

| Welcome Text | Thank You Text | | |
|--|--|--|--|
| Thank you for visiting ABMC.gov. You've been randomly chosen to take part n a brief survey to let us know what we're doing well and how we can mprove. | Thank you for taking our survey - and for helping us serve you better. We appreciate your input! | | |
| Please take a few minutes to share your opinions, which are essential in nelping us provide the best online experience possible. | | | |
| Welcome Text - Alternate | Thank You 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 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. Please visit the Contact Us section of our website if you have further questions or feedback. | | |
| FORESEE by Answers Customer Satisfaction Survey | Thank you for taking our survey - and for helping us serve you better. We appreciate your input! | | |
| - | Cancel | | |
| 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. | Copyright 2015 - all rights reserved | | |
| Please take a few minutes to share your opinions, which are essential | ForeSee ForeSee Privacy Policy Survey Support | | |

| Model Name | ABMC v2 | Red & Strike Through: Delete | |
|-------------------------|-----------|-----------------------------------|------------|
| Model ID Partitioned | | Underlined & Italicized: Re-order | FORESEE |
| Partitioned | Yes 2MQ | Pink: Addition | |
| Date | 8/21/2015 | Blue: Reword | by Answers |

| Label | Element Questions | Label | Satisfaction Questions | Label | Future Behaviors |
|-----------------------------------|--|-----------------------------|---|---------------------|--|
| | Look and Feel (1=Poor, 10=Excellent, Don't Know) | | Satisfaction | | |
| Look and Feel - Appeal | Please rate the visual appeal of this site. | Satisfaction - Overall | What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | | Return (1=Very Unlikely, 10=Very Likely) |
| 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 ? (1=Falls Short, 10=Exceeds) | Return | How likely are you to return to this site? |
| 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? (1=Not Very Close, 10=Very Close) | | Recommend (1=Very Unlikely, 10=Very Likely) |
| | Site Performance (1=Poor, 10=Excellent, Don't Know) | | | Recommend Site | How likely are you to recommend this site to someor else? |
| Site Performance - Loading | Please rate how quickly pages load on this site. | | | | Historical Resource (1=Very Unlikely, 10=Very Like |
| Site Performance - Consistency | Please rate the consistency of speed from page to page on this site. | | | Historical Resource | How likely are you to use this site as a historical resource for information about the world wars, and the Americans buried and memorialized in ABMC's cemeteries and memorials? |
| Site Performance - Completeness | Please rate how completely the page content loads on this site. | | | | Visit Cemetery (1=Very Unlikely, 10=Very Likely) |
| | Navigation (1=Poor, 10=Excellent, Don't Know) | | | Visit Cemetery | How likely are you to visit one of ABMC's cemeteries memorials? |
| 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. | | | | |
| | Information Browsing (1=Poor, 10=Excellent, Don't Know) | | | | |
| nformation 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. | | | | |
| | Site Information (1=Poor, 10=Excellent, Don't Know) | | | | |
| 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. | | | | |

