Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data
- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

Focus Area #2: Aligning Data to Business Strategies
- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

Focus Area #3: Strategic and Tactical Value
- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

Making Changes

Simply make the change that you desire and highlight that change with a different color text. Red works well because it stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

pdate Your Custom Questions?

ncovered new questions to ask

ty areas influence resource use

s for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

Survey Invitation Text Desktop
We'd welcome your feedback! Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience. **The survey is designed to measure your entire experience, please look for it at the <u>conclusion</u> of your visit.** This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting. *(Button text)*   No, thanks   Yes, I'll give feedback
Example Desktop

ease check with your analyst/client manager.

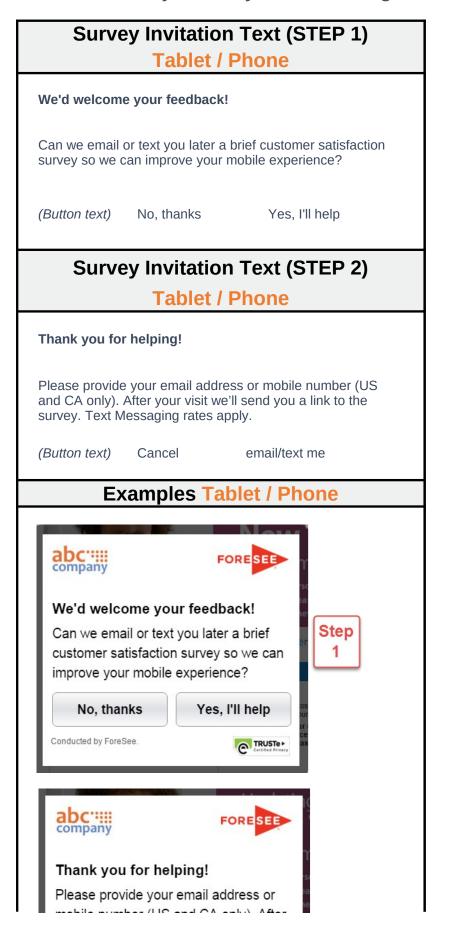| Survey Invitation Text (STEP 1) |
|---|
| **Tablet / Phone** |

We'd welcome your feedback!

Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?

(Button text)   No, thanks   Yes, I'll help

Survey Invitation Text (STEP 2)
Tablet / Phone

Thank you for helping!

Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

(Button text)   Cancel   email/text me

Examples **Tablet / Phone**

mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

email or mobile number

Cancel   email/text me

ForeSee's Privacy Policy

TRUSTe▸
Certified Privacy

Welcome and Thank You Text

Welcome Text

Thank you for visiting NIDCR.NIH.gov. 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.

Welcome Text - Tablet / Phone

Thank you for visiting NIDCR.NIH.gov. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

Thank You Text

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 website.
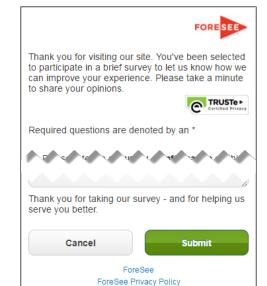
Thank You Text - Tablet / Phone

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

Example Desktop

Example Mobile

Model Name	NIDCR Desktop
Model ID	(MID)
Partitioned	No
Date	5/1/2016

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

FORESEE

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)**
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 Return	How likely are you to **return to NIDCR.NIH.gov** in the future?
2 Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.	14 Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*		**Recommend Company (1=Very Unlikely, 10=Very Likely)**
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)*	17 Recommend	How likely are you to **recommend NIDCR** to someone else?
	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 - Completeness	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**.				

