

Welcome and Thank You Text

Welcome Text

Thank you for visiting the National Cancer Institute (NCI) website and participating in this survey.

Please take a few minutes to share your opinions with us. Your response is strictly confidential. Your comments will help us improve our website.

Conducted by ForeSee.

Thank You Text

Thank you for taking the time to complete this survey. Your comments are very valuable to us.

All comments will be read, but we regret that we cannot respond directly.

Leslie Mason:
If you move forward with STYP for your surveys and include a contact option, you will want to remove the final sentence in this text (From your desktop Browse measure as well.)

Screenshots for example only - taken from the NCI Desktop Browse measure as displayed on a mobile device using the Chrome emulator.

Customer Satisfaction Survey




Thank you for visiting the **National Cancer Institute (NCI) Web site** and participating in this survey, which is being conducted by ForeSee Results on behalf of the **NCI**.

Please take a few minutes to share your opinions with us. All responses are strictly confidential.

Your comments will help us improve our Web site.



Thank you for taking the time to complete this survey. Your comments are very valuable to us and will be helpful in improving our Web site.

All comments will be read, but we regret that we cannot respond directly.

Cancel

Submit

OMB Control # XXXXXXXXXX

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

Model Name NCI Mobile
 Model ID TBD
 Partitioned No
 Date 12/4/2015

Model matches the Desktop Browse survey

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
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	15 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	18 Return	Likelihood to Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to cancer.gov in the future?
2 Look and Feel - Appeal	Please rate the balance of graphics and text on this site.	16 Satisfaction - Overall	How well does this site meet your expectations?	19 Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend the National Cancer Institute's website to someone else?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	17 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	20 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use cancer.gov as your primary resource for information relating to cancer?
4 Site Performance - Loading	Please rate how quickly pages load on this site.				
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance - Consistency	Please rate how completely the page content loads on this site.				
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.				
10 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.	Duplication of Desktop Browse Model. Per Jose when working on Browse, OK to use element without 'Sort' aspect, however it disqualifies 2MQ partitioning.			
11 Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
12 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
13 Site Information - Understandable	Please rate how understandable this site's information is.				
14 Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	NOTES
		Please rate the quality of information 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		Content Quality	
		Please rate your perception of how current the information is 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		Content Freshness	
		How often do you visit this site on your mobile device?	First time Daily Weekly Monthly Once every few months Once every 6 months or less		Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency	
		In what role were you visiting the NCI website today?	Patient with Cancer or a Related Disease/Condition Family Member or Friend of a Patient Health Care Provider/Health Professional Scientist/Researcher General Health Consumer Advocate Media/Journalist Student Educator/Teacher Librarian or Information Professional Other		Y	Radio button, one-up vertical	Skip Logic Group	Role	
	A	What information did you look for regarding grants or research training opportunities during this visit to cancer.gov? (Please select all that apply.)	I did not look for information regarding grants or research training opportunities Research grants NCI grants process NCI grants management Research training opportunities Research partnership or business collaboration Other NCI funding opportunities Other		Y	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group Randomize Anchor Anchor	Research - Opportunities	
	B	Please specify what specific information you looked for regarding grants or research training opportunities during this visit to cancer.gov.			N	Text field, <100 char	Skip Logic Group	OE Research Opportunities	
	C	Which training opportunities were you interested in? (Please select all that apply.)	Training opportunities at NCI's campus in Maryland Training opportunities funded by NCI Diversity training programs Other		Y	Checkbox, one-up vertical	Skip Logic Group Anchor	Research - Training Opportunities	
		Please complete this sentence: My primary reason for visiting the NCI website today was to find information on or relating to ____ .	Cancer treatment or managing side effects Cancer symptoms, diagnosis or prognosis		Y	Radio button, one-up vertical	Skip Logic Group Randomize	Primary Reason	

			Cancer screening and detection Clinical trials Causes or prevention of cancer Cancer statistics Coping with cancer or managing care News related to cancer or research results Treatment facilities or cancer specialists Grants or training opportunities The National Cancer Institute Other				Anchor Anchor	
		What was the primary source that referred you to the NCI website today?	Social media (e.g., Facebook, Twitter) Familiarity with the National Cancer Institute (NCI) website Email(s) from the National Cancer Institute (NCI) Link from another website or blog Search engine results (e.g., Google, Bing) Referred by someone I know I've been on cancer.gov on my desktop/laptop computer Don't know Other		Y	Radio button, one-up vertical	Skip Logic Group Randomize Anchor Answer Choice Anchor Answer Choice	Acquisition Source
		How do you plan to use the information you were seeking during this visit? (Please select all that apply.)	Keep myself up-to-date Plan or verify cancer treatment Provide cancer information to a patient, family member or caregiver Provide information to colleagues Provide information to students Improve my understanding of NCI research priorities Share cancer information with my physician Prepare a research grant application For my personal use Didn't find or wasn't looking for new information Other		Y	Checkbox, one-up vertical	Skip Logic Group Randomize Anchor Anchor Anchor	Use Info
		Were you able to find the information you were looking for during this visit?	Yes Partially No		Y	Drop down, select one	Skip Logic Group	Accomplish
	P	Please tell us exactly what you were unable to find on this site today.			N	Text area, no char limit	Skip Logic Group	OE_Accomplish
		What section(s) of the site were you browsing today? (Please select all that apply.)	About Cancer Cancer Types Research Grants & Training News & Events About NCI Contact Us NCI Dictionary of Cancer Terms Other Don't remember	A A A A A A A A	Y	Checkbox, one-up vertical	Skip Logic Group Mutually Exclusive	Section Visited Multi
	A	Which section were you the most interested in browsing? (Select one)	About Cancer Cancer Types Research Grants & Training News & Events About NCI Contact Us NCI Dictionary of Cancer Terms Other		Y	Radio button, one-up vertical	Skip Logic Group	Section Visited Primary
		How did you navigate the site today? (Please select all that apply.)	Top navigation and menus Search bar on the site Clinical trials search tool Links within the page Navigation on the left side of the page Site map None of these		Y	Checkbox, one-up vertical	Skip Logic Group Anchor	Navigation Used
	A	Did the search bar on the site (not the clinical trials search tool) produce the results you expected?	Yes No Not sure		Y	Drop down, select one	Skip Logic Group	Search Results Expected YN

