

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



Welcome and Thank You Text	
<p>Welcome Text</p> <p>Thank you for visiting OVC.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.</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>Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p>Example Desktop Welcome Text</p> <p></p> <p>Customer Satisfaction Survey</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>Example Desktop Thank You Text</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><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p> <p>Copyright 2016 - all rights reserved</p> <p>ForeSee ForeSee Privacy Policy Contact Us</p>

"this site"

OLD:

Welcome: Thank you for visiting the **Office for Victims of Crime (OVC)**. You have been randomly selected to take part in this survey that is being conducted by ForeSee Results on behalf of **OVC**. Please take a minute or two to give us your opinions. The feedback you provide will help **OVC** enhance its site and serve you better in the future. **No personal information will be collected.** All results are strictly confidential. Your assistance is important.

Thank You: Thank you for your time completing this survey. Your input is very valuable and will be taken into consideration.

Model Name	DOJ OVC Desktop Browse	Red & Strike-Through: Delete	
Model ID	(MID)	Underlined & Italicized: Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date	9/12/2016	Blue: Rework	

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary online resource regarding information for victims of crime?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	17 Satisfaction - Expectations	How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)	Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the future?
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	Recommend Site	Recommend Site (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
4 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) 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.				
7 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) 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 .				
10 Information Browsing - Sort	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
13 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				

For ovc.gov and ovc.ncjrs.gov; I think we can use ovc.gov as reference, but what should be done for crimevictims.gov? How was this handled in 20113?

A:Used "this site". We can go back to that if you wish. YES

Model Name DOJ OVC Desktop Browse
 Model ID (MID)
 Partitioned Yes - 2MQ
 Date 9/12/2016

OMB Approval REQUIRED

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



QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	NOTES
		My primary reason for visiting the Department of Justice Office for Victims of Crime (OVC) website today was to...	Find a victim services/assistance program Obtain information on program grants or funding Learn about crime victim rights or legal remedies Find training/technical assistance for victim service providers Learn about program information or best practices Access OVC publications, videos, or other reference material Find events, forums or conferences Conduct research or find statistics on a topic or issue Find an evaluation about the victim assistance field Just browsing Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice 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 find the information you were looking for on ovc.gov?	Yes No I wasn't looking for anything in particular		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish	
	A	Please tell us specifically what you were unable to find:			N	Text area, no char limit	Skip Logic Group*	Accomplish - Did Not OE	
	A	What will you do next?	Continue looking on this site or try again later Contact OVC by telephone Contact OVC by email Contact OVC by regular mail Try another website or other resource Nothing Other		Y	Radio button, one-up vertical	Skip Logic Group*	Do Next	
	B	Please describe what you will do next:			N	Text area, no char limit	Skip Logic Group*	Do Next - Other	
		What method(s) did you use to locate information on this site?	I used the main navigation tabs/headings near the top of the home page I opened the Topics A-Z tab first, then browsed by Topic links within that menu I used links in the center of the home page (News & Features/Tools/Current Resources, etc.) I used the Site Search box at the top right of the screen I used another search feature on the site (Publication search, Frequent questions, etc.) I used a Web search engine, such as Google or Bing I used the Site Map Already knew area to land on or had specific page bookmarked Other Not sure		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Methods	New Skip
	A	What other method did you use to look for the information you wanted/needed?			N	Text area, no char limit	Skip Logic Group*	Navigation Method - Other	
	T	How often do you use the "A to Z" topic pages?	Every time I visit the site Most of the time when I visit the site About half the time I visit the site Occasionally when I visit the site This is the only time I have used them		Y	Radio button, one-up vertical	Skip Logic Group*	A to Z Topic Use Frequency	NEW
	T	What information did you expect to find on the topical page you reviewed?			N	Text area, no char limit	Skip Logic Group*	A to Z Topic Expectations OE	NEW
	S	Please tell us about your experience with the ovc.gov search feature today. (Select all that apply.)	I had issues with the basic search process (how to use it, terms to enter) I had issues with the visual display of the search results (text size, images) I had issues with search results I received I had issues with sorting, filtering, advanced search, or lack of these options I had technical issues with the search feature I had an issue with the search feature not listed I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Search Experience	
	B	Please specify the search issue you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other	
	S	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date Sort results by the most popular to least popular Narrow by searching within the first set of results I receive Search by document type, pdf, wav, etc.		Y	Radio button, one-up vertical	Skip Logic Group* Randomize	Search Improvements	

