

Welcome and Thank You Text

Welcome Text

Thank you for visiting the National Park Service. 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 Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Welcome Text - Alternate

Thank you for visiting the National Park Service. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the National Park Service. Please take a few minutes to give us your feedback. All results are strictly confidential.

Thank You Text - Alternate

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.



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 NPS.gov Mobile Survey
 Model ID (MID)
 Partitioned Yes
 Date (1/2/2013)

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this mobile site.	Satisfaction - Overall	What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this mobile site in the next 90 days?
Look and Feel - Readability	Please rate the readability of the pages on this mobile site.	Satisfaction - Ideal	How well does this mobile site meet your expectations? How does this mobile site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this mobile site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this mobile site as your primary resource for obtaining information about the National Park Service?
Site Performance - Loading	Please rate how quickly pages load on this mobile site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.				
Site Performance - Navigation	Please rate how completely the page content loads on this mobile site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Organized	Please rate how well the mobile site is organized.				
Navigation - Options	Please rate the options available for navigating this mobile site.				
Navigation - Layout	Please rate how well the mobile site layout helps you find what you need.				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this mobile site.				
Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this mobile site.				
Information Browsing - Features	Please rate how well the features on the mobile site help you find the information you need.				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
Site Information - Thoroughness	Please rate the thoroughness of information provided on this mobile site.				
Site Information - Understandable	Please rate how understandable this mobile site's information is.				
Site Information - Answers	Please rate how well the mobile 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
			How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Y	Radio button, one-up vertical		Visit Frequency
			Where are you accessing NPS.gov from?	At home or work On my way to a National Park Within a National Park Other		Y	Radio button, one-up vertical		WhereAccess
			How did you find your way to the mobile site today?	Online search engine Suggestion from park service staff Recommendation from friend or family News article Other website Other		Y	Radio button, one-up vertical		CametoSite
			What is your primary reason for visiting the nps.gov site today?	I'm gathering information on a national park(s) that I already know I'm going to visit	A	Y	Radio button, one-up vertical	Skip Logic Group* Randomize	Primary Reason
		I'm trying to decide what national park(s) to visit primarily based on the activities/scenery/story offered in the park							
		I'm trying to decide what national park(s) to visit primarily based on location/proximity to other sites							
		I'm seeking information on what's happening in a National Park(s) right now (current conditions, breaking news, alerts)							
		I'd like to learn more about the United States' history, natural features, or cultural heritage							
		I'm looking for webcams, pictures, or stories on this website to inspire me or remind me of a past visit							
		I'm sending information to someone else via email, text, or social media							
		I'm looking to find or apply for business, research, job or volunteer opportunities							
		I want to learn about what the NPS does in my home community, state or town							
		I'm a local and check the park website occasionally							
		A	Please specify your primary reason for visiting the site.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
			Which homepage site sections did you visit today?	Find a Park News Events Photos & Multimedia FAQs Did not visit the homepage Other		Y	Radio button, one-up vertical		Tools Used
			What types of information were you looking to find? (Please select all that apply.)	Maps/Directions Multimedia (e.g. pictures, video, webcams, etc.) Camping/lodging information Things to do (e.g. hiking, biking, canoeing) Events and programs Fees and passes Contact information Weather/conditions Job/volunteer opportunities Lesson plans/curriculum Other		Y	Checkbox, one-up vertical		Primary Info
			Did you find what you were looking for?	Yes Partially No	A A	Y	Radio button, one-up vertical	Skip Logic Group*	Did You Find
		A	Please specify what you were trying to find.			N	Text area, no char limit	Skip Logic Group*	OE_Did you find
			How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Y	Drop down, select one		Age

		If you could make one improvement to this site, what would it be?		N	Text area, no char limit		One Improvement
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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
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