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 questio 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

Shift w

□ Inform

Evalua

objectives change.		
Focus Area #1: Achieving Actionable Data - Know what changes are being made based on the intelligence		Why
- Change Custom Questions so that stakeholders see a clear "must do"	☐ An	ıalys
Focus Area #2: Aligning Data to Business Strategies	☐ To	p-Pr
- Update your Custom Questions as business cycles change	☐ Op	en-e

- Integrate Executive Level questions to evaluate initiatives
- Focus Area #3: Strategic and Tactical Value
- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

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
Vlarketing Initiatives



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 www.fisheries.noaa.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 www.fisheries.noaa.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



Customer Satisfaction Survey

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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Required questions are denoted by an st

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 web site.

Cancel

Submit

Example Mobile



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.

Required questions are denoted by an *

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

······

Cancel

Submit

ForeSee ForeSee Privacy Policy NOAA Fisheries Mobile Bowse

Model Name Model ID Partitioned Date Model Version

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

Blue: Reword

17.2.G

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)
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 NOAA Fisheries.
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)		Return (1=Very Unlikely, 10=Very Likely)
Look and Feel - Readability	Please rate the readability of the pages on this mobile site.	21 Satisfaction - Ideal	How does this site compare to an ideal mobile site? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to return to www.fisheries.noaa.gov using young mobile device?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			-	Recommend Company (1=Very Unlikely, 10=Very Likely)
Site Performance - Loading	Please rate how quickly pages load on this mobile site.			24 Recommend Company	How likely are you to recommend NOAA Fisheries to someone else?
Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.	1			Primary Resource (1=Very Unlikely, 10=Very Likely
Site Performance - Completeness	Please rate how completely the page content loads on this mobile site.	1		25 Primary Resource	How likely are you to use the NOAA Fisheries site as your primar resource for obtaining information?
Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this mobile site is organized.	1			
Navigation - Options	Please rate the options available for navigating this mobile site.	1			
Navigation - Layout	Please rate how well the mobile site layout helps you find what you need.	1			
	Information Browsing (1=Poor, 10=Excellent, Don't Know)	i			
Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this mobile site.	1			
Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this mobile site.	1			
Information Browsing - Features	Please rate how well the features on the mobile site help you find the information you need.				
Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information on this mobile site.				
Site Information - Understandable	Please rate how understandable information is on this mobile site.				
Site Information - Answers	Please rate how well the information provides answers to your questions.				
IF Applicable	Site Images (1=Poor, 10=Excellent, Don't Know)				
Site Images - Realistic	Please rate how realistic the images are on this mobile site.				
Site Images - Views	Please rate the ability to see the desired views of things you wanted to review.				
Site Images - Details	Please rate how well the site images show item details.				

Model Name Model ID Partitioned Date NOAA Fisheries Mobile Bowse 0

Red & Strike-Through: Delete <u>Underlined & Italicized</u>: Re-order Pink: Addition



