

Welcome and Thank You Text

Welcome Text

Thank you for visiting www.niddk.nih.gov. You have been randomly selected to take this survey conducted by ForeSee for the **National Institute of Diabetes & Digestive & Kidney Diseases (NIDDK)**. Please take a minute or two to give us your opinions. The feedback you provide will help **NIDDK** enhance its site and serve you better in the future. All results are strictly confidential.

Thank You Text

Your survey has been submitted. Thank you for your input!

Welcome Text - Alternate

Thank You Text - Alternate



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!

Cancel

Submit

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

Model Name	NIDDK v2	Red & Strike-Through: Delete	
Model ID	(MID)	Underlined & Italicized: Re-order	
Partitioned	No	Pink: Addition	
Date	1/28/2016	Blue: Rework	

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Recommend Company (1=Very Unlikely, 10=Very Likely)
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	13 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	16 Recommend Company	How likely are you to recommend NIDDK to someone else?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	14 Satisfaction -	How well does this site meet your expectations ?	17 Return	Return How likely are you to return to www.niddk.nih.gov in the future?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	15 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	18 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information on topics related to the mission of NIDDK?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
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.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
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 .				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
10 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
11 Site Information - Understandable	Please rate how understandable this site's information is.				
12 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		Which of the following best describes your role in coming to the website today?	Person with health concerns Family member or friend of a patient Health professional Scientific researcher NIDDK staff member Teacher Student News media Other, please specify:		Y	Radio button, one-up vertical	Skip Logic Group*	Role
		A	What is your role?		A	N	Text field, <100 char	Skip Logic Group*	OE_Role
	Visit Frequency		How frequently do you visit this site?	First time Daily Weekly Monthly Once every few months Once every 6 months or less		Y	Radio button, one-up vertical		Visit Frequency
			How did you hear about or find this website?	Search engine (e.g. Google, Yahoo!) Another website Doctor, nurse, or other healthcare professional Health fair or community event Family or friend Social media (e.g. Facebook, Twitter) News report Familiar with NIDDK Other, please specify:		Y	Radio button, one-up vertical	Skip Logic Group*	Found Website
		A	The other way I heard about or found this website was:		A	N	Text area, no char limit	Skip Logic Group*	OE_Found Website Other
			Please select your level of awareness of NIDDK prior to your visit to the site today.	I had never heard of NIDDK prior to visiting today I was not very familiar with NIDDK I was somewhat familiar with NIDDK I was very familiar with NIDDK		Y	Radio button, one-up vertical		NIDDK Awareness
			What type of information were you primarily looking for today? Information about...	NIDDK Digestive Diseases Celiac Disease Diabetes Kidney Disease Urologic Disease Liver Disease Endocrine and Metabolic Disease Hematologic (Blood) Disease Nutrition Weight Control Research and Funding Research Resources News Other, please specify:		Y	Radio button, one-up vertical	Skip Logic Group*	Type of Info
		S	The other type of information I was looking for was:		S	N	Text area, no char limit	Skip Logic Group*	OE_Type of Info
	Accomplish		Did you find the information you were looking for?	Yes No	ZZ	Y	Radio button, one-up vertical	Skip Logic Group*	Find Information
		ZZ	How satisfied are you with the amount of time it took to find the information you were looking for?	Very dissatisfied Somewhat dissatisfied Neither satisfied nor dissatisfied Somewhat satisfied Very satisfied	A	Y	Radio button, one-up vertical	Skip Logic Group*	Find Info Time
		A	What specific information couldn't you find?			N	Text area, no char limit	Skip Logic Group*	OE_Information Seeking
			What is your overall impression of NIDDK?	1 = Unfavorable 2 3 4 5 6 7 8 9 10 = Favorable Don't know		Y	Radio button, scale, has don't know		NIDDK Impression

			Did you use the search feature during your visit today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group*	Use Search
				No					
				Don't recall					
		A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful		Y	Checkbox, one-up vertical	Mutually Exclusive	Search Experience
				Results were not relevant/not what I wanted	B			Skip Logic Group*	
				Too many results/I needed to refine my search	B				
				Not enough results	B				
				Returned no results	B				
				Received error message(s)					
				Search speed was too slow					
				I experienced a different search issue (please explain):	G				
		G	The other search issue I experienced was:			N	Text area, no char limit	Skip Logic Group*	OE_Search
		B	What specific search term(s) did you search?			N	Text area, no char limit	Skip Logic Group*	OE_Search Term
			How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating on this site		Y	Checkbox, one-up vertical	Mutually Exclusive	Navigation Experience
				Links often did not take me where I expected	H			Skip Logic Group*	
				Too many links/navigational options to choose from	H				
				Had technical difficulties (error messages, broken links, etc.)					
				Could not navigate back to previous information					
				I had a navigation difficulty not listed above:	J				
		H	What specific links did you encounter difficulties with?			N	Text area, no char limit	Skip Logic Group*	OE_Navigation Links
		J	The navigation difficulty I experienced was:			N	Text area, no char limit	Skip Logic Group*	OE_Navigation Experience
			How will you use the information you find on this site?	To share and discuss with my health care provider		Y	Radio button, one-up vertical	Skip Logic Group*	How Use Info
				To address personal health issues					
				To aid others who have health concerns					
				To pursue a career as a medical researcher					
				To support new or current research projects					
				To explore or support business opportunities					
				Other, please specify:	A				
		A	How else will you use the information?				Text area, no char limit	Skip Logic Group*	OE_Use Info
	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Gender
				Female					
				Prefer not to answer					
	Demographics: Age		Which category includes your age?	Younger than 18		Y	Radio button, one-up vertical		Age
				18 to 29					
				30 to 49					
				50 to 64					
				65 or older					
				Prefer not to answer					
	Demographics: Income		Which category includes your household income?	Less than \$30K		Y	Radio button, one-up vertical		Income
				\$30K to \$60K					
				\$60K to \$100K					
				\$100K to \$150K					
				Greater than \$150K					
				Prefer not to answer					
			What is your highest level of education completed?	Some high school or less		Y	Radio button, one-up vertical		Education
				High school graduate or GED					
				Some college credit, no degree					
				Associates degree / technical degree					
				Undergraduate degree					
				Graduate degree					
				Doctorate degree					
				Prefer not to answer					
			What is your ethnicity/race?	White		Y	Checkbox, one-up vertical		Ethnicity
				Hispanic or Latino					
				Black or African American					
				Native American or American Indian					
				Asian/Pacific Islander					
				Other					
				Prefer not to answer				Mutually Exclusive	
			What is your first language?	English		Y	Radio button, one-up vertical		Language
				Spanish/Español					
				Other					
				Prefer not to answer					
			If you could make one improvement to the site, what would it be?			N	Text area, no char limit		OE_Improvements

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