

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting nesdis.noaa.gov. 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 nesdis.noaa.gov. 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. We appreciate your input!

Copyright 2015 - all rights reserved

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

Model Name NOAA NESDIS Browse  
 Model ID (MID)  
 Partitioned 2MQ  
 Date 9/2/2015

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>	19	<b>Recommend Site</b> (1=Very Unlikely, 10=Very Likely)
1	<b>Look and Feel - Appeal</b> Please rate the visual appeal of this site.	16	<b>Satisfaction - Overall</b> What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19	<b>Recommend Company</b> How likely are you to recommend this site to someone else?
2	<b>Look and Feel - Balance</b> Please rate the balance of graphics and text on this site.	17	<b>Satisfaction - Expectations</b> How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	20	<b>Return</b> (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the future?
3	<b>Look and Feel - Readability</b> Please rate the readability of the pages on this site.	18	<b>Satisfaction - Ideal</b> How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	21	<b>Social Recommend Site</b> Social Recommend Site (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to others via social media (Facebook, Twitter, etc.)?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>			22	<b>Social Share Content</b> Social Share Content (1=Very Unlikely, 10=Very Likely) How likely are you to share content (like a video or article) from this site by posting it to a social media site (Facebook, Twitter, etc.)?
4	<b>Site Performance - Loading</b> Please rate how quickly pages load on this site.				
5	<b>Site Performance - Consistency</b> Please rate the consistency of speed from page to page on this site.				
6	<b>Site Performance - Completeness</b> Please rate how completely the page content loads on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7	<b>Navigation - Organized</b> Please rate how well this site is organized.				
8	<b>Navigation - Options</b> Please rate the options available for navigating this site.				
9	<b>Navigation - Layout</b> Please rate how well the site layout helps you find what you need.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10	<b>Information Browsing - Sort</b> Please rate the ability to sort information by criteria that are important to you on this site.				
11	<b>Information Browsing - Narrow</b> Please rate the ability to narrow choices to find the information you are looking for on this site.				
12	<b>Information Browsing - Features</b> 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>				
13	<b>Site Information - Thoroughness</b> Please rate the thoroughness of information provided on this site.				
14	<b>Site Information - Understandable</b> Please rate how understandable this site's information is.				
15	<b>Site Information - Answers</b> Please rate how well the site's information provides answers to your questions.				