1/1/2016

Blue: Reword

QID	QUESTION META TAG			Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
	Primary Reason: F	ederal Gove	What is your primary reason for visiting this mobile site today?	Check recent news stories		Y	Radio button, one-up ver	Randomize	Reason
				Find other documents	Е				
				Find or comment on rules and regulations	G				
				Learn about a specific marine species	I, J				
				Find or report information on a fishery or fish stock	M				
				Find information a specific topic	A				
				Find published research or scientific information	0				
				Find laws and/or policies	— —				
				Download forms					
				Research for a school project or paper					
				Find curriculum to use with students					
				Browse photo or video galleries					
				Find or apply to a job or internship					
				Apply for or learn about a permit/license					
				Find grants and funding opportunities					
				Report a standing					
				Learn about consultations					
				Learn about NOAA Fisheries					
				Find NOAA activities or events					
				Contact NOAA fisheries or look up employee				Skip Logic Group*	
				Other	В			Anchor Answer Choice	
		В	The primary reason I vimobile sited the mobile site today was:				Text area, no char limit		OE_Reason
		Α	What was the primary topic you were seeking information on?	Commercial fisheries		Y	Radio button, one-up ver	tical	NewTopic
				Recreational fisheries					
				Endangered species conservation					
				Marine mammal protection					
				Ecosystems					
				Habitat					
				Bycatch					
				Climate					
				International affairs					
				Aquaculture					
				Enforcement					
				Marine life in distress					
				Marine life viewing guidelines	С			A h A	
		С	Please specify the other primary topic you were seeking	Other	<u> </u>	N	Text area, no char limit	Anchor Answer Choice	OE Topic
			information on.						
			What type of publication were you looking for?	Fact sheets/handouts		Υ	Radio button, one-up ver	ucai	Publication
		_		District Control of the Control of t					
				Biological opinions					
		_		Reports to congress					
				Reports to congress Policy documents					
				Reports to congress Policy documents Draft regulatory documents					
				Reports to congress Policy documents Policy documents Strategy/planning documents					
		_		Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts					
				Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions					
				Reports to congress Policy documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments)				_	
		E		Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials					
		-		Reports to congress Policy documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments)	F			Anchor Answer Choice	
		F		Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials	F		Text area, no char limit	Anchor Answer Choice	OE_Publication
		F	Please specify the document you were looking for.	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials	F	N	Text area, no char limit Radio button, one-up ver		OE_Publication ScientificDate
		F	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other	F	N			
		F O	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports	F	N			
		F O	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Policy documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification	F	N			
		F O	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products)	F	N			
		F O	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products	F	N			
		F	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Poraft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments	F	N			
		F O	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys	F	N			
		<u>F</u>	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data	F	N			
		F	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Poraft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data	F	N			
		FOO	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data	F	N			
		<u>F</u>	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps	F	N		ical	
		F	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools		N		ical Skip Logic Group*	
		F	Please specify the document you were looking for. What type of data were you seeking?	Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps	F	N		ical	

