

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting this website today. 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!



### 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.  
We appreciate your input!

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Model Name CDC Enterprise - NPIN  
 Model ID TBD  
 Partitioned Yes  
 Date 9/1/2015

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



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>Recommend (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? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Recommend	How likely are you to recommend CDC.gov to someone else?
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?		<b>Return</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? <i>(1=Not Very Close, 10=Very Close)</i>	Return	How likely are you to visit CDC.gov again in the future?
	<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 - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Content	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.				

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	Role		What is your primary role in visiting the site today?	Individual interested in health Healthcare provider (physician, nurse, physician's assistant, nurse practitioner, pharmacist, or other healthcare provider) Public health agency employee or public health professional Scientist or researcher Educator, teacher or trainer Student Other		Y	Radio button, one-up vertical	Skip Logic Group*	Role
		A	What is your role in visiting the site today?		A	N	Text area, no char limit	Skip Logic Group*	OE_Role
			Which of the following health topics were you most interested in today? Information about...	HIV STDs Viral Hepatitis Tuberculosis Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize	Health Topic
		A	Which health topic were you most interested in today?			N	Text area, no char limit	Anchor Answer Choice Skip Logic Group*	OE_Topic
			Which of the following information were you looking for today? (Please select all that apply)	General information about the health topic selected above Information about testing and/or vaccinations (including facility locations) of the health topic selected above Information about risks, symptoms or prevention about the health topic selected Guidelines and recommendations for healthcare providers or public health agencies on the health topic selected above Educational materials to share with others on the health topic selected above Campaigns and initiatives on the health topic selected above Other		Y	Checkbox, one-up vertical	Skip Logic Group*	Information
		A	What information were you looking for today?			N	Text area, no char limit	Skip Logic Group*	OE_Information
	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No		Y	Drop down, select one	Skip Logic Group*	Accomplish
	OE_Accomplish	A	Please tell us why you were unable to accomplish your task today.			N	Text area, no char limit	Skip Logic Group*	OE_Unable to Accomplish
			I'm planning to use the information I found today:	For my own health For my children's health For the health of my friend or family member For my spouse or romantic partner For a physician's office/hospital For a patient or client For a public health agency For a school / class project For a news report or article Other		Y	Radio button, one-up vertical	Skip Logic Group*	Info Usage
		B	How are you planning to use the information you found today?			N	Text area, no char limit	Skip Logic Group*	OE_Info Usage
		A	Which of the following actions do you plan to take after visiting the site today? (Please select all that apply)	Make an appointment to see my doctor Get tested for HIV Get tested for STDs Get tested for Hepatitis B Get tested for Hepatitis C Get the Hepatitis A Vaccine Get the Hepatitis B Vaccine		Y	Checkbox, one-up vertical	Skip Logic Group*	Action

			None of the above			Mutually Exclusive	
	OE_ Improve Experience	What else would you like to share with us to help improve your online experience with this website?			Y		OE_Improvement
	Visit Frequency	How often do you visit this site?	First time Daily Weekly Monthly Once every few months Once every 6 months or less		Y	Text area, no char limit Drop down, select one	Visit Frequency
	Demographics: Age	How old are you?	Under 18 years old 18-24 years old 25-34 years old 35-44 years old 45-54 years old 55-64 years old 65 or older Prefer not to answer		Y	Drop down, select one	Age
		Are you Hispanic or Latino?	Yes No Prefer not to answer		Y	Drop down, select one	Ethnicity
		How would you describe yourself?	White Asian Black or African American American Indian or Alaska Native Native Hawaiian or other Pacific Islander Prefer not to answer		Y	Checkbox, one-up vertical	Race
		What is the highest level of education you have completed?	High school or less Some college College degree Advanced degree Prefer not to answer		Y	Drop down, select one	Education
		What is your gender?	Female Male Prefer not to answer		Y	Drop down, select one	Gender

## Variable CPPs

If the CDC team can provide us with a variable the following CPPs would be useful for analysis

### On [gettested.cdc.gov](https://gettested.cdc.gov)

Did visitor search for a testing location? Y/N

Did visitor complete the mini-survey to find what out tests they need? Y/N

### On [findtbresources.cdc.gov](https://findtbresources.cdc.gov)

Did visitor search for materials? Y/N

What did visitor type in search box?

### On [npin.cdc.gov](https://npin.cdc.gov)

Did visitor search? Y/N

What category did visitor search within? News, Materials, Organizations, Campaigns, Funding, Community

What did visitor type in search box?

Did visitor sign in to their account? Y/N

Did visitor sign up for an account? Y/N

## URL CPPs

CPP Name	URL
GT: FAQs	<a href="https://gettested.cdc.gov/faq-page">https://gettested.cdc.gov/faq-page</a>
NPIN:HIV	<a href="https://npin.cdc.gov/disease/hiv">https://npin.cdc.gov/disease/hiv</a>
NPIN:Hep	<a href="https://npin.cdc.gov/disease/viral-hepatitis">https://npin.cdc.gov/disease/viral-hepatitis</a>
NPIN:STD	<a href="https://npin.cdc.gov/disease/stds">https://npin.cdc.gov/disease/stds</a>
NPIN:TB	<a href="https://npin.cdc.gov/disease/tuberculosis">https://npin.cdc.gov/disease/tuberculosis</a>
NPIN:SH	<a href="https://npin.cdc.gov/pages/school-health">https://npin.cdc.gov/pages/school-health</a>
NPIN:Train	<a href="https://npin.cdc.gov/training">https://npin.cdc.gov/training</a>
NPIN:Health	<a href="https://npin.cdc.gov/health-communications#.VbZM8bNVhHw">https://npin.cdc.gov/health-communications#.VbZM8bNVhHw</a>
NPIN:Communi	<a href="https://npin.cdc.gov/community">https://npin.cdc.gov/community</a>

r, More?