

## 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><b>Welcome Text</b></p> <p>Thank you for visiting nccih.nih.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><b>Thank You Text</b></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><b>Example Desktop</b></p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p style="text-align: center;"><b>Customer Satisfaction Survey</b></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>	

Model Name NIH-NCCIH Desktop Browse  
 Model ID  
 Partitioned Yes - 2MQ  
 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
1 Look and Feel - Appeal	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the visual appeal of this site.	19 Satisfaction - Overall	<b>Satisfaction</b> What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Trust-Level	<b>Trust (1=Not at all Trustworthy, 10=Very Trustworthy)</b> Please rate your level of trust in this company.
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)		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
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 nccih.nih.gov in the future?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how quickly pages load on this site.			24 Recommend Company	How likely are you to recommend NIH - NCCIH to someone else?
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.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
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.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
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.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
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 Government or Informational Non-Profit		What is your primary reason for visiting the site today?	<a href="#">Find general CAM/health information</a> <a href="#">Find information about conditions</a> <a href="#">Find information about treatments</a> <a href="#">Find safety information</a> <a href="#">Find clinical guidelines</a> <a href="#">Find research results</a> <a href="#">Find information about grants and funding</a> <a href="#">Find training programs/continuing education opportunities</a> <a href="#">Find a CAM practitioner</a> <a href="#">Look for employment opportunities</a> <a href="#">Read news</a> <a href="#">Look for upcoming events</a> Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group*  Randomize	Primary Reason
		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
	Accomplish		Did you find the information you were looking for on the site today?	Yes No	B A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	OE_Accomplish	A	Please tell us what you were looking for that you were unable to find:			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 in visiting the site today?	General health consumer Patient Friend or relative of patient Researcher Complementary/alternative medicine practitioner Other health care professional Student Educator Other, please specify:		Y	Drop down, select one	Skip Logic Group* Randomize	Role
			What type of health care professional are you?	Doctor Nurse Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group*	Healthcare Role
			Please tell us what type of health care professional you are.			N	Text area, no char limit	Skip Logic Group*	OE_Healthcare Role
	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
	OE_Improve Experience		What else would you like to share with us to help improve your online experience with nccih.nih.gov?			N	Text area, no char limit		Improve
			What sections of the site did you visit today? (Please select all that apply.)	<a href="#">Health</a> <a href="#">Research</a> <a href="#">Grants &amp; funding</a> <a href="#">Training</a> <a href="#">News</a> <a href="#">About NCCIH</a> <a href="#">Resources for health care providers</a> <a href="#">NCCIH research blog</a> <a href="#">"Time to Talk"</a> Other, please specify:		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize	Site Sections
		A	Please tell us the sections of the site you visited.			N	Text field, <100 char	Skip Logic Group*	OE_Site Sections
		E	More specifically, what type of funding information were you looking for? (Please select all that apply.)	Available funding opportunities Policies regarding funding List of grants that have already been awarded Help in applying for grants Other, please specify:		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize	Specific Funding Info
		G	What other funding information were you looking for today?			N	Text area, no char limit	Anchor Answer Choice	OE_Specific Funding Info
			Did you try to log in to nccih.nih.gov today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Attempt
		A	Were you able to log in successfully?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Log In Success
		C	What prevented you from logging in to the site today?			N	Text area, no char limit	Skip Logic Group*	Why Not Log In
			Did you use the search feature during your visit today?	Yes No Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Search Use

BASIC SEARCH USE QUESTION

		Y	Please tell us about your <b>experience with the site's search feature</b> today. (Select all that apply.)	Results were not relevant/not what I wanted		Y	Checkbox, one-up vertical	Randomize	Search Experience
				Too many results/I needed to refine my search				Skip Logic Group*	
				Not enough results					
				Returned NO results					
				Received error message(s)					
				Search speed was too slow					
				I experienced a different search issue:	A			Anchor Answer Choice Mutually Exclusive	
		A	Please specify the search issue you experienced.	I had <b>no difficulty</b> with search/results were helpful		N	Text area, no char limit	Skip Logic Group*	Search Issue - 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*	Navigation Experience
				I had difficulty finding relevant information					
				Links and labels were difficult to understand	U			Randomize	
				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 navigation difficulty	A			Anchor Answer Choice Mutually Exclusive	
		A	Please specify your navigation difficulty.	I had <b>no difficulty</b> navigating the site		N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
		L	Please describe any specific navigation links or paths that did not take you where they should have.			N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected OE
		U	What specific links or labels were difficult to understand?			N	Text area, no char limit	Skip Logic Group*	Nav Links and 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*	Navigation Technical Issue OE
			Describe the issue(s) you experienced while navigating this site. Please be as specific as possible.			N	Text area, no char limit	Skip Logic Group*	Navigation Issues OE
			Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	Site error message	B	Y	Checkbox, one-up vertical	Skip Logic Group*	Technical Problems
				Incomplete load of a site page					
				Inconsistent page loads					
				Other (please specify)	A				
				No technical problems occurred				Mutually Exclusive	
		A	What other type of technical problems did you experience today?			N	Text area, no char limit	Skip Logic Group*	Technical Problems Other
		B	Please describe the error message you received.			N	Text area, no char limit	Skip Logic Group*	Technical Error Messages
			Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date		Y	Checkbox, one-up vertical	Skip Logic Group*	Information Issues
				Information did not answer my questions	B				
				Information was not presented in a concise format					
				Wording was not clear					
				Text was difficult to read					
				Other (please specify)	A				
				No issues reviewing information occurred				Mutually Exclusive	
		A	Please describe the issue you experienced reviewing information.			N	Text area, no char limit	Skip Logic Group*	Other Information Issues
		B	What information were you looking for that you could not find?			N	Text area, no char limit	Skip Logic Group*	Information Looking For
	Demographics: Gender		What is your gender?	Male		N	Radio button, one-up vertical		Demos: Gender Fed Govt
				Female					
				Prefer not to respond					
	Demographics: Age		Which category includes your age?	Under 18		N	Drop down, select one		Demos: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 or older					
				Prefer not to respond					
			Which categories describe you? (Please select all that apply.)	White		N	Checkbox, one-up vertical		Demos: Race
				Hispanic, Latino, or Spanish origin					
				Black or African American					
				Asian					
				American Indian or Alaska Native					
				Middle Eastern or North African					
				Native Hawaiian or Other Pacific Islander					
				Other					
				Prefer not to respond				Mutually Exclusive	
			What is your ethnicity?	Hispanic or Latino		N	Radio button, one-up vertical		Demos: Ethnicity Fed Govt
				Not Hispanic or Latino					
				Prefer not to respond					
			What is your race? (Please select all that apply.)	American Indian or Alaska Native		N	Checkbox, one-up vertical		Demos: Race Fed Govt
				Asian					
				Black or African American					
				Native Hawaiian or Other Pacific Islander					
				White					
				Prefer not to respond				Mutually Exclusive	