QID	QUESTION META TAG	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 Every few months or less Monthly Weekly Several times a week Determinative then once a day Learn more about link found on social media/followed link on social media to visit this site today Find educational resources Find a launch schedule Find weather information Find a specific satellite Find information on a specific topic Access user name or archived data Learn about NESDIS Research Other, please specify.		Y	Radio button, one-up vertical		Visit Frequency
			What is your primary reason for visiting this site today?	Learn more about link found on social media/followed link on social media to visit this site today Find educational resources Find a launch schedule Find weather information Find a specific satellite Find information on a specific topic Access user name or archived data Learn about NESDIS Research Other, please specify.	B	Y	Drop down, select one	Skip Logic Group* Randomize OPS Group*	Primary Reason
		A	Please specify your primary reason for visiting the site today?	Other, please specify.	A	N	Text area, no char limit	Skip Logic Group*	OE - Primary Reason
		B	What type of images were you looking for?	Atmosphere (e.g. weather) Cloud Land Space Hazards (e.g. tropical storms/hurricanes) Other, please specify.		Y	Radio button, two-up vertical	Skip Logic Group* Randomize OPS Group*	Image
		A	What other type of images were you looking for?	Other, please specify.	A	N	Text field, <100 char	Skip Logic Group*	OE - Image
			What term best describes your role as it relates to your visit today?	Satellite industry employee Academy Student Federal agency employee NASA employee General public Education (K-12) Media Other, please specify.		Y	Drop down, select one	Skip Logic Group*	Role
		A	What other term best describes your role?	Other, please specify.	A	N	Text field, <100 char	Skip Logic Group*	OE - Role
			What brought you to this site today?	Email Social media Public news/conference Another website Other, please specify.		Y	Radio button, one-up vertical	Skip Logic Group* OPS Group*	Acquisition
		A	What other source brought you to this site today?	Other, please specify.	A	N	Text field, <100 char	Skip Logic Group*	OE - Acquisition
		B	What social media source brought you to this site today?	Facebook Twitter Instagram TikTok YouTube Other		Y	Drop down, select one	Skip Logic Group*	Social Media
		C	What other website brought you to this site today?	Other		N	Text field, <100 char	Skip Logic Group*	OE - Origin Other Site
		D	What specific brochure, publication or newsletter brought you to this site today?	Other		N	Text field, <100 char	Skip Logic Group*	OE - Publication
			Did you find what you were looking for on the site today?	Yes No		Y	Radio button, two-up vertical	Skip Logic Group*	Accomplish
		A	Please tell us specifically what you were looking for on the site.	Other	A	N	Text area, no char limit	Skip Logic Group*	OE - Not Accomplish
		B	What do you plan to do next?	Visit another web to find what I need Subscribe to the site later Email at NOAA Research another organization/NOAA department Nothing Other, please specify.		Y	Radio button, one-up vertical	Skip Logic Group*	Do Next
		C	What other site are you planning to visit to find what you need?	Other, please specify.	D	N	Text field, <100 char	Skip Logic Group*	OE - Other Site
		D	What specific do you plan to do next?	Other		N	Text area, no char limit	Skip Logic Group*	OE - Do Next
			How did you primarily navigate around the site today?	Search feature Tab navigation for links to the center of the page Links at the bottom of the page Site map Other, please specify.	B, C, D, E	Y	Radio button, one-up vertical	Skip Logic Group* OPS Group*	How Navigate
		A	How else did you navigate around the site today?	Other, please specify.	A	N	Text area, no char limit	Skip Logic Group*	OE - How Navigate
		B	Did you use the navigation tools (e.g. navigation hot, quick links, etc.) before using the search feature?	Yes, I navigated first No, I went straight to the search feature Other		Y	Radio button, one-up vertical	Skip Logic Group*	Use Nav Tool
		C	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful Results were not relevant/what I wanted Too many results needed to refine my search Not enough results Returned NO results Received error messages Search results were not clear/experienced a different search issue (please explain)		Y	Checkboxes, one-up vertical	Mutually Exclusive	Search Experience
		E	Other search issue	Other	E	N	Text area, no char limit	OPS Group*	OE - Search Issue
			How would you describe your navigation experience on this site today? (Please select all that apply.)	Had no difficulty navigating on this site Links often did not take me where I expected Had difficulty finding relevant information Links/buttons are difficult to understand Too many transnational options to choose from Had technical difficulties (email, messages, broken links, etc.) Could not navigate back to previous information Other, please specify.		Y	Checkboxes, one-up vertical	Skip Logic Group*	Nav Experience
		A	Please tell us what other navigational experiences you had today.	Other	A	N	Text area, no char limit	Skip Logic Group*	OE - Nav Experience
		B	Please describe any specific navigation links or paths that did not take you where they should have.	Other		N	Text area, no char limit	Skip Logic Group*	OE - Links Unexpected
		C	What specific link/buttons were difficult to understand?	Other		N	Text field, <100 char	Skip Logic Group*	OE - Links Unexpected
			How useful was the information you found on this site?	Very useful Moderately useful Slightly useful Not at all useful Don't know		Y	Radio button, one-up vertical		Useful
			What additional information would you like to have available on this site?	Yes No Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Info Clarity
		A	What information was unclear to you?	Other	A	N	Text area, no char limit	Skip Logic Group*	OE - Info Clarity
			How would you rate the quality of the images on this site?	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Quality Image
			How would you rate the variety/quantity of the images on this site?	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Quantity Image
			Did you download any images during your visit to the site today?	Yes No Don't recall		Y	Radio button, one-up vertical		Download
			Do you ever access the internet using a mobile phone or tablet?	Yes No Don't recall	A	Y	Radio button, two-up vertical	Skip Logic Group*	Mobile Internet
		A	How often did you access this site using a mobile phone or tablet?	Yes No Don't recall		Y	Radio button, three-up vertical	Skip Logic Group*	Mobile Access
			Please rate your perception of how thoroughly this agency's operations are documented on this site.	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Disclose Info
			How often do you perceive how easily this documentation of operations at NOAA NESDIS can be accessed on the site.	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Transparency
			Which of the following age categories contains your age?	Less than 24 years 25-34 years 35-44 years 45-54 years 55-64 years 65 and older Prefer not to answer		Y	Drop down, select one		Age
			Are you male or female?	Male Female Prefer not to answer		Y	Radio button, three-up vertical		Gender
			Please specify your geographic location:	North America Africa Asia, Australia, and Pacific Islands Europe South America, Central America, and the Caribbean Other Prefer not to answer		Y	Drop down, select one		Region
			What is one improvement you would recommend for the site?	Other		N	Text area, no char limit		OE - Improvement