

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

Update Your Custom Questions?

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



Seasonal Needs

Re-launch or Re-design

Marketing 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	
<p>Welcome Text</p> <p>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.</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>Welcome Text - Tablet / Phone</p> <p>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.</p>
<p>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 website.</p>	<p>Thank You Text - Tablet / Phone</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p>Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><p style="text-align: center;">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><i>Required questions are denoted by an *</i></p><hr/><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></div>	<p>Example Mobile</p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><p>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.</p><p>Required questions are denoted by an *</p><hr/><p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p style="text-align: center;"><small>ForeSee ForeSee Privacy Policy</small></p></div>

Model Name NOAA Fisheries Mobile Bowse
 Model ID
 Partitioned
 Date
 Model Version 17.2.G

~~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 NOAA Fisheries.
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)		Return (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 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 your mobile device?
	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 NOAA Fisheries to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.				Primary Resource (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this mobile site.			25 Primary Resource	How likely are you to use the NOAA Fisheries site as your primary resource for obtaining information ?
7 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this mobile site is organized.				
8 Navigation - Options	Please rate the options available for navigating this mobile site.				
9 Navigation - Layout	Please rate how well the mobile site layout helps you find what you need.				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this mobile site.				
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.				
	IF Applicable Site Images (1=Poor, 10=Excellent, Don't Know)				
16 Site Images - Realistic	Please rate how realistic the images are on this mobile site.				
17 Site Images - Views	Please rate the ability to see the desired views of things you wanted to review.				
18 Site Images - Details	Please rate how well the site images show item details.				

	Accomplish		Did you accomplish what you wanted to do today on this mobile site?	No Yes		B	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	OE_Accomplish	A	Please tell us why you were unable to accomplish your task today.	No		A	N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
		B	Was the information easy to find?	Yes			Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
		B1	Why was this information difficult to find?	No		B1	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 Recreational fisherman Industry employee Government employee NGO employee Scientist Media General public Educator Student Native American Job-seeker Other		I I A B E F G C	Y	Radio button, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice	Role
		I	We understand that a vast majority of the visitors to our mobile site are 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?				N	Text area, no char limit	Skip Logic Group*	Role - Fisherman, other
		A	What industry do you primarily represent?	Aquaculture Fishery-related industries (e.g. processing, distribution) Recreation/Tourism Other			Y	Radio button, one-up vertical	Skip Logic Group* Anchor Answer Choice	Industry
		D	The industry I primarily represent is:				N	Text area, no char limit		OE_Industry
		B	Please specify the type of agency you work for.	Congress NOAA Other federal agency State agency Local government Other			Y	Radio button, one-up vertical	Anchor Answer Choice	Agency
		C	My primary role is:				N	Text area, no char limit		OE_Role
		E	What sector do you primarily work in?	Government Private industry University Other educational institution Other			Y	Radio button, one-up vertical	Skip Logic Group* Anchor Answer Choice	Scientist
		Z	Please specify which scientific sector you primarily work in.				N	Text area, no char limit		OE_Scientist
		G	Please select your current grade level.	K-12 Student Undergraduate Graduate Doctorate Other			Y	Radio button, one-up vertical	Skip Logic Group* Anchor Answer Choice	Student
		F	Please select where you currently work.	K-12 school College or university Other educational institution (e.g., museum, zoo, aquarium) Other			Y	Radio button, one-up vertical	Skip Logic Group* Anchor Answer Choice	Educator
		Y	Please specify the other location where you currently work.				N	Text area, no char limit		OE_Educator
	Visit Frequency		How often do you visit this mobile site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		A A A A A	Y	Drop down, select one		Visit Frequency
		A	Is this typically the first mobile site you visit when trying to obtain the information you need?	Yes No			Y	Radio button, one-up vertical	Skip Logic Group*	Visit Frequency - First mobile site Vimobile sited
		B	What other mobile sites do you typically visit first, to find the information you need?				N	Text area, no char limit	Skip Logic Group*	Visit Frequency_OE
			What is your preferred device for accessing NOAA Fisheries webmobile site?	Desktop Mobile phone Tablet			Y	Radio button, one-up vertical		Access Mobile Internet
			From what location were you accessing the NOAA Fisheries mobile site?	Home Work			Y	Radio button, one-up vertical		Mobile Location

			In transit				
			Other				
Location		In which state or territory are you located in?	Alabama		Y	Drop down, select one	State
			Alaska				
			American Samoa				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			District of Columbia				
			Florida				
			Georgia				
			Guam				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				
			Iowa				
			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				
			Pennsylvania				
			Puerto Rico				
			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 Experience		What else would you like to share with us to help improve your online experience with www.fisheries.noaa.gov ?			N	Text area, no char limit	Improve