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	
			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience	
				I had difficulty finding relevant information						
				Links and labels were difficult to understand						
				There were too many links or navigation options to choose from				Randomize		
				I had technical difficulties (error messages, broken links, etc.)	T					
				I could not navigate back to previous information						
				I had a different navigation difficulty:	A			Anchor Answer Choice		
				I had **no difficulty** navigating the site				Mutually Exclusive		
		A	Please specify your navigation difficulty.			N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other	
		T	Which of these following technical problems occurred during your visit? (Please select all that apply.)	Site error message		Y	Checkbox, one-up vertical	Skip Logic Group*	Nav Technical Problems	
				Incomplete load of a site page						
				Inconsistent page loads						
				Other (please specify):	T1					
		T1	What other type of technical problems did you experience today?			N	Text area, no char limit	Skip Logic Group*	Nav Technical Problems Other	
			Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date		Y	Checkbox, one-up vertical	Skip Logic Group*	Information Issues	
				Information did not answer my questions	B					
				Information was not presented in a concise format						
				Wording was not clear						
				Text was difficult to read						
				Other (please specify):	A					
				No issues reviewing information				Mutually Exclusive		
		A	Please specify any other issues you experienced reviewing information.			N	Text area, no char limit	Skip Logic Group*	Other Information Issues	
		B	What information were you looking for that you could not find?			N	Text area, no char limit	Skip Logic Group*	Information Looking For	
			Did you use the site's search feature (the box in the top right of the site) during your visit today?	Yes	Y	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use	BASIC SEARCH USE QUESTION
				No						
				Don't recall						
		Y	Please tell us about your **experience with the site's search feature** today. (Please select all that apply.)	Results were not relevant/not what I wanted		Y	Checkbox, one-up vertical	Randomize	Search Experience	
				Too many results/I needed to refine my search						
				Not enough results				Skip Logic Group*		
				Returned NO results						
				Received error message(s)						
				Search speed was too slow						
				I experienced a different search issue:	A			Anchor Answer Choice		
				I had **no difficulty** with search				Mutually Exclusive		
		A	Please specify the search issue you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other	
		Y	Did you try using the site's navigational links before using the site search feature today?	Yes, I navigated first		Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First	
				No, I went straight to the search feature						
				Don't recall						
		Y	What **specific search terms** did you use to try to find the information?			N	Text area, no char limit	Skip Logic Group*	Search Terms OE	
			What was your primary reason for visiting this site today?	Health information (for self or friend/family member)	B, C	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason	
				Health information (for patients, clients)	B, C					
				Clinical trials						
				Grants/funding information						
				Jobs, fellowships, internships						
				Science news						
				Find a dentist or dental care	C					
				Data and statistics						
				Research tools (e.g. animal models, tissue arrays)						
				Teaching tools (for K-12 instruction)	C					
				Teaching tools (for dental/medical professional or student instruction)	C					
				Continuing education (CDE)						
				NIDCR mission/plans						
				Staff directory						
				Other (please specify):	A					
		A	Please explain briefly what you were looking for today.			N	Text area, no char limit	Skip Logic Group	Primary Reason - Other	
		B	What information were you looking for today?	Gum disease (periodontitis and gingivitis)		Y	Radio button, one-up vertical	Skip Logic Group	Looking For	
				Dry mouth						
				General oral and dental health						
				Dental care						
				Cancer treatment and oral health						
				Publications						
				Other (please specify):	B1					
		B1	Please specify the topic you were looking for today.			N	Text area, no char limit	Skip Logic Group	OPS_Looking For	
		C	Were you looking for Spanish-language content today?	Yes	C1	Y	Radio button, one-up vertical	Skip Logic Group	Looked	
				No						

Can we consolidate any of these, like the teaching tools? Health info?

		ID	Question	Answer Choices	Skip	Req	Input Type	Skip Logic	Variable
		C1	How would you best describe the Spanish-language information on this site?	Very difficult to understand	C2	Y	Radio button, one-up vertical	Skip Logic Group	Comprehension
				Somewhat difficult to understand	C2				
				Somewhat easy to understand	C3				
				Very easy to understand					
		C2	What topic or page was difficult to understand?			Y	Text area, no char limit	Skip Logic Group	OE_Comprehension
		C3	Is there any topic or page that could be simplified so it would be easier for visitors to understand?			N	Text area, no char limit	Skip Logic Group	OE_Simplified
	Accomplish		Did you accomplish what you wanted to do on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
				Partially					
				No					
	OE_Accomplish	A	Please tell us why you were unable to accomplish your task today.			N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
	~~Location~~		~~From what location were you accessing this site?~~	~~At home~~		~~Y~~	~~Radio button, one-up vertical~~		~~Location~~
				~~At work~~					
				~~In transit~~					
				~~Other~~					
	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical		Visit Frequency
				Once every 6 months or less often					
				Once every few months					
				Monthly					
				Weekly					
				Daily or more often					
			Which best describes you?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group	Role
				Family member/friend of a person with a health concern					
				Patient advocate					
				Health educator					
				Health care provider	B			Randomize	
				Scientist/Researcher	D				
				NIDCR Council or committee member					
				NIDCR staff					
				Other government staff					
				Media					
				Policy analyst					
				Student - K-12th grade					
				Student - undergraduate, professional, or graduate	D				
				Teacher - K-12th grade					
				University faculty member	D				
				Other (please specify):	A			Anchor Answer Choice	
		A	Please specify your role in visiting the site today.			N	Text area, no char limit	Skip Logic Group	Other -Role
		B	What type of health care provider are you?	Dentist		Y	Drop down, select one	Skip Logic Group	Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Health Care Provider Other
		D	Have you ever...?	Applied for funding from NIDCR		Y	Radio button, one-up vertical	Skip Logic Group	Funding
				Received funding from NIDCR					
###				Neither of the above					
			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
		A	How did you find out about NIDCR's Spanish-language site?	Search Engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Find Out About
				Followed Español link from English NIDCR website					
				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				
		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Find Out About Other
			If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
			From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	B				
		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	OPS_Accessing
	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to answer					

The current follow-up asks what specifically they were unable to accomplish. We could add this but then it may be better to have it as a closed-ended question.

Do we want to do skip logic for students, teachers, health educators, etc? That way we can consolidate the roles?

Demographics: Age		Which category includes your age?	Under 18		Y	Radio button, one-up vertical		Demographics: Age
			18 - 24					
			25 - 34					
			35 - 44					
			45 - 54					
			55 - 64					
			65 or older					
			Prefer not to answer					
		What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native		Y	Checkbox, one-up vertical		Race
			Asian					
			Black/African American					
			Hispanic/Latino					
			Native Hawaiian or Other Pacific Islander					
			White					
			Other					
			Prefer not to answer				mutually exclusive	
		What is your highest level of education?	Less than high school		Y	Radio Button, one-up vertical		Education
			High school diploma/GED					
			Associate Degree					
			Bachelor's Degree					
			Master's Degree					
			Doctorate					
			Prefer not to answer					