			Other	C			Anchor Answer Choice	
	C	Please specify your suggestion to improve search.			N	Text area, no char limit	Skip Logic Group*	Search Improvement - 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	L	Y	Checkbox, one-up vertical	Skip Logic Group*	Browse Experience
			I had difficulty finding relevant information				Randomize	
			Links and labels were difficult to understand	U				
			There were too many links or navigation options to choose from					
			I had technical difficulties (error messages, broken links, etc.)	T				
			I could not navigate back to previous information					
			I had a different difficulty while browsing	A				
			I had no difficulty browsing the site					
	L	Please describe any specific links or paths that did not take you where they should have.			N	Text area, no char limit	Skip Logic Group*	Browse Links Not Expected OE
	U	What specific links or labels were difficult to understand?			N	Text area, no char limit	Skip Logic Group*	Browse Labels OE
	T	Please describe the technical difficulty you encountered (include as much detail as possible).			N	Text area, no char limit	Skip Logic Group*	Browse Tech Issue OE
	A	Please tell us about your other browsing difficulty.			N	Text area, no char limit	Skip Logic Group*	Browse Experience - Other
		What prompted your visit to the site today?	I have been on the site previously		Y	Radio button, one-up vertical	Anchor Answer Choice Skip Logic Group*	Acquisition Source
			An email from Department of Justice Office for Victims of Crime				Randomize	
			As a victim, was referred by doctor, nurse, therapist, counselor, etc.					
			As a victim, was referred by legal or law enforcement professional					
			Department of Justice Office for Victims of Crime social network post, tweet, video, etc.	B				
			Non - Department of Justice Office for Victims of Crime social network post, tweet, video, etc.	B				
			Internet blogs or discussion forums					
			News source (magazine/newspaper/radio/television)					
			Referred by a friend or family member					
			Referred by a professional or academic acquaintance					
			Search engine results (e.g. Google, Bing)					
			Other	A				
	A	Please tell us what else prompted your visit today.			N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	B	Which social network led you to ovc.gov today?	Facebook		Y	Radio button, one-up vertical	Skip Logic Group*	Social Network
			Twitter					
			YouTube					
			Other	C				
	C	Please tell us the other social network that led you to ovc.gov today.			N	Text field, <100 char	Skip Logic Group*	Social Network - Other
		Have you ever shared information found on OVC with others?	Yes		Y	Radio button, one-up vertical		Share Info
			No					
		Do you subscribe to any email updates or RSS feeds from OVC?	I subscribe to both email updates and RSS feeds from OVC		Y	Radio button, one-up vertical		Subscribe
			I subscribe only to email updates					
			I subscribe only to RSS feeds					
			No, but I intend to use at least one of them in the future					
			No, nor do I intend to					
		Which of the following best describes you in relation to your visit to ovc.gov today?	Victim of crime		Y	Drop down, select one	Skip Logic Group*	Role
			Friend or family member of crime victim					
			Victim services provider/professional					
			Law enforcement officer or official					
			Attorney/Legal Services professional					
			Corrections/Probation/Parole officer or official					
			Educator or academic administration					
			Student					
			Medical/Nursing/Health service professional					
			Mental health professional					
			Social worker/counselor					
			General public					
			Other	A				
	A	Please briefly describe your other role:			N	Text field, <100 char	Skip Logic Group*	Role - Other
		How often do you visit this site?	This is my first visit		Y	Drop down, select one		Visit Frequency
			Once every 6 months or less often					
			Once every few months					
			Monthly					
			Weekly					
			Daily or more often					
		What else would you like to share with us to help improve your online experience with this site?			N	Text area, no char limit		Improve