

Model Name NARA Archives  
 Model ID UV0JVB8IJchMRxtN14gpVw==  
 Partitioned 2MQ  
 Date 9/14/2015

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



Standard Web Model - Content Site providing Information

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 Company (1=Very Unlikely, 10=Very Likely)</b>
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	19 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Recommend	How likely are you to recommend this site to someone else?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	20 Satisfaction - Expectations	How well does this site meet your expectations? (1= Falls Short, 10=Exceeds)		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	21 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to return to this site in the future?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Trusted Resource (1=Not Very Likely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how quickly pages load on this site.			24 Trusted Resource	How likely are you to use this site as a trusted resource?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				<b>Social Share Content (1=Very Unlikely, 10=Very Likely)</b>
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.			25 Social Share Content	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.)?
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate how well this site is organized.				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 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>				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 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>				
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

Model Name NARA - Archives Site  
 MID UV0JVB8IJchMRxtN14gpVw==  
 Date 9.14.15

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QID (Group ID)	META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Required Y/N	Type	Special Instructions	Question Label
	Frequency		How frequently do you visit Archives.gov?	First time Daily Weekly Monthly Once every few months Every 6 months or less		Y	Radio button, one-up vertical		Frequency
			Which of the following best describes your role in visiting the site today?	Genealogist or family historian Veteran or Veteran's family Researcher Museum visitor Government employee (local, state, federal) History enthusiast Educator or student Other, please specify:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Role
		A	Other role for using site:			N	Text area, no char limit	Skip Logic Group*	Other Role
			What were you primarily trying to accomplish on Archives.gov	Research or request veterans' service records Research records (other than military) Find teacher resources Find census information Shop online Plan a visit Other, please specify:	D, F E C A	Y	Radio button, one-up vertical	Skip Logic Group* Randomize	Looking For
		A	Other, primarily looking for			N	Text area, no char limit	Skip Logic Group*	Other Looking For
		E	What records/documents/photos were you researching today? Select all that apply.	Historical Documents (Constitution, Bill of Rights, etc.) Genealogy/family history Specific event or era Famous persons Historical maps Specific places or locations Wars Historical photographs Other, please specify:		N	Checkbox, one-up vertical	Skip Logic Group*	Records looking
		E1	What other records/documents or photos were you researching?			N	Text area, no char limit	Skip Logic Group*	OE_Records looking
		C	What teacher resources were you looking for?	Docs Teach Professional development Schedule a student visit Distance learning National History Day Other, please specify:		N	Checkbox, one-up vertical	Skip Logic Group*	Teacher resources looking
		C1	What other teacher resources were you looking for today?			N	Text area, no char limit	Skip Logic Group*	OE_teacher records looking
		D	Were you researching or requesting records?	Researching Requesting Both	D1, D3 D2 D1,D2,D3				Research or Request
		D2	What type of Veterans' service records were you wanting to request?	Enlistment/draft records Records of medals/awards Records of military operations Casualty records DD214/Proof of service Other, please specify:		N	Checkbox, one-up vertical	Skip Logic Group*	Vet Records requesting
		D2A	What type of Veterans' service records were you wanting to request?			N	Text area, no char limit	Skip Logic Group*	OE_Vet Records requesting
		D3	What type of Veterans' service records were you researching?	Enlistment/draft records Records of medals/awards Records of military operations Casualty records DD214/Proof of service Photos Other, please specify:		N	Checkbox, one-up vertical	Skip Logic Group*	Vet Records researching
		D3A	What type of Veterans' service records were you researching?			N	Text area, no char limit	Skip Logic Group*	OE_Vet Records researching
		D1	What era of Veterans' records were you researching today? Select all that apply.	Vietnam War Korean War World War II World War I Spanish American War Civil War American Revolutionary War			Checkbox, one-up vertical	Skip Logic Group*	Era

			None of the above						
	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes	A A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
			No						
			Partially						
	OE_Accomp	A	Please explain what you were unable to accomplish.			Y	Text area, no char limit	Skip Logic Group*	OE_Accomplish
			Is there anything additional you would like to share with us about your experience with the site?			Y	Text area, no char limit		Change One Thing
			The best thing on Archives.gov site is:			Y	Text area, no char limit		Best Thing

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<b>Date</b>	<b>9.15.15</b>

<b>QID (Group ID)</b>	<b>META TAG</b>	<b>Skip Logic Label</b>
AED08704	Frequency	
AED08705		
AED08706		A
AED08707		
AED08708		A
AED08709		
AED08710		A
		B

		B1
		E
		E1
		C
		C1
		D
		D1
		F
	Accomplish	
	OE_Accomplish	A
AED08725		
AED08726		

		A
	Gender	
	Income	
	Age	



**Question Text**

How frequently do you visit Archives.gov?

