

NASA LANCE Near Real-Time Data 2014 Customer Satisfaction Questionnaire

Introduction

NASA would like to hear from its customers about the services we provide you through the Land Atmosphere Near real-time Capability for EOS (**LANCE**), a service of the NASA Earth Observing System Data and Information System (EOSDIS).

The survey should take approximately 10 to 15 minutes to complete. All submitted information is collected and processed by CFI Group, an independent research and consulting firm. When you finish the survey, your responses will be sent directly to a database located on CFI Group's server, which cannot be accessed through any NASA online system.

Your answers are voluntary, but your opinions are very important. Your responses will remain anonymous and will only be reported in aggregate. If at any time you do not feel comfortable answering a question, you may choose not to answer. This survey is authorized by Office of Management and Budget Control No. 1090-0007; authorization expires on March 31, 2015.

Questions or problems with the survey? Email NASASurvey@cfigroup.com.

Our records indicate that you are a customer of the NASA Land Atmosphere Near real-time Capability for EOS (LANCE) [LANCE Service] to access near real-time data/imagery.

Q1a. Please select the Services which you use:
(check all that apply)

1. Data download
2. FIRMS (Fire Information for Resource Management System)
3. Rapid Response image subsets, gallery or swath images
4. Worldview
5. GIBS (Global Imagery Browse Services) e.g. Web Map Tile Services (WMTS), KML (Keyhole Markup Language)

Q1b. Now select which service you wish to evaluate with this survey.

(Select one.)

1. Data download
2. FIRMS (Fire Information for Resource Management System)
3. Rapid Response image subsets, gallery or swath images
4. Worldview
5. GIBS (Global Imagery Browse Services) e.g. Web Map Tile Services (WMTS), KML (Keyhole Markup Language)

Note: If you frequently use multiple LANCE Services, please answer the questions for the service you selected. You will be given the opportunity to evaluate additional LANCE Services at the end of this survey.

Background (All survey respondents receive)

Q2. Where are you currently located? [Dropdown country list]

Q3. For which area do you need near real-time products? Please select all that apply:

1. Agriculture

2. Air quality
3. Ash plumes
4. Drought
5. Dust storms
6. Fires
7. Floods
8. Severe storms
9. Snow cover / sea ice
10. Smoke plumes
11. Vegetation
12. Volcanos
13. Weather (cloud formation and precipitation)
14. Other (please specify)

Q4. Which best describes your interest?

1. Answering science questions including modeling/forecasting
2. Conservation / natural resource management
3. Humanitarian / managing hazards or disasters
4. Media – press/news/blogs/social media
5. Monitoring air quality
6. Preview for data / science products selection
7. Other, please specify

Q5. LANCE near real-time products are generally available within 3 hours of spacecraft acquisition; what time frame is most useful to you?

1. Less than 3 hours
2. Less than 6 hours
3. Less than 12 hours
4. Less than 24 hours

Search and Download (General)

Q6. Which of the following do you use to search for LANCE near real-time products or services? (Please specify all that apply)

1. LANCE websites
2. Reverb
3. GCMD (Global Change Master Directory)
4. Internet search (e.g., Google)
5. Other (Please specify)

Q7. Did you find the information you needed (e.g., product descriptions, users guides, tool guides) to help you work with the LANCE near real-time products or services?

1. Yes **[Skip to one of the 5 tracks depending on ans. to Q1]**
2. No

Q8. (If Q7=2) What specific information were you looking for but could not find? **[Open-end]**

[Go to one of the 5 tracks depending on ans. to Q1]

1 - DATA TRACK (search, delivery)

Search/Download Data [Ask section if Q1b=1]

Q1A How frequently do you download LANCE near real-time data?

1. Daily
2. Weekly
3. Monthly
4. Few times a year

Think about your search and download of near real-time data and data products using LANCE services, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q1B Ease of finding data you want

Q1C Ease of downloading data

Data Delivery Format and Method [Ask section if Q1b=1]

Q1D Are you able to download data in the format you prefer?

1. Yes [**Skip to Q1F**]
2. No

Q1E What is your preferred format? [**Open-end**]

Q1F What is your preferred method for downloading data?

1. FTP
2. HTTPS
3. Other (please specify)

Think about the delivery of the LANCE near real-time products, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q1G Convenience of delivery

Q1H Timeliness of data availability

[Go to Q9]

2 - FIRMS TRACK (search, delivery)

Search/Download (FIRMS) [Ask section if Q1b=2]

Q2A Which FIRMS services do you use?

1. Email alerts
2. Web Fire Mapper
3. SHP, KML, text file download
4. Archive Download tool
5. 10 day fire maps

Q2B How frequently do you browse / download or receive data from FIRMS?

1. Daily
2. Weekly
3. Monthly
4. Few times a year

Q2C Do you use FIRMS to browse only?

1. Yes [Go to Q2F]
2. No

Think about the FIRMS products you accessed, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q2D Ease of finding data you want

Q2E Ease of downloading data

[Go to Q2H]

Think about the FIRMS browse product you accessed, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q2F Ease of finding data you want

Q2G Timeliness of browse availability

[Go to Q14]

Data Delivery Format and Method (FIRMS) [Ask section if Q2C=2 and Q2D through Q2E]

Q2H Are you able to download FIRMS data in the format you prefer?

