

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 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 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;"><div style="text-align: right;"></div><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;"><div style="text-align: right;"></div><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 Desktop Informational
 Model ID
 Partitioned Yes - 2MQ
 Date 8/8/2017
 Model Version 17.2.G

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



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 site.	19 Satisfaction - Overall	What is your overall satisfaction with this 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 site.	20 Satisfaction - Expectations	How well does this 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 site.	21 Satisfaction - Ideal	How does this site compare to an ideal website? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to return to fisheries.noaa.gov in the future?
	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 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 site.				Primary Resource (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.			25 Primary Resource	How likely are you to use the NOAA Fisheries site as your primary resource for obtaining information ?
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	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.				
	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 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.				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
13 Site Information - Thoroughness	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.				

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	Primary Reason: Federal Gov		What is your primary reason for visiting this site today?	Check recent news stories Find other documents Find or comment on rules and regulations Learn about a specific marine species Find or report information on a fishery or fish stock Find information a specific topic Find published research or scientific information 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 Other		Y	Radio button, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice	Reason
		B	The primary reason I visited the site today was:			N	Text area, no char limit		OE_Reason
		A	What was the primary topic you were seeking information on?	Commercial fisheries Recreational fisheries Endangered species conservation Marine mammal protection Ecosystems Habitat Bycatch Climate International affairs Aquaculture Enforcement Marine life in distress Marine life viewing guidelines Other		Y	Radio button, one-up vertical		NewTopic
		C	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Anchor Answer Choice	OE_Topic
		E	What type of publication were you looking for?	Fact sheets/handouts Biological opinions Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other		Y	Radio button, one-up vertical	Anchor Answer Choice	Publication
		F	Please specify the document you were looking for.			N	Text area, no char limit		OE_Publication
		O	What type of data were you seeking?	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 Other		Y	Radio button, one-up vertical	Skip Logic Group* Anchor Answer Choice	ScientificDate
		P	Please specify the type of scientific data you were seeking.			N	Text area, no char limit		OE_ScientificDate
			Did you find what you were looking for on the site today?	Yes No		Y	Radio button, one-up vertical		Accomplish
	Accomplish		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
	OE_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?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish

	Role		What is your primary role as a visitor to this 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 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 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
			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		Agency
		B						Anchor Answer Choice	
		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 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
		A	Is this typically the first 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 Site Visited
		B	What other 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 website?	Desktop Mobile phone Tablet		Y	Radio button, one-up vertical		Access Mobile Internet
	Location		In which state or territory are you located in?	Alabama 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		Y	Drop down, select one		State

		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