Which of the following best describes your role in visiting the site today?

Other role for using site:

How did you first learn about Archives.gov?

Other, first learned about archives.gov via:

What were you primarily trying to accomplish on Archives.gov?

Other, primarily looking for

What record(s) were you planning to order copies of? Select all that apply.

What other record(s) were you planning to order copies of?
What records/documents/photos were you researching today? Select all that apply.
What other record(s) were you planning to order copies of?
What teacher resources were you looking for? Select all that apply.
What other teacher resources were you looking for today?
What type of Veterans' service records were you looking for? Select all that apply.
What other types of Veterans' service records were you looking for?
What era of Veterans' records were you looking for today? Select all that apply.
Did you accomplish what you wanted to do today on this site?
Why were you unable to accomplish your task today.
If you could change one thing on Archives.gov, what would it be?
The best thing on Archives.gov site is:
How would you describe the wording on this website?



Have you ever used our mobile website?

How was your experience using our mobile website?

What is your gender?

Which category includes your household income?

Which category includes your age?

Answer Choices (limited to 50 characters)	Skip to
First time	
Once every few months	
Daily	
Weekly	
Monthly	
Every 6 months or less	
Genealogist or family historian	A
Veteran or Veteran's family	
Researcher	
Museum visitor	
Government employee (local, state, federal)	
Educator or student	
Other, please specify:	
Word of mouth	A
Searched online	
Professional Organization/Conference	
In the Classroom	
At the Library	
Link from another website	
Other, please specify:	
Order copies of records	B
Research non-military records/documents/photos	E
Find teacher resources	C
Find census information	
Shop online	
Plan a research visit/visit museum	
Research veterans' service records	D, F
Other, please specify:	A
Military service	
Genealogical/family history	
Court records	
Microfilm rolls	

Other, please specify:	B1
Historical Documents (Constitution, Bill of Rights, etc.)	E1
Genealogy/personal history	
Places	
Wars	
Federal Government records	
Historical photographs	
Other, please specify:	
Docs Teach	C1
Professional development	
Schedule a student visit	
Special topics/tools	
Other, please specify:	
Casualty records	D1
Records of medals/awards	
Records of combat operations	
Enlistment/draft records	
Photos	
Other, please specify:	
Vietnam War	
Korean War	
World War II	
World War I	
Spanish American War	
Civil War	
American Revolutionary War	
None of the above	
Yes	A
No	
Partially	
Clear; I understood the wording on the site.	

The wording was slightly unclear.	
The wording was often unclear.	
Yes	A
No	
Male	
Female	
Prefer not to respond	
Under \$25,000	
\$25,000 - \$49,999	
\$50,000 - \$74,999	
\$75,000 - \$99,999	
\$100,000 - \$124,999	
\$125,000 - \$149,999	
\$150,000 or more	
Prefer not to respond	
Under 18	
18 - 24	
25 - 34	
35 - 44	
45 - 54	
55 - 64	
65 or older	
Prefer not to respond	

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

Required Y/N	Type	Special Instructions	Question Label
Y	Radio button, one-up vertical		Frequency
Y	Radio button, one-up vertical	Skip Logic Group*	Role
N	Text area, no char limit	Skip Logic Group*	Other Role
Y	Radio button, one-up vertical	Skip Logic Group*	Learn About
N	Text area, no char limit	Skip Logic Group*	Other Learn About
Y	Radio button, one-up vertical	Skip Logic Group*  Randomize	Looking For
N	Text area, no char limit	Skip Logic Group*	Other Looking For
N	Checkbox, one-up vertical	Skip Logic Group*	Records order

N	Text area, no char limit	Skip Logic Group*	OE_Records order
N	Checkbox, one-up vertical	Skip Logic Group*	Records looking
N	Text area, no char limit	Skip Logic Group*	OE_Records looking
N	Checkbox, one-up vertical	Skip Logic Group*	Teacher resources looking
N	Text area, no char limit	Skip Logic Group*	OE_teacher records looking
N	Checkbox, one-up vertical	Skip Logic Group*	Vet Records looking
N	Text area, no char limit	Skip Logic Group*	OE_Vet records looking
	Checkbox, one-up vertical		Era
Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
Y	Text area, no char limit	Skip Logic Group*	OE_Accomplish
Y	Text area, no char limit		Change One Thing
Y	Text area, no char limit		Best Thing
Y	Drop down, select one		Wording on site

Y	Drop down, select one	Skip Logic Group*	Mobile use
N	Text area, no char limit	Skip Logic Group*	Mobile experience
N	Drop down, select one		Gender
N	Drop down, select one		Income
N	Drop down, select one		Age