NEW

NEW

	C	What is the primary reason the search bar functionality did not produce the results you expected?	Returned too many results or results were too broad		Y	Radio button, one-up vertical	Skip Logic Group	Search Results Unexpected
			Returned too few results or results were too narrow					
			Returned incorrect or irrelevant results					
			Returned no results					
			Encountered an error message or technical difficulty while using the search bar	D				
			Other					
	D	Please provide more detail regarding the error message or technical difficulty you encountered while using the search bar .			N	Text area, no char limit	Skip Logic Group	OE_Search Error
	B	Did the clinical trials search tool produce the results you expected?	Yes		Y	Drop down, select one	Skip Logic Group	Search CT Results Expected YN
			No	E				
			Not sure					
	E	What is the primary reason the clinical trials search tool did not produce the results you expected?	Returned too many results or results were too broad		Y	Radio button, one-up vertical	Skip Logic Group	Search CT Results Unexpected
			Returned too few results or results were too narrow					
			Returned incorrect or irrelevant results					
			Returned no results					
			Encountered an error message or technical difficulty while using the clinical trials search tool	G				
			Other					
	G	Please provide more detail regarding the error message or technical difficulty you encountered while using the clinical trials search tool .			N	Text field, <100 char	Skip Logic Group	OE_Search CT Error
		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Y	Checkbox, one-up vertical	Mutually Exclusive	Navigation Experience
			Links often did not take me where I expected	A			Skip Logic Group	
			Organization of the site did not match my expectations	A			Randomize	
			Links/labels are not clear or did not make sense	A				
			Too many links/navigational options to choose from	A				
			Had technical difficulties (error messages, broken links, etc.)	A				
			Could not navigate back to previous information	A				
			Other	A			Anchor	
	A	Please provide more detail about the navigation problem(s) you experienced.			N	Text area, no char limit	Skip Logic Group	OE_Navigation Experience
		What do you plan to do next ?	Return to this site on a smartphone (at a later date)		Y	Radio button, one-up vertical		Do Next
			Return to this site on a tablet (at a later date)					
			Return to this site on a desktop/laptop computer (at a later date)					
			Find Cancer information on another website					
			Nothing					
			Other					
		What is your gender ?	Female		Y	Drop down, select one		Demographics: Gender
			Male					
			Prefer not to answer					
		Please select the category that includes your age .	Under 18		Y	Drop down, select one		Demographics: Age
			18 - 24					
			25 - 34					
			35 - 44					
			45 - 54					
			55 - 64					
			65 or older					
			Prefer not to answer					
		Which of the following best describes the highest level of education you have completed?	Current middle or high school student		Y	Radio button, one-up vertical		Demographics: Education
			Some high school					
			High school graduate					
			Some college/vocational school					
			College graduate					
			Some postgraduate school					
			Graduate/professional degree					
			Prefer not to answer					
		From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Country/Region
			Caribbean					
			Europe, including United Kingdom					
			Canada					
			Mexico					

NEW

Consider removing once you have sufficient demographic information.

Consider removing once you have sufficient demographic information.

			South America					
			Central America					
			Australia					
			New Zealand					
			Asia					
			Africa					
			Other					
		If you could make one improvement to this site, what would it be?			N	Text area, no char limit		OE_Improvement
		Would you like to contact the National Cancer institute?	Yes		Y	Radio button, one-up vertical		Contact YN
			No					

Do you want STYP for Mobile? If not, this can also be removed.

DESKTOP: 15 Top Level
24 Max

Benchmark Meta Tags
Accomplish
Acquisition Source
Approached
Associate: Available
Associate: Courteous
Associate: Help
Associate: Inform Promos
Associate: Invite Back
Associate: Recommend
Banking Activities
Call Resolution
Checkout
Checkout: Found all Items
Checkout: Problems
Checkout: Thank You
Contact Center Purchase Frequency
Contact Center: First Call
Current Customer - Product
Current Customer - Service
Customer Service
Demographics: Age
Demographics: Gender
Demographics: Income
Do Next
Do Next: Healthcare
Do Next: Insurance
Donate Today
Done Any Following
Greeted
Inquiry: First Call
Inquiry: Times Called
Items Meet Expectations
Location
Log In Success
Mobile Deposit
OE_Accomplish
OE_Improve Experience
Order Arrived on Time
Order Process
Previous Channel Visited
Primary Financial Provider
Primary Reason
Primary Reason: Associations
Primary Reason: Associations Non-profit
Primary Reason: B2B
Primary Reason: Federal Government or Informational Non-Profit
Primary Reason: Product Manufacturers (Non ecommerce)
Primary Reason: Retail
Primary Reason: Telecom

Primary Reason: Travel
Primary Reason: Banking
Primary Reason: Healthcare
Primary Reason: Insurance
Products Purchased
Products Sought
Purchase
Purchase Channel Preference
Purchase Everything
Purchase Frequency
Purchased
Receive All Items
Research Process for Purchase
Return
Role
Role: Healthcare
Role: Insurance
Times Visited Prior Purchase
Track Delivery
Visit Frequency
Website Contribution
Where Purchased
Why No Purchase
Why Not Purch Everything