

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

Welcome Text - Alternate

Thank you for visiting the NIH National Heart, Lung, and Blood Institute 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.

Thank You Text - Alternate

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

Example Desktop

The screenshot shows a desktop window titled "Customer Satisfaction Survey" with the FORESEE logo in the top right corner. The text inside the window 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." and "Required questions are denoted by an *". Below this is a wavy line separator. Another wavy line separator follows, with the text "Thank you for taking our survey - and for helping us serve you better." and "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." At the bottom of the window are two buttons: "Cancel" and "Submit".

Model Name NIH NHLBI Desktop Informational
 Model ID
 Partitioned Yes - 2MQ
 Date 7/31/2017
 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 Please rate the visual appeal of this site.	16	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19	Primary Resource How likely are you to use the NHLBI site as your primary resource for heart, lung, and blood information?
2	Look and Feel - Balance Please rate the balance of graphics and text on this site.	17	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.	18	Satisfaction - Ideal How does this site compare to an ideal website ? (1=Not Very Close, 10=Very Close)	20	Return How likely are you to return to the NHLBI website in the future?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Recommend (1=Very Unlikely, 10=Very Likely)
4	Site Performance - Loading Please rate how quickly pages load on this site.			21	Recommend How likely are you to recommend the NHLBI site 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.				
	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 .				

Model Name NIH NHLBI Desktop Informational
 Model ID 0
 Partitioned Yes - 2MQ
 Date 8/16/2017

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		What was your primary reason for visiting the NHLBI site today? (Please select the best general match to the type of information you were looking for.)	Information on a specific disease, condition or health topic Healthy lifestyle, nutrition, fitness, weight management, or BMI calculator Educational materials or programs Clinical trials Systematic evidence reviews or clinical practice guidelines NHLBI research programs, projects, studies or findings Funding or grants Meetings or events Training opportunities / career development News or press releases NHLBI organizational or contact information Sign up for email alerts or newsletters Just browsing / nothing specific Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
	A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
		Were you able to do or find what you wanted on the site today?	Yes No Still looking	Y N, O N, O	Y	Radio button, one-up vertical	Skip Logic Group	Accomplish
	N	What specifically did you hope to do or find on the site?			N	Text area, no char limit	Skip Logic Group	OE_Did Not Find
	O	What do you plan on doing next? (Please select all that apply.)	Continue looking on the NHLBI site or come back later Research other websites, blogs, or social media Talk to my doctor or other medical professional Nothing Other (please specify)		Y	Checkbox, one-up vertical	Skip Logic Group Mutually Exclusive	Unable Next Steps
	P	What do you plan on doing next?			N	Text area, no char limit	Skip Logic Group	OE_Next Steps
	Y	Please rate how easy it was for you to accomplish what you wanted on the site today.	1=Very Difficult 2 3 4 5 6 7 8 9 10=Very Easy	Y1 Y1 Y1 Y1	Y	Radio button, scale, no don't know	Skip Logic Group	Unable Next Steps
	Y1	Please briefly explain why you gave this rating and what you were trying to do or find on the site today.			N	Text area, no char limit	Skip Logic Group*	OE_Accomplish Not Easy
		How were you referred to the site today?	Search engine results (Google, Yahoo, etc.) Link from another website An email from NHLBI NHLBI social media (Facebook, Twitter, YouTube, Google+, etc.) post, tweet, video, etc. Other social media post, tweet, video, blog, etc. Doctor, nurse, or other healthcare professional		Y	Radio button, one-up vertical	Skip Logic Group*	Acquisition Source

			Recommendation from family or friend					
			From a teacher or educator					
			Media mention or read about it in an article					
			Other (please specify)	A				
			I was not referred to the site by anything specific					
A		Please specify how else you were referred to the site.			N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
		Please select your level of familiarity with NHLBI prior to your visit to the site today.	I had never heard of NHLBI prior to visiting the site today		Y	Radio button, one-up vertical		Awareness NHLBI
			I was slightly familiar with NHLBI					
			I was fairly familiar with NHLBI					
			I was very familiar with NHLBI					
		For this visit, which best describes you? "I am a..."	Patient or person with health concerns		Y	Radio button, one-up vertical	Skip Logic Group	Role
			Family or friend of person with health concerns					
			Researcher					
			Medical/healthcare professional					
			Student (any level)					
			Teacher or educator					
			Advocate					
			General public					
			Other	D				
D		Please specify what other role best describes you.			N	Text field, <100 char	Skip Logic Group	OE_Role
		How do you plan to use the information?	To share and discuss with my health care provider		Y	Drop down, select one		Info Usage
			To address personal health issues					
			To aid others who have health concerns (patients, family, etc.)					
			To pursue a career as a medical researcher					
			To support new or current research projects					
			To support a class or educational project					
			To explore or support business opportunities					
			Just browsing					
			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					
			There were too many links or navigation options to choose from				Randomize	
			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	
			I had no difficulty navigating the site					
A		Please specify your navigation difficulty.			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
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
		Did you use the site's search feature during your visit today?	Yes	Y	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
			No					
			Don't recall					
Y		Please tell us about your experience with the site's search feature 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					
			Not enough results				Skip Logic Group*	
			Returned NO results					
			Received error message(s)					
			Search speed was too slow					
			I experienced a different search issue:	A			Anchor Answer Choice Mutually Exclusive	
			I had no difficulty with search/results were helpful					

	A	Please specify the search issue you experienced.		N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
		Which of the following best describes NHLBI site information you accessed?		Y	Radio button, scale, has don't know		NHLBI Specificity Level
	<p>Please rate your level of agreement with the following statements:</p> <p>NHLBI compares well to other health informational websites I have visited.</p>	<p>1=Strongly Disagree</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10=Strongly Agree</p> <p>Don't Know</p>		Y	Radio button, scale, has don't know		NHLBI Comparison Rating
		I trust the information presented by NHLBI.		Y	Radio button, scale, has don't know		NHLBI Trust Rating
		How often do you visit this site?		Y	Radio button, one-up vertical		Visit Frequency
		<p>We value your feedback! If you have any other ideas on how we could improve the NHLBI website, please share them here.</p>		N	Text area, no char limit		Improve
		What is your gender?		N	Radio button, one-up vertical		Demos: Gender Fed Govt
		Which category includes your age?		N	Drop down, select one		Demos: Age