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| QID | QUESTION META TAG | Skip From | Question Text | Answer Choices | Skip To | Required Y/N |
|-----|-----------------------------|--------------|--|--|----------|-----------------|
| | Visit Frequency | | How frequently do you visit this site? | Daily | | Y |
| | | | | Two to three times per week | | |
| | | | | About once a month | | |
| | | | | Every few months | | |
| | | | | Every 6 months or less often | | |
| | | | | This is my first time visiting this site | | |
| | Role | | Do any of the following describe you? (Select all | Veteran | | Y |
| | | | that apply) | Active Duty Military | | |
| | | | | Educator | | |
| | | | | Student | | |
| | | | | Family member or friend of someone buried or memorialized in an ABMC cemetery | | |
| | | | | Tourist who is planning to visit an ABMC cemetery or memorial | | |
| | | | | None of the above | | |
| | | | What area of the site did you primarily visit today? | About Us | | Y |
| | | | | Cemeteries & Memorials | | |
| | | | | Search ABMC Burials | | |
| | | | | News & Events | - | |
| | | | | Learning & Resources | _ | |
| | | | | Multimedia | _ | |
| | Primary Reason: Federal | | What was your main reason for visiting the site | Search for a specific individual buried or memorialized in an ABMC cemetery | В | Y |
| | Government or Informational | | today? | Find information on an ABMC cemetery or memorial | | l . |
| | Non-Profit | | | Plan a visit to an ABMC cemetery or memorial | - | |
| | | | | View photos and videos of cemeteries or memorials | | |
| | | | | Read about the latest news and/or events | _ | |
| | | | | Find lesson plans or lesson ideas | G,H,J | |
| | | | | Explore the multimedia resources | 0,n,J | |
| | | | | Contact ABMC | - | |
| | | | | Connect with ABMC social media networks | _ | |
| | | | | | _ | |
| | | | | Order a service such as photos, lithograph, or Korean War Honor Roll Certificate | _ | |
| | | | | Research general historical information | <u> </u> | |
| | | | | Other, please specify | A | |
| | | A | What was your reason for visiting the site? | | | N |
| | | в | Did you search a database today to find the name | Yes | C,E,F | Y |
| | | | of an individual buried or memorialized at an ABMC cemetery? | | | |
| | | | | Not sure | | |
| | | С | Please describe your experience using the | I received all the results I was looking for | | Y |
| | | | database. (Select all that apply) | Database was easy to use | | |
| | | | | Database was difficult to use | | |
| | | | | I would like to be able to sort or narrow the search results further | | |
| | | | | Other experience, please specify | D | |
| | | D | What was your experience with the database? | | | N |
| | | Е | Did you complete any of the following actions while | I downloaded search results to an excel file. | | Y |
| | | | using the database today? (Select all that apply) | I printed a certificate. | | |
| | | | | I shared information via social media or email about a person in the database | | |
| | | F | Please suggest one improvement ABMC could make to its database to improve your experience. | | | N |
| | | G | Did you find a lesson plan or lesson idea that met | Yes | | Y |
| | | 9 | your teaching need? | No | - | T |
| | | | your reaching need? | | _ | |
| | | | | Not sure | | |
| | | н | Please describe your experience using the | Learning & Resources was easy to use | | Y |
| | | | Learning Resources section. (Select all that apply |) Learning & Resources was difficult to use | _ | |
| | | | | I would like to be able to sort or narrow the search results further | | |
| | | | | Other experience, please specify | 1 | |
| | | Ι | What was your experience with the Learning Resources section? | | | N |
| | | J | Please suggest one improvement ABMC could make to its Learning Resources section to improve | | | N |

| | | | I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information | | Y |
|-----------------------|---|--|---|---|---|
| | A | Please specify the other navigation difficulty | I had a navigation difficulty not listed above | A | N |
| | ~ | encountered. | | | |
| Accomplish | | Were you able to find the information you wanted | Yes completely | | Y |
| | | today? | Only partially | | |
| | | | No | A | |
| OE_Accomplish | Α | What were you unable to find? | | | N |
| | | What other useful features or content would you like to see added to the ABMC site? | | | N |
| OE_Improve Experience | | Please suggest one improvement ABMC could make to its website to improve your experience | | | N |
| | | What type of new communication channel offered | Email Newsletter | | Y |
| | | by ABMC interests you? (Select all that apply) | Twitter | | |
| | | | Blog | | |
| | | | Other, please specify | A | |
| | Α | | | | N |

| Delete | | | | |
|------------|---------|--|--|--|
| Re-order | FORESEE | | | |
| by Answers | | | | |
| | | | | |

| Туре | Special Instructions | CQ Label |
|---|--|------------------------------|
| Radio button, one-up vertical | | Visit frequency |
| | | |
| | | |
| | | |
| Checkbox, one-up vertical | | Role |
| | | |
| | | |
| | | |
| Radio button, one-up vertical | | Area |
| | | |
| | | |
| | | |
| Radio button, one-up vertical | Skip Logic Group* | Main reason |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| Text area, no char limit Radio button, one-up vertical | Skip Logic Group* Skip Logic Group* | Other reason Use database |
| | | |
| Checkbox, one-up vertical | Skip Logic Group* | Database experience |
| | | |
| | | |
| Text area, no char limit | Skip Logic Group* | Other database |
| Checkbox, one-up vertical | Skip Logic Group* | Database action |
| | | |
| Text area, no char limit | Skip Logic Group* | Database improvement |
| | | |
| Radio button, one-up vertical | Skip Logic Group* | Lesson plan |
| | | |
| Checkbox, one-up vertical | Skip Logic Group* | Learning resource exp |
| | | |
| Text area, no char limit | Skip Logic Group* | Other resource |
| | | |
| Text area, no char limit | Skip Logic Group* | Resource improvement |
| | | |

| Checkbox, one-up vertical | Skip Logic Group* | Navigation |
|-------------------------------|-------------------|----------------|
| Text area, no char limit | Skip Logic Group* | Other nav diff |
| Radio button, one-up vertical | Skip Logic Group* | Able to find |
| Text area, no char limit | Skip Logic Group* | Unable to find |
| Text area, no char limit | | Other features |
| Text area, no char limit | | Improvement |
| Checkbox, one-up vertical | Skip Logic Group* | New channels |
| Text area, no char limit | Skip Logic Group* | Other channel |