

## Welcome and Thank You Text

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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

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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

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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  
Steps 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 nal.usda.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>Welcome Text - Tablet / Phone</b></p> <p>Thank you for visiting nal.usda.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><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>Thank You Text - Tablet / Phone</b></p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p><b>Example Desktop</b></p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><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>	<p><b>Example Mobile</b></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 <a href="#">ForeSee Privacy Policy</a></small></p></div>

Model Name USDA NAL Browse 2017  
 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 <b>visual appeal</b> of this site.	19 Satisfaction - Overall	<b>Satisfaction</b> What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Brand Confidence	<b>Brand Confidence (1=Not At All Confident, 10=Very Confident)</b> Please rate your <b>level of confidence</b> in U.S.D.A. Agricultural Research Service.
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	20 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	21 Satisfaction - Ideal	How does this site <b>compare to an ideal website</b> ? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to <b>return to nal.usda.gov</b> in the future?
4 Site Performance - Loading	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>quickly pages load</b> on this site.			24 Recommend Company	<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend U.S.D.A. Agricultural Research Service</b> to someone else?
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.			25 Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b> ?
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
7 Navigation - Organized	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate <b>how well this site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate <b>how well the site layout helps you find what you need</b> .				
10 Information Browsing - Sort	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b> Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.				
11 Information Browsing - Narrow	Please rate the ability to <b>narrow choices to find the information you are looking for</b> on this site.				
12 Information Browsing - Features	Please rate how well the <b>features on the site help you find the information you need</b> .				
13 Site Information - Thoroughness	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>thoroughness of information</b> provided on this site.				
14 Site Information - Understandable	Please rate how <b>understandable</b> this site's <b>information</b> is.				
15 Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				

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?	Find information regarding this organization Conduct a food search Create a nutrient list report Utilize the ground beef calculator Obtain documentation on USDA branded foods Get help with the food composition database Find contact information Download a document Provide feedback Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	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 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
	Acquisition Source		How were you referred to the site today?	An email from U.S.D.A. Agricultural Research Service U.S.D.A. Agricultural Research Service social network post, tweet, video, etc. Non - U.S.D.A. Agricultural Research Service social network post, tweet, video, etc. Internet blogs or discussion forums Search engine results Recommendation from someone I know Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	Acquisition Source
		A	Please specify how else you were referred to the site.	I was not referred to the site by anything specific		N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	Role		What is your primary role in visiting the site today?	General public Business/industry employee College/university faculty/staff Elementary/secondary educator Farmer, rancher, or agricultural producer Federal government (non-USDA employee) USDA employee State or local government representative Student Other (please specify)		Y	Drop down, select one	Skip Logic Group*	Role
		A	Please indicate your role in visiting the site today.			N	Text area, no char limit	Skip Logic Group*	OE Role
			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
		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 Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue: I had <b>no difficulty</b> with search/results were helpful		Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience
		A	Please specify the search issue you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
		X	Did you try using the site's navigational links before using the search feature today?	Yes, I navigated first No, I went straight to the search feature Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First
		Z	Did the search feature help you to locate what you were looking for today?	Yes Partially No	B B B	Y	Radio button, one-up vertical	Skip Logic Group*	Search Help Locate
		B	Please describe in detail what you were primarily searching for.			N	Text area, no char limit	Skip Logic Group*	Search Detail OE
		L	What specific search terms did you use to try to find the information/product?			N	Text area, no char limit	Skip Logic Group*	Search Terms OE
		M	Were the search results relevant to your needs?	Yes Partially No		Y	Radio button, one-up vertical	Skip Logic Group*	Search Results Relevant
		N	How many searches did you conduct to find the main thing you were looking for today?	One search Two		Y	Drop down, select one	Skip Logic Group*	Search Number

BASIC SEARCH USE QUESTION

			Three				
			Four or more				
			Don't recall				
		O	If you could make one improvement to the search feature, which of the following would you make?		N	Text area, no char limit	Skip Logic Group* Search Improvements
		P	Please rate your satisfaction with this site's search feature.	1 = Very dissatisfied	Y	Radio button, scale, no don't know	Skip Logic Group* Search Satisfaction
				2			
				3			
				4			
				5			
				6			
				7			
				8			
				9			
				10 = Very satisfied			
		Q	How can we make the search feature more useful to you?		N	Text area, no char limit	Skip Logic Group* Search More Useful OE
		N	Why did you choose <b>not</b> to use the search feature today?	Didn't need it today	Y	Radio button, one-up vertical	Skip Logic Group* Search Non-Use
				Used search feature on a previous site visit, but it wasn't useful			
				Prefer to navigate the site instead			
				Didn't know there was a search feature			
				Other (please specify)			
		D	Please specify why you did not use the search feature.		N	Text area, no char limit	Skip Logic Group* Search Non Use - Other
	Visit Frequency		How often do you visit this site?	This is my first visit	Y	Drop down, select one	Visit Frequency
				Once every 6 months or less often			
				Once every few months			
				Monthly			
				Weekly			
				Daily or more often			
	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			
			What is your highest level of education completed?	Some high school or less	N	Drop down, select one	Demos: Education
				High school graduate or GED			
				Some college credit, no degree			
				Associate degree (e.g., AA, AS)			
				Bachelor's degree (e.g., BA, AB, BS)			
				Master's degree (e.g., MA, MS, MEng, MEd, MSW, MBA)			
				Professional degree (e.g., MD, DDS, DVM, LLB, JD)			
				Doctorate degree (e.g., PhD, EdD)			
				Prefer not to respond			
	OE_Improve Experience		What else would you like to share with us to help improve your online experience with nal.usda.gov?		N	Text area, no char limit	Improve