

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.



Model Name NIDDK Browse v2 Rec

Model Name NIDDK B Model ID (MID) Partitioned Yes Date 3/2/2016

Underlined & Italicized: Re-order

h: Delete

Pink: Addition Blue: Reword



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		What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19		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?			Return
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18		How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	20	Return	How likely are you to return to www.niddk.nih.gov in the future?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				1		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.				2:		How likely are you to use this site as your primary resource for obtaining information on topics related to the mission of NIDDK?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.						
	Please rate how completely the page content loads on this site.						
Completences	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.						
	Please rate how well the site layout helps you find what you need.						
	Information Browsing (1=Poor, 10=Excellent, Don't Know)						
0 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .						
	Please rate the ability to sort through information by criteria that are important to you on this site.						
	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)						
3 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.						
4 Site Information - Understandable	Please rate how understandable this site's information is.						
Site Information - Answers	Please rate how well the site's information provides answers to your questions.						

Model NanNIDDK Browse v2 Model ID (MID) PartitionecYes Date 3/2/2016

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
	Role		Which of the following best describes your role in coming to the website today?	Person with health concerns		Y	Radio button, one-up vertical	Skip Logic Group*	Role
				Family member or friend of a patient					
				Health professional					
				Scientific researcher					
				NIDDK staff member					
				Teacher	-				
				Student					
					_				
				News media	— .				
				Other, please specify:	A				
		A	What is your role?			N	Text field, <100 char	Skip Logic Group*	OE_Role
			How often do you use the internet?	Multiple times a day		¥	Radio button, one-up vertical		Internet Use
				Once a day					
				A couple of times a week					
				About once a week					
				Less frequently					
	Visit Frequency		How frequently do you visit this site?	First time		Y	Radio button, one-up vertical		Visit Frequency
	Visit i requericy		now nequently do you visit this site:	More than once a day	_		radio battori, one up vertical		Visit i requeries
				Daily	_	1			
				About once a week Weekly	_				
				About once a month-Monthly		1			
				Once every few months					
				Every 6 months or less often Once every 6 months or less	7	1			
			How did you hear about or find this website?	Search engine (e.g. Google, Yahoo!)		Y	Radio button, one-up vertical	Skip Logic Group*	Found Website
				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:	Α				
		Α	The other way I heard about or found this website			N	Text area, no char limit	Skip Logic Group*	OE_Found Website C
			was: Please select your level of awareness of NIDDK	I had never heard of NIDDK prior to visiting today		V	Radio button, one-up vertical		NIDDK Awarenes
			prior to your visit to the site today.				radio battori, one up vertical		MIDDE Awareness
				I was not very familiar with NIDDK					
				I was somewhat familiar with NIDDK					
				I was very familiar with NIDDK					
			What type of information were you primarily looking	NIDDK		Y	Radio button, one-up vertical	Skip Logic Group*	Type of Info
			for today? Information about					omp angle or out	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
				Digestive Diseases					
				Celiac Disease	_				
					_				
				Diabetes			A .		
				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				
		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	ZZ	Y	Radio button, one-up vertical	Skip Logic Group*	Find Information
									, ind information
				No	A				
				Partially Partially	A				
				Still looking	A				
		ZZ	How satisfied are you with the amount of time it took to find the information you were looking for?	Very dissatisfied		Y	Radio button, one-up vertical	Skip Logic Group*	Find Info Time
			to find the information you were looking for?	Somewhat dissatisfied					
				Neither satisfied nor dissatisfied					
				Somewhat satisfied					
				Very satisfied					
		A	What specific information couldn't you find?			N	Text area, no char limit	Skip Logic Group*	OE_Information See
			How did you look for information on the site today?	NIDDK search	E	¥	Checkbox, one-up vertical	Skip Logic Group*	Look for Info
			(Please select all that apply.)						
				Via another website or search engine					

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	would it be?					1

Types	Instructions	Custom Text		
Checkbox, one-up vertical	Anchor Answer Choice	Yes		
Checkbox, two-up vertical	EPP	No		
Checkbox, three-up vertical	Multiple Lists Group*	Unsure		
Drop down, select one	Mutually Exclusive			
Radio button, one-up vertical	OPS Group*			
Radio button, two-up vertical	Randomize			
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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
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Do Next
Do Next: Healthcare
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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