

## 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

- Why
- Analysis
  - Top-Pri
  - Open-e
  - Shift w
  - Inform
  - Evalua

## 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.

### **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



*This is the standard survey invitation.  
Default text is included. If you would like to modify this text*

## 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

*⌘ please check with your analyst/client manager.*



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
<p style="text-align: center;"><b>Welcome Text</b></p> <p>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.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p>
<p style="text-align: center;"><b>Thank You Text</b></p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>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.</p>
<p style="text-align: center;"><b>Example Desktop</b></p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: center;"></p><p style="text-align: center;"><b>Customer Satisfaction Survey</b></p><p>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.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><p style="text-align: center;"></p><p><i>Note: *Please note the extent to which the products on this website apply to</i></p><p style="text-align: center;"><i>disag.ee</i></p><p>Thank you for taking our survey - and for helping us serve you better.</p><p>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.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p style="text-align: center;">Copyright 2016 - all rights reserved</p><p style="text-align: center;"><a href="#">ForeSee</a> <a href="#">ForeSee Privacy Policy</a> <a href="#">Contact Us</a></p></div>

Model Name DoD DANTES Desktop  
 Model ID (MID)  
 Partitioned Yes - 2MQ  
 Date 9/20/2016

~~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>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	16 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return	How likely are you to <b>return to the DANTES site</b> in the future?
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	17 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1=Falls Short, 10=Exceeds)</i>	Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend the DANTES site</b> to someone else?
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	18 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	Watch Video	<b>Watch Video (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>watch a video on this site</b> in the next 30 days?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>			Follow on Social Media	<b>Follow on Social Media (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>follow DANTES on social media</b> such as Facebook or Twitter?
4 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.			Call	<b>Call (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>call DANTES</b> regarding the <b>information you looked for</b> online today?
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate <b>how well this site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate <b>how well the site layout helps you find what you need</b> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10 Information Browsing - Sort	Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.				
11 Information Browsing - Narrow	Please rate the ability to <b>narrow choices to find the information you are looking for</b> on this site.				
12 Information Browsing - Features	Please rate how well the <b>features on the site help you find the information you need</b> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13 Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> provided on this site.				
14 Site Information - Understandable	Please rate how <b>understandable</b> this site's <b>information</b> is.				
15 Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				



Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	What is your primary reason for visiting the site today?	To find information regarding this organization To find information regarding Examinations To find Educational Institutions Information about Troops to Teachers To find student resources To do research To find contact information To download a document To watch a video For news and events To find specific policies and regulations DANTES Information Bulletin Contact DANTES support Contact a counselor Other (Please specify.)		Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Primary Reason
A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
	Did you accomplish what you wanted to do today on this site?	Yes No	B A	Y	Radio button, one-up vertical	Skip Logic Group*	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
B	Was the information easy to find?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
B1	Why was this information difficult to find?		B1	N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
	How were you referred to the site today?	An email from DANTES DANTES social network post, tweet, video, etc. Non - DANTES social network post, tweet, video, etc. Internet blogs or discussion forums Search engine results Recommendation from someone I know TV or radio advertising Newspaper or magazine advertising Internet advertising Advertising on social networks (Facebook, Twitter) Other (Please specify.) I was not referred to the site by anything specific		Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice Anchor Answer Choice	Acquisition Source
A	Please specify how else you were referred to the site.			N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	What is your primary role in visiting the site today?	Civilian Active duty Reserve Retired Guard Other		Y	Radio button, one-up vertical		Role
	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					
	How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar		Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Method
		Right navigation links					
		Search feature					
		Clicked on links on the page					
		Page bookmark or favorite link					
		Site map					
		Google or other search engine					
		Other (Please specify.)	A				
A	Please tell us how else you looked for information.			N	Text field, <100 char	Skip Logic Group*	Navigation Method - Other
	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	N	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience
		I had difficulty finding relevant information					
		Links and labels were difficult to understand	N			Randomize	
		There were too many links or navigation options to choose from					
		I had technical difficulties (error messages, broken links, etc.)	N				
		I could not navigate back to previous information					
		I had a different navigation difficulty:	N			Anchor Answer Choice	
		I had <b>no difficulty</b> navigating the site				Mutually Exclusive	
N	Describe the issue(s) you experienced while navigating this site. Please be as specific as possible.			N	Text area, no char limit	Skip Logic Group*	Navigation Issues OE
	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 occurred				Mutually Exclusive	
A	Please specify the other issue 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
	What else would you like to share with us to help <b>improve your online experience</b> with the DANTES website?			N	Text area, no char limit		Improve
	What is your gender?	Male		Y	Drop down, select one		Demographics: Gender
		Female					
		Prefer not to respond					
	Which category includes your household income?	Under \$25,000		Y	Drop down, select one		Demographics: Income
		\$25,000 - \$49,999					
		\$50,000 - \$74,999					
		\$75,000 - \$99,999					
		\$100,000 - \$124,999					
		\$125,000 - \$149,999					
		\$150,000 or more					
		Prefer not to respond					
	Which category includes your age?	Under 18		Y	Drop down, select one		Demographics: Age
		18 - 24					
		25 - 34					
		35 - 44					



		45 - 54				
		55 - 64				
		65 or older				
		Prefer not to respond				
	What is your highest level of education completed?	Some high school or less		Y	Drop down, select one	Education
		High school graduate or GED				
		Some college credit, no degree				
		Associate degree (e.g., AA, AS)				
		Bachelor's degree (e.g., BA, AB, BS)				
		Master's degree (e.g., MA, MS, MEng, MEd, MSW, MBA)				
		Professional degree (e.g., MD, DDS, DVM, LLB, JD)				
		Doctorate degree (e.g., PhD, EdD)				
		Prefer not to answer				
	What is your ethnicity?	Hispanic or Latino		Y	Drop down, select one	Ethnicity
		Not Hispanic or Latino				
		Prefer not to answer				
	What is your race?	American Indian or Alaska Native		N	Checkbox, one-up vertical	Race
		Asian				
		Black or African American				
		Native Hawaiian or Other Pacific Islander				
		White				
		Prefer not to answer				
	What is your marital status?	Single, never married		Y	Drop down, select one	Marital Status
		Married or domestic partnership				
		Widowed				
		Divorced				
		Separated				
		Prefer not to answer				