

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
- Evaluat

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

It please 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

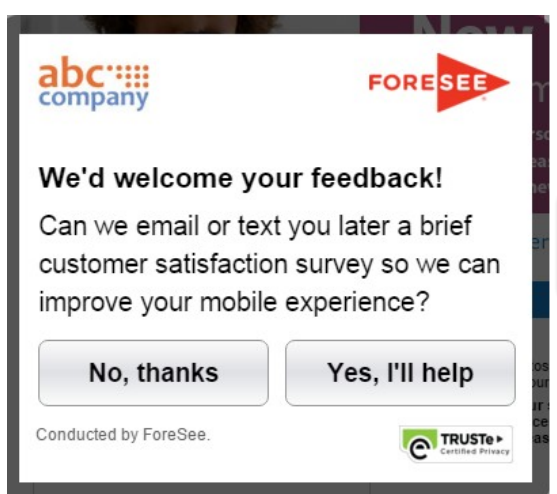
Survey Invitation Text (STEP 2)
Tablet / Phone

Thank you for helping!

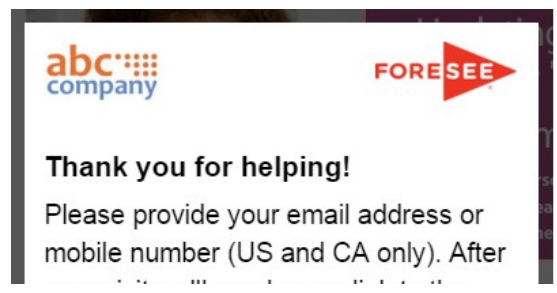
Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

(Button text) Cancel email/text me

Examples Tablet / Phone



Step 1



Step 2

your visit we'll send you a link to the survey. Text Messaging rates apply.

Cancel

email/text me

ForeSee's [Privacy Policy](#)



**Step
2**



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 this Smithsonian website. 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 this Smithsonian website. 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 survey interface. 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." Below this is a TRUSTe Certified Privacy logo and the text "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." with a scale from "disagree" to "agree". At the bottom, there are "Cancel" and "Submit" buttons, the copyright notice "Copyright 2016 - all rights reserved", and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Example Mobile

The screenshot shows a mobile survey interface. 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 and the text "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." At the bottom, there are "Cancel" and "Submit" buttons, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Model Name Smithsonian Mobile
 Model ID
 Partitioned Yes - 2MQ
 Date 3/3/2017

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Brand Confidence (1=Not At All Confident, 10=Very Confident)
1 Look and Feel - Appeal	Please rate the visual appeal of this mobile site.	19 Satisfaction - Overall	What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Brand Confidence	Please rate your level of confidence in Smithsonian.
2 Look and Feel - Balance	Please rate the balance of graphics and text on this mobile site.	20 Satisfaction - Expectations	How well does this mobile site meet your expectations ? (1=Falls Short, 10=Exceeds)		Recommend (1 = Very Unlikely, 10 = Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this mobile site.	21 Satisfaction - Ideal	How does this site compare to your idea of an ideal mobile site ? (1=Not Very Close, 10=Very Close)	23 Recommend	How likely are you to recommend this site to someone else ?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Recommend Company (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this mobile site.			24 Recommend Company	How likely are you to recommend Smithsonian to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.				Return (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this mobile site.			25 Return	How likely are you to return to the Smithsonian website using your mobile device?
	Navigation (1=Poor, 10=Excellent, Don't Know)				Visit a gallery in-person (1=Very Unlikely, 10=Very Likely)
7 Navigation - Organized	Please rate how well this mobile site is organized .			26 Visit a gallery in-person	How likely are you to visit the Smithsonian in person ?
8 Navigation - Options	Please rate the options available for navigating this mobile site.				Trusted Resource (1=Very Unlikely, 10=Very Likely)
9 Navigation - Layout	Please rate how well the mobile site layout helps you find what you need .			27 Trusted Resource	How likely are you to use this site as a trusted resource ?
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				Re-Use Content (1=Very Unlikely, 10=Very Likely)
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this mobile site.			28 Re-Use Content	How likely are you re-use content from this website ? (i.e., share it with others, blog about it, or print it)
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this mobile site.				
12 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)				
13 Site Information - Thoroughness	Please rate the thoroughness of information on this mobile site.				
14 Site Information - Understandable	Please rate how understandable information is on this mobile site.				
15 Site Information - Answers	Please rate how well the 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
			Were you in a Smithsonian museum, the Zoo, or other Smithsonian location when you received the survey invitation?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	In Museum Now
		A	Which Smithsonian location were you in?	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Y	Radio button, one-up vertical	Skip Logic Group	In Museum - which one
			What was your primary purpose in coming to the Smithsonian website?	Plan a museum or zoo visit Follow-up after a visit Find information during a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z Z A	Y	Radio button, one-up vertical	Skip Logic Group Randomize	Primary Purpose
		A	Other purpose for coming to the website:				Text area, no char limit	Skip Logic Group	OE_Primary Purpose
		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		N	Checkbox, one-up vertical	Skip Logic Group	Museum Interest
		J	When do you plan to visit the Smithsonian?	I visited earlier today I'm visiting now Later today This week Next week Within the next month Within the next 2 months More than 2 months from today		Y	Radio button, one-up vertical	Skip Logic Group	Visit Timing
		N	How many museums are you planning to visit?	1 2-3 More than 3		Y	Drop down, select one	Skip Logic Group	Number of Museums_New
			Please rate the extent to which the images on this mobile site appeal to you.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't know		Y	Radio button scale, has don't know		Image Content - Appeal
			Please rate the variety of images offered on this mobile site.	1=Poor		Y	Radio button scale, has don't know		Image Content - Variety

