

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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Model Name	NIDDK Browse v2	Red & Strike-Through : Delete	
Model ID	(MID)	<u>Underlined & Italicized</u> : Re-order	
Partitioned	Yes	Pink: Addition	
Date	3/2/2016	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.	16 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 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.	17 Satisfaction -	How well does this site meet your expectations ?	20 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.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	21 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 .				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
11 Information Browsing - Sort	Please rate the ability to sort through information by criteria that are important to you on this site.				
12 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
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 .				



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:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Role
		A	What is your role? How often do you use the internet?	Multiple times a day Once a day A couple of times a week About once a week Less frequently		N	Text field, <100 char Radio button, one-up vertical	Skip Logic Group*	OE_Role Internet Use
	Visit Frequency		How frequently do you visit this site?	First time More than once a day Daily About once a week Weekly About once a month Monthly Once every few months Every 6 months or less often Once every 6 months or less		Y	Radio button, one-up vertical		Visit Frequency
		A	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:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Found Website
		A	The other way I heard about or found this website was:			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:	S	Y	Radio button, one-up vertical	Skip Logic Group*	Type of Info
		S	The other type of information I was looking for was:			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 Partially Still looking	ZZ A A A	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		Y	Radio button, one-up vertical	Skip Logic Group*	Find Info Time
		A	What specific information couldn't you find? How did you look for information on the site today? (Please select all that apply.)	NIDDK search Via another website or search engine	E	N	Text area, no char limit Checkbox, one-up vertical	Skip Logic Group* Skip Logic Group*	OE_Information Seeking Look for Info

			<ul style="list-style-type: none"> Top-navigation-bar Left-navigation-bar Links in the body-text or center-of-the-page Links at the bottom-of-the-page (in-the-footer) Site-map Other 	F				
		F	The other way I looked for information on the site was:		N	Text area, no char limit	Skip Logic Group*	OE_Look-for-Info
			Did you use the search feature during your visit today?	A	Y	Radio button, one-up vertical	Skip Logic Group*	Use Search
			Yes					
			No					
			Don't recall					
		E A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)		Y	Checkbox, one-up vertical	Mutually Exclusive	Search Experience
			Search results were helpful					
			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.)		Y	Checkbox, one-up vertical	Mutually Exclusive	Navigation Experience
			I had no difficulty navigating on this site					
			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.)	H				
			Could not navigate back to previous information	J				
			I had a navigation difficulty not listed above:					
		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?		Y	Radio button, one-up vertical	Skip Logic Group*	How Use Info
			To share and discuss with my health care provider					
			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?		Y	Radio button, one-up vertical		Gender
			Male					
			Female					
			Prefer not to answer					
Demographics: Age			How old are you? Which category includes your age?		Y	Radio button, one-up vertical		Age
			Younger than 18					
			18 to 29					
			30 to 49					
			50 to 64					
			65 or older					
			Prefer not to answer					
Demographics: Income			What is your household income? Which category includes your household income?		Y	Radio button, one-up vertical		Income
			Less than \$30K					
			\$30K to \$60K					
			\$60K to \$100K					
			\$100K to \$150K					
			Greater than \$150K					
			Prefer not to answer					
			What is your highest level of education completed?		Y	Radio button, one-up vertical		Education
			Some high school or less					
			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?		Y	Checkbox, one-up vertical		Ethnicity
			White					
			Hispanic or Latino					
			Black or African American					
			Native American or American Indian					
			Asian/Pacific Islander					
			Other					
			Prefer not to answer					
			What is your first language?		Y	Radio button, one-up vertical	Mutually Exclusive	Language
			English					
			Spanish/Español					

			<i>Other</i>				
			<i>Prefer not to answer</i>				
		If you could make one improvement to the site, what would it be?		N	<i>Text area, no char limit</i>		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