have.      |   |  | N            | Text area, no char limit      | Skip Logic Group*  | OE_Nav Links or Paths Not Working   |
|     | E         | Please describe the problem you had with finding relevant information.                                    |   |  | N            | Text area, no char limit      | Skip Logic Group*  | OE_Difficulty Finding Relevant Info |
|     | F         | What specific link labels were difficult to understand?   |   |  | N            | Text area, no char limit      | Skip Logic Group*  | OE_Link Labels                      |
|     | B         | Please tell us about your experience with the site's search feature today. (Please select all that apply) | I had issues with the <b>basic search process</b> (how to use it, terms to enter).<br>I had issues with the <b>visual display</b> of the search results (text size, images).<br>I had issues with <b>search results</b> I received.<br><br>I had issues with <b>sorting, filtering, advanced search</b> , or lack of these options.<br>I had <b>technical issues</b> with the search feature.   | F<br>G<br>H<br><br>I                               | Y            | Checkbox, one-up vertical     | Skip Logic Group*<br>Randomize<br>OPS Group*   | Search Experience                   |

|           |  |  |           |   |                          |                      |                       |
|-----------|--|--|-----------|---|--------------------------|----------------------|-----------------------|
|           |  | The search feature met my needs today.                   |           |   |                          | Mutually Exclusive   |                       |
|           |  | I had an issue with the search feature not listed above. | <b>BB</b> |   |                          | Anchor Answer Choice |                       |
| <b>BB</b> | Other issue with the search feature:                             |  |           | N | Text field, <100 char    | OPS Group*           | OPS_Search Experience |
|           | If you could make one improvement to the site, what would it be? |  |           | N | Text area, no char limit |                      | OE Improvement        |