		<u> </u>	No					
Accomplish		Did you accomplish what you wanted to do today on this mobile site?		В	Υ	Radio button, one-up vertical	Skip Logic Group*	Accomplish
OE_Accomplish	Α	Please tell us why you were unable to accomplish your task	No	Α	N	Text area, no char limit	Skip Logic Group*	Why Not
OL_Accomplish	^	today.			14	Text area, 110 chai illilit	Skip Logic Group	Accomplish
	В	Was the information easy to find?	Yes		Υ	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
			No	B1				
	B1	Why was this information difficult to find?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
Role		What is your primary role as a visitor to this mobile site today?	Commercial fisherman	I	Υ	Radio button, one-up ve	r Randomize	Role
			Recreational fisherman	1				
			Industry employee	Α				
			Government employee	В				
			NGO employee					
			Scientist	E				
			Media					
			General public					
			Educator Student	F G				
				G				
			Native American Job-seeker				Skip Logic Group*	
			Other	С			Anchor Answer Choice	
	- 1	We understand that a vast majority of the visitors to our mobile site are	Outer	U	N	Text area, no char limit	Skip Logic Group*	Role - Fishern
	•	fishermen, and we want to make it easier to find the information you need. If there is one improvement we could make to the mobile site, what would it be?			IN	Text area, no char iimit	Skih Fodic Group	other
	Α	What industry do you primarily represent?	Aquaculture		Υ	Radio button, one-up ve	rtical	Industry
			Fishery-related industries (e.g. processing, distribution)					
			Recreation/Tourism				Skip Logic Group*	
			Other	D			Anchor Answer Choice	
	D	The industry I primarily represent is:			N	Text area, no char limit		OE_Industry
		Please specify the type of agency you work for.	Congress		Υ	Radio button, one-up ve	rtical	Agency
			NOAA					
			Other federal agency					
			State agency					
	В		Local government					
	_	M	Other		N.	Tank and a standingle	Anchor Answer Choice	OF Dala
	C E	My primary role is: What sector do you primarily work in?	Covernment		N Y	Text area, no char limit	rical	OE_Role Scientist
	-	What sector do you primarily work in?	Government Private industry		Ţ	Radio button, one-up ve	riicai	Scientist
			University					
			Other educational institution				Skip Logic Group*	
			Other educational institution	Z			Anchor Answer Choice	
	Z	Please specify which scientific sector you primarily work in.	Outer		N	Text area, no char limit	Anchor Answer Choice	OE Scientist
	G	Please select your current grade level.	K-12 Student		Y	Radio button, one-up ve	rtical	Student
	Ŭ	l lease select your current grade level.	Undergraduate		•	radio battori, one up ve	Thou	Stadent
			Graduate					
			Doctorate				Skip Logic Group*	
			Other				Anchor Answer Choice	
	F	Please select where you currently work.	K-12 school		Υ	Radio button, one-up ve		Educator
			College or university			7		
			Other educational institution (e.g., museum, zoo, aquarium)				Skip Logic Group*	
			Other	Y			Anchor Answer Choice	
	Υ	Please specify the other location where you currently work.			N	Text area, no char limit		OE Educator
		How often do you visit this mobile site?	This is my first visit		Υ	Drop down, select one		Visit Frequenc
Visit Frequency				Α				
Visit Frequency			Once every 6 months or less often					
Visit Frequency			Once every 6 months or less often Once every few months	A				
Visit Frequency			Once every few months Monthly					
Visit Frequency			Once every few months	A A A				
Visit Frequency			Once every few months Monthly Weekly Daily or more often	A A				
Visit Frequency	A	Is this typically the first mobile site you visit when trying to obtain the information you need?	Once every few months Monthly Weekly Daily or more often Yes	A A A	Y	Radio button, one-up vertical	Skip Logic Group*	First mobile s
Visit Frequency		Is this typically the first mobile site you visit when trying to obtain the information you need?	Once every few months Monthly Weekly Daily or more often	A A A		vertical		First mobile si Vimobile sited
Visit Frequency	A B	obtain the information you need? What other mobile sites do you typically visit first, to find the info	Once every few months Monthly Weekly Daily or more often Yes No mation you need?	A A A	Y	Text area, no char limit	Skip Logic Group*	First mobile s Vimobile sited Visit Frequen
Visit Frequency		obtain the information you need?	Once every few months Monthly Weekly Daily or more often Yes	A A A	N	vertical	Skip Logic Group*	First mobile s Vimobile sited Visit Frequen Access Mobil
Visit Frequency		obtain the information you need? What other mobile sites do you typically visit first, to find the info What is your preferred device for accessing NOAA Fisheries	Once every few months Monthly Weekly Daily or more often Yes No mation you need? Desktop	A A A		Text area, no char limit	Skip Logic Group*	First mobile s Vimobile sited Visit Frequen
Visit Frequency		obtain the information you need? What other mobile sites do you typically visit first, to find the info What is your preferred device for accessing NOAA Fisheries	Once every few months Monthly Weekly Daily or more often Yes No mation you need? Desktop Mobile phone	A A A	N	Text area, no char limit	Skip Logic Group*	Visit Frequence First mobile si Vimobile sited Visit Frequence Access Mobile Internet
Visit Frequency		obtain the information you need? What other mobile sites do you typically visit first, to find the info What is your preferred device for accessing NOAA Fisheries	Once every few months Monthly Weekly Daily or more often Yes No mation you need? Desktop	A A A	N	Text area, no char limit	Skip Logic Group*	First mobile si Vimobile sited Visit Frequent Access Mobile

1	1		In transit	1	l	1	1
			Other	1			
Location		In which state or territory are you located in?	Alabama		Y	Drop down, select one	State
Location					'	Drop down, selectione	State
			Alaska				
			American Somoa				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			District of Columbia				
			Florida				
			Georgia				
			Guam				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				
			lowa				
				-			
			Kansas				
			Kentucky				
			Louisiana				
			Maine				
			Maryland				
			Massachusetts				
			Michigan				
			Minnesota				
			Minor Outlying Islands				
			Mississippi				
			Missouri				
			Montana				
			Nebraska				
			Nevada				
			New Hampshire				
			New Jersey				
			New Mexico				
			New York				
			North Carolina				
			North Dakota				
			Northern Mariana Islands				
			Ohio				
			Oklahoma				
		Oregon					
		l	Pennsylvania				
			Puerto Rico				
		<u>s</u> <u>s</u>	Rhode Island				
			South Carolina				
			South Dakota				
			Tennessee				
			Texas				
			U.S. Virgin Islands				
			Utah				
			Vermont				
			Virginia				
			Washington				
			Washington D.C.				
			West Virginia				
			Wisconsin				
			Wyoming				
			I live outside of the United States				
			Prefer not to respond				
OE_Improve		What else would you like to share with us to help improve your			N	Text area, no char limit	Improve
Experience		online experience with www.fisheries.noaa.gov?					