				2 3 4 5 6 7 8 9 Excellent=10 Don't know					
			Please rate the availability of specific images that you were looking for on this mobile site.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't know	Y	Radio button scale, has don't know			Image Content - Availability
Accomplish			Did you find what you were looking for?	Yes I wasn't looking for anything in particular No, I was looking for:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Did You Find
	B		What specifically were you unable to find?		B	N	Text area, no char limit	Skip Logic Group*	OE_Did Not Find
	A		Was the information easy to find?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
			Did you use the site's search feature during your visit today?	Yes No Not sure/can't recall	A	Y	Radio button, one-up vertical	Skip Logic Group	Search Used
	A		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 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 (please explain). Search results were helpful	B	Y	Checkbox, one-up vertical	Skip Logic Group randomize Anchor Answer Choice Mutually Exclusive	Search Experience
	B		Other search issue:			N	Text area, no char limit	Skip Logic Group*	OE_Search Experience
			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 no difficulty navigating the site	T A	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*	OE_Navigation Experience
	T		Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	Site error message Incomplete load of a site page Inconsistent page loads Other (please specify)	T2	Y	Checkbox, one-up vertical	Skip Logic Group*	Technical Problems
	T2		What other type of technical problems did you experience today?			N	Text area, no char limit	Skip Logic Group*	Technical Problems Other
Visit Frequency			How often do you visit this site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Drop down, select one	Visit Frequency	
			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No Yes	I, H	Y	Drop down, select one	Skip Logic Group	Online Purchase
	I		What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	N	Checkbox, one-up vertical	Skip Logic Group	Type of Online Purchase
	G		Please specify what other type of purchase or reservation you made online.			N	Text area, no char limit	Skip Logic Group	OE_Online Purchase
	H		What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied 2 3 4 5 6 7 8 9		N	Radio button, scale, no don't know	Skip Logic Group	Online Purchase Experience

