

## Welcome and Thank You Text

### Welcome Text

### Thank You Text

### Welcome Text - Alternate

Thank you for visiting UNICOR. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of UNICOR. 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

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

Model Name (Model Name)  
 Model ID (MID)  
 Partitioned Yes - Standard  
 Date 7/15/2015

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



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



				Awards & Plaques Contact Center Solutions Data Services Distribution and Warehousing Logistics Electronics and Components Electronics Recycling Energy Efficient and Green Products Facilities and Warehouse Storage Facilities Food Service Products Interior and Exterior Signage Mattresses, Linens and Draperies Office Furniture and Accessories Prescription and Safety Eyewear Printing and Bindery Solutions Training Range Solutions License Plates Vehicle Upfit, Remanufacturing and Fleet Services Other				Randomize	
		E	Why did you need to contact customer service today?	Billing & Invoices Order Status Problem with received orders Ordering Procedures & Payment Options Other		Y	Drop down, select one	Anchor Answer Choice Skip Logic Group*	Contact Customer Service
		F	What other reason did you need to contact customer service?		F	N	Text area, no char limit	Anchor Answer Choice Skip Logic Group*	OE Customer Service
			Did you make a purchase on UNICOR.gov today?	Yes No	A	Y	Drop down, select one	Skip Logic Group*	Purchase
		A	Why didn't you make a purchase during your visit today? (Please select all that apply)	Couldn't find the item I was looking for Didn't have exact style or size I needed Didn't like the colors or available specifications Item was too expensive Chose to purchase the item offline Chose to purchase from another site I didn't plan on making a purchase Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Not Purchase
		B	Please explain briefly why you didn't make a purchase during your visit today.		B	Y	Text area, no char limit	Skip Logic Group*	OE_ No purchase
			How often do you buy from UNICOR?	This is my first time Weekly or more often Every 1-3 months Every 3-6 months Every 6-12 months Less often than every 12 months I have never purchased from UNICOR		Y	Radio button, one-up vertical	Skip Logic Group* Anchor Answer Choice	Purchase Frequency
		G	How much do you typically spend on UNICOR products and services per year?	\$1 - \$5,000 \$5,001 - \$10,000 \$10,001 - \$25,000 \$25,001 - \$100,000 \$100,001 - \$250,000 \$250,000 or more None		Y	Radio button, one-up vertical	Skip Logic Group*	Purchase Amount
		H	What is your preferred method when purchasing from UNICOR?	Online at UNICOR.gov By phone By mail/fax I have not purchased		Y	Radio button, one-up vertical	Skip Logic Group*	Method to Purchase
	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No	A,B	Y	Checkbox, one-up vertical	Skip Logic Group*	Accomplish
	OE_Accomplish	A	Please tell us why were you unable to accomplish your task.						
		B	What will you do next?	Try back later E-mail Customer Service Call Customer Service Try a different website Nothing, although I did not find what was I looking for Other		Y	Checkbox, one-up vertical	Skip Logic Group*	Do Next
			Please describe your navigation experience today.	I did not have any navigation issues Unable to navigate back to previous page Links did not take me where I expected Links were difficult to understand Links were broken Other	B	Y	Checkbox, one-up vertical	Skip Logic Group* Anchor Answer Choice	Navigation Experience
		A	Please tell us about your navigation experience		A	N	Text area, no char limit	Skip Logic Group*	OE_Navigation Experience
		B	Please provide specific paths/links that did not take you to the required information.			N	Text area, no char limit	Skip Logic Group*	OE_Paths/Links
			How did you look for information or navigate the site today? (Please select all that apply)	Top navigation bar Search feature		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Method

			Links within the page Other (Please specify):	A			Anchor Answer Choice	
	A	Please describe how else you navigated through the site.			N	Text area, no char limit	Skip Logic Group*	OE_Navigation Method
	B	How was your search experience?	Search engine returned too many results I had issues with the visual display of the search results (text size, images). Search engine returned too few results Search did not return relevant results I had technical issues with the search feature. The search feature met my needs today. Other		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Search Experience
	C	What was your other search issue?			N	Text field, <100 char		OE_Search Experience
		Compared to other online experiences, how would you rate UNICOR on each of the following: Product ordering process	Much Better Better About the same Worse Much Worse		Y	Drop down, select one	Multiple Lists Group*	Product Ordering Process
		Product pricing	Much Better Better About the same Worse Much Worse			Drop down, select one	Multiple Lists Group*	Product Pricing
		Shipping options	Much Better Better About the same Worse Much Worse			Drop down, select one	Multiple Lists Group*	Shipping Options
	Demographics: Gender	What is your gender?	Male Female Prefer not to respond		Y	Drop down, select one		Age
	Demographics: Age	Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		Y	Drop down, select one		Gender
	OE_Improve Experience	What else would you like to share with us to help improve your online experience with UNICOR.gov?			N	Text area, no char limit		Improvement