

## Survey Invitation

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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

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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

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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

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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

### Why

- Analysis
- Top-Pri
- Open-e
- Shift w
- Inform
- Evaluat

## Making Changes

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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.

### **Update Your Custom Questions?**

Uncovered new questions to ask  
Key areas influence resource use  
Seek for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



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Default text is included. If you would like to modify this text pl*

## 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 conclusion 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

**abc company**

**FORESEE**

**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 conclusion of your visit.**

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

**No, thanks**      **Yes, I'll give feedback**

**TRUSTe**  
Certified Privacy

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)

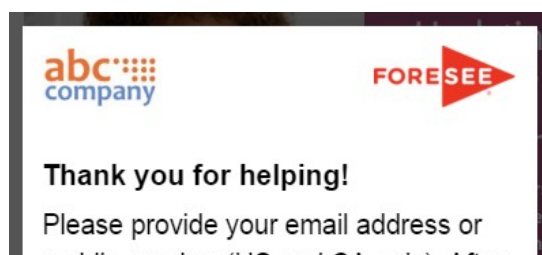
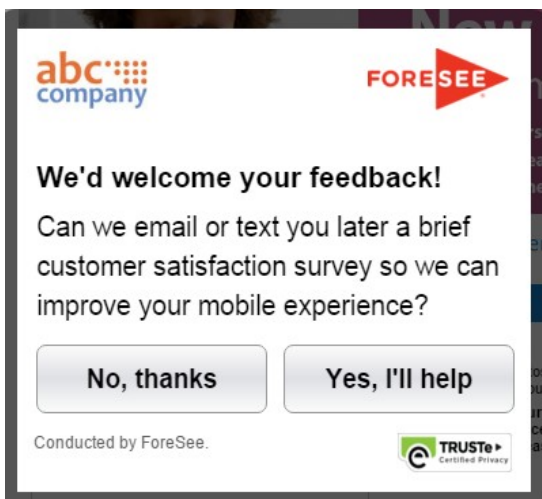
#### Tablet / Phone

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.

**Step  
2**

**Cancel**

**email/text me**

ForeSee's [Privacy Policy](#)



[Sign Up](#)

[Sign Up](#)



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

### 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

The screenshot shows a desktop view of a survey. At the top right is the FORESEE logo. Below it is the title "Customer Satisfaction Survey". The main text reads: "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." followed by "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." There is a TRUSTe Certified Privacy logo. Below that, it says "Required questions are denoted by an \*". A question is partially visible: "Please rate the extent to which the products on this website appeal to you". Below the question is a horizontal scale with "disagree" on the left and "agree" on the right. At the bottom, there are "Cancel" and "Submit" buttons, copyright information "Copyright 2016 - all rights reserved", and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

#### Example Mobile


The screenshot shows a mobile view of a survey. At the top right is the FORESEE logo. The main text reads: "Thank you for visiting our site. 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." Below this is a TRUSTe Certified Privacy logo. It then says "Required questions are denoted by an \*". A question is partially visible: "Please rate the extent to which the products on this website appeal to you". Below the question is a horizontal scale with "disagree" on the left and "agree" on the right. At the bottom, there are "Cancel" and "Submit" buttons, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Model Name NIDCR Mobile  
 Model ID (MID)  
 Partitioned No  
 Date 9/28/2016

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
1 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this mobile site.	14 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this mobile site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	17 Recommend Company	How likely are you to <b>recommend NIDCR</b> to someone else?
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this mobile site.	15 Satisfaction - Expectations	How well does this mobile site <b>meet your expectations</b> ? <i>(1=Falls Short, 10=Exceeds)</i>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this mobile site.	16 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal mobile site</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	18 Return	How likely are you to <b>return to NIDCR.NIH.gov</b> using your mobile device?
4 Site Performance - Loading	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>quickly pages load</b> on this mobile site.				
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this mobile site.				
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this mobile site.				
7 Navigation - Organized	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate <b>how well this mobile site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this mobile site.				
9 Navigation - Layout	Please rate <b>how well the mobile site layout helps you find what you need</b> .				
11 Site Information - Thoroughness	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>thoroughness of information</b> on this mobile site.				
12 Site Information - Understandable	Please rate how <b>understandable information</b> is on this mobile site.				
13 Site Information - Answers	Please rate how well the <b>information provides answers to your questions</b> .				