1. Yes [Skip to Q2J]
2. No

Q2I What is your preferred format? [Open-end]

Q2J What is your preferred method for downloading data?

1. FTP
2. HTTPS
3. Email alerts
4. Web services (KML, WMS)
5. Other (please specify)

Think about the delivery of the FIRMS products, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q2K Convenience of delivery
Q2L Timeliness of data availability

[Go to Q9]

3 - Rapid Response TRACK (search, delivery)

Search/Download Visualization [Ask section if **Q1b=3**]

Q3A How frequently do you browse or download LANCE near real-time imagery in Rapid Response?

1. Daily
2. Weekly
3. Monthly
4. Few times a year

Q3B Do you use Rapid Response to download imagery?

1. Yes
2. No **[Go to Q3F]**

Thinking about Rapid Response, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q3C Ease of finding imagery you want

Q3D Ease of downloading imagery

Q3E Timeliness of image availability

[Go to Q3H]

Thinking about Rapid Response for viewing near real-time imagery, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q3F Ease of finding imagery you want

Q3G Timeliness of image availability

[Go to Q14]

Imagery Delivery Format and Method [Ask section if **Q3B=1 and Q3C through Q3E**]

Q3H Are you able to download imagery in the format you prefer?

1. Yes **[Skip to Q3J]**
2. No

Q3I What is your preferred format? **[Open-end]**

Q3J Have you tried viewing / downloading imagery from Worldview?

1. Yes
2. No **[Go to Q9]**

Q3K Would you consider switching from Rapid Response to Worldview?

1. Yes
2. No [Explain why not -- Open end]

[go to Q9]

4 - Worldview TRACK (search, delivery)

Search/Download Visualization [Ask section if Q1b=4]

Q4A How frequently do you browse or download LANCE near real-time imagery using Worldview?

1. Daily
2. Weekly
3. Monthly
4. Few times a year

Q4B Do you use Worldview to download imagery or the underlying data granules?

1. Yes
2. No [Go to Q4G]

Thinking about Worldview, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q4C Ease of finding imagery you want

Q4D Ease of downloading imagery (include not applicable (n/a) as well as 1-10)

Q4E Ease of downloading data granules (include n/a as well as 1-10)

Q4F Timeliness of image availability

[Go to Q4I]

Thinking about Worldview for viewing near real-time imagery, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q4G Ease of finding imagery you want

Q4H Timeliness of image availability

[Go to Q14]

Imagery Delivery Format and Method [Ask section if Q4B=1 and Q4c through Q4F]

Q4I Are you able to download imagery/data in the format you prefer?

1. Yes [skip to Q4K]
2. No

Q4J What is your preferred format? [Open-end]

Q4K Are there any products available in LANCE but not in Worldview that you would like to see in Worldview? [Open-ended]

[Go to Q9]

5 - Global Imagery Browse Services (GIBS) TRACK (search, delivery)

Search/Download Visualization [Ask section if Q1b=5]

Q5A How frequently do you access GIBS imagery services?

1. Daily
2. Weekly
3. Monthly
4. Few times a year

Q5B What tool, application or library do you use to access GIBS imagery services? [Select all that apply]

1. Adobe Flash/Flex
2. Bing Maps
3. CartoDB
4. ESRI ArcGIS Online
5. ESRI ArcGIS/ArcMap
6. ESRI iOS
7. GDAL
8. Google Earth
9. Google Maps
10. Intergraph Geospatial Portal
11. Leaflet
12. NASA World Wind
13. OpenLayers
14. Perceptive Pixel Client
15. SCCIS Uniview
16. Other (Please specify)

Thinking about GIBS, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q5C Quality of imagery

Q5D Quality of service documentation

Q5E Timeliness of image availability

Imagery Delivery Format and Method [Ask section if Q1b=5]

Q5F Are you able to request GIBS imagery using the web service you prefer?

1. Yes **[go to Q5H]**
2. No

Q5G What is your preferred web service? [Open-ended]

Q5H Are you able to request GIBS imagery in the format you prefer?

1. Yes
2. No [Go to Q5J]

Q5I What format do you use?

1. PNG

2. KML
3. GeoTIFF
4. Other [please specify]

Q5J What is your preferred format? **[Open-ended]**

Think about the LANCE near real-time imagery you access through GIBS, on a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q5K Ease of finding imagery you want

Q5L Timeliness of imagery availability

GIBS Usage (Use of GIBS near real-time imagery) [Ask section if Q1b=5]

Think about the LANCE near real-time imagery you access through GIBS, on a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q5M. Ease of using in the formats and web services provided

Q5N Usefulness of near real-time GIBS imagery for your needs

Q5O How do you use the near real-time GIBS imagery?

1. Within your project? [skip to Q14]
2. For redistribution [go to Q5R]
3. Customization, then distribution

Q5P How do you customize LANCE near real-time GIBS? [Open ended]

Q5R What user groups do you send them to? [Open ended]

[Go to Q14]

Users who download data come to this point

Usage (Use of LANCE near real-time Products) – for all users except view-only