	Acquisition Source		Which of the following was most important in bringing you to the site today?	10=Very satisfied Email from Smithsonian Blogs or discussion forums Social media (e.g., Facebook, Twitter, Instagram) B Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising The exhibit actively encouraged me to use my device Familiarity with Smithsonian I saw information about the site at the museum Not sure/can't recall Other (please specify)			Y	Drop-down, one-up vertical	Skip Logic Group	Acquisition Source
		A	What else was most important in bringing you to the site?				N	Text area, no char limit	Skip Logic Group	OE_Acquisition Source
		B	Which social media site brought you to the site today?	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)			N	Radio button, one-up vertical	Skip Logic Group*	SV-Social Network
		C	Please tell us the other social network where you heard about this website.				N	Text field, <100 char	Anchor Answer Choice Skip Logic Group*	SV - Other Social Network
			While visiting a museum in person, how often do you use your mobile device?	Always or almost always A Most of the time A Some of the time A Rarely A Never I have never visited a museum in person			Y	Radio button, one-up vertical	Skip Logic Group	In-location Mobile Device
		A	What do you use a mobile device for while visiting a museum in person? (Please select all that apply.)	Access social media C Contact museum with questions/feedback Look for more information about an object, collection or exhibit Look for information about the museum (e.g., maps, where to eat, reviews) Reserving or purchasing tickets for events Self-guided tours Take photos or videos Texting/connecting with friends and family Use a museum app For reasons unrelated to my visit Other (please specify)			Y	Checkbox, one-up vertical	Skip Logic Group	In-location Mobile Device - Use
		B	What else do you use a mobile device for while visiting a museum in person?				N	Text area, no char limit	Skip Logic Group	OE_In-location Mobile Device - Use
		C	What social media platform(s) do you generally use while in a museum? (Please select all that apply.)	Facebook Flickr Google+ Instagram LinkedIn Pinterest reddit SnapChat StumbleUpon Tumblr Twitter WeChat WhatsApp Yelp YouTube Other (please specify)			Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Site
		D	Please specify what other social media platforms you use while in a museum.				N	Text area, no char limit	Skip Logic Group	OE_In-location Social Media - Site
		C	How do you use social media while in a museum? (Please select all that apply.)	Post about my experience in the museum (e.g., photos, videos, comments) Connect with people I'm meeting at the museum Contact museum with questions/feedback Look for information about the museum Look for information about an object, collection or exhibit Participate in social media campaigns and contests Share photos Stay up to date on my social media feed unrelated to the museum Other (please specify)			Y	Checkbox, one-up vertical	Skip Logic Group	In-location Social Media - Uses
		E	How else do you use social media while in a museum?				N	Text area, no char limit	Skip Logic Group	OE_In-Location Social Media - Uses
			On this site today, did you see an advertisement?	Yes No			Y	Radio button, one-up vertical	Skip Logic Group	Advertisements
		I	How did the advertisement affect your overall satisfaction with the website?	1=Negatively affected			N	Radio button, scale, no don't know	Skip Logic Group	Advertisement Satisfaction

			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10 = Positively affected				
		What is your education level (highest level completed or current level if you are a student)?	K - 8th grade		N	Radio button, one-up vertical	Demographics: Education
			High school (or equivalent)				
			Some college or technical training				
			College (undergraduate)				
			Graduate or professional degree				
			I prefer not to answer				
	Demographics: Age	What is your age range?	under 18		N	Radio button, one-up vertical	Demographics: Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			I prefer not to answer				
	Demographics: Gender	Are you a male or female?	Male		N	Drop down, select one	Demographics: Gender
			Female				
			I prefer not to answer				
		Please indicate the state where you live .	I live outside of the United States		Y	Drop down, select one	Demographics: State
			Alabama				
			Alaska				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			District of Columbia				
			Florida				
			Georgia				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				
			Iowa				
			Kansas				
			Kentucky				
			Louisiana				
			Maine				
			Maryland				
			Massachusetts				
			Michigan				
			Minnesota				
			Mississippi				
			Missouri				
			Montana				
			Nebraska				
			Nevada				
			New Hampshire				
			New Jersey				
			New Mexico				
			New York				
			North Carolina				
			North Dakota				
			Ohio				
			Oklahoma				
			Oregon				
			Pennsylvania				
			Rhode Island				
			South Carolina				
			South Dakota				
			Tennessee				
			Texas				
			Utah				
			Vermont				
			Virginia				
			Washington				
			West Virginia				
			Wisconsin				
			Wyoming				
		If you could identify one improvement to the mobile site , what would that improvement be?			N	Text area, no char limit	One Improvement
		We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.			N	Text area, no char limit	Email