Model Name	NIDCR Mobile	<del>Red &amp; Strike-Through:</del> Delete	
Model ID	(MID)	<u>Underlined &amp; Italicized:</u> Re-order	
Partitioned	No	<u>Pink:</u> Addition	
Date	9/28/2016	<u>Blue:</u> Reword	

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 I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty: I had <b>no difficulty</b> navigating the site		Y	Checkbox, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice Mutually Exclusive	Navigation Experience
		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 Incomplete load of a site page Inconsistent page loads Other (please specify):		Y	Checkbox, one-up vertical	Skip Logic Group*	Nav Technical Problems
		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 Information did not answer my questions Information was not presented in a concise format Wording was not clear Text was difficult to read Other (please specify): No issues reviewing information		Y	Checkbox, one-up vertical	Skip Logic Group*  Mutually Exclusive	Information Issues
		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 No Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
		Y	Please tell us about your <b>experience with the site's search feature</b> today. (Please select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue: I had <b>no difficulty</b> with search		Y	Checkbox, one-up vertical	Randomize  Skip Logic Group*  Anchor Answer Choice Mutually Exclusive	Search Experience
		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 No, I went straight to the search feature Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First
		Y	What <b>specific search terms</b> 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?  <div style="background-color: yellow; padding: 5px; border: 1px solid black; width: fit-content;">Can we consolidate any of these, like the teaching tools? Health info?</div>	Health information (for self or friend/family member) Health information (for patients, clients) Clinical trials Grants/funding information Jobs, fellowships, internships Science news Find a dentist or dental care Data and statistics Research tools (e.g. animal models, tissue arrays) Teaching tools (for K-12 instruction) Teaching tools (for dental/medical professional or student instruction) Continuing education (CDE) NIDCR mission/plans Staff directory	B, C B, C     C  C C	Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason

BASIC SEARCH USE QUESTION



			Other (please specify):	A	N	Text area, no char limit	Skip Logic Group	Primary Reason - Other
		A	Please explain briefly what you were looking for today.					
		B	What information were you looking for today?		Y	Radio button, one-up vertical	Skip Logic Group	Looking For
			Gum disease (periodontitis and gingivitis)					
			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?		Y	Radio button, one-up vertical	Skip Logic Group	Looked
			Yes	C1				
			No					
		C1	How would you best describe the Spanish-language information on this site?		Y	Radio button, one-up vertical	Skip Logic Group	Comprehension
			Very difficult to understand	C2				
			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?		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
			Yes					
			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?		Y	Radio button, one-up vertical		Location
			At home					
			At work					
			In transit					
			Other					
Visit Frequency			How often do you visit this site?		Y	Radio button, one-up vertical		Visit Frequency
			This is my first visit					
			Once every 6 months or less often					
			Once every few months					
			Monthly					
			Weekly					
			Daily or more often					
			Which best describes you?		Y	Radio button, one-up vertical	Skip Logic Group	Role
			Person with a health concern					
			Family member/friend of a person with a health concern				Randomize	
			Patient advocate					
			Health educator					
			Health care provider	B				
			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?		Y	Drop down, select one	Skip Logic Group	Health Care Provider
			Dentist					
			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...?		Y	Radio button, one-up vertical	Skip Logic Group	Funding
			Applied for funding from NIDCR					
			Received funding from NIDCR					
			Neither of the above					
###			Did you visit NIDCR's Spanish-language site today?	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
			Yes					
			No					
		A	How did you find out about NIDCR's Spanish-language site?		Y	Radio button, one-up vertical	Skip Logic Group	Find Out About
			Search Engine (e.g. Google, Yahoo, Bing)					
			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</b>	Please specify how you found out about this site. If you could make one improvement to the NIDCR site, what would it be?		<b>B</b>	N N	char Text area, no char limit	Skip Logic Group	Find Out About One Improvement
			From where are you accessing this site?	United States  Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
		<b>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 Female Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Gender
Demographics: Age			Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Age
			What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native Asian Black/African American Hispanic/Latino Native Hawaiian or Other Pacific Islander White Other Prefer not to answer		Y	Checkbox, one-up vertical	mutually exclusive	Race
			What is your highest level of education?	Less than high school High school diploma/GED Associate Degree Bachelor's Degree Master's Degree Doctorate Prefer not to answer		Y	Radio Button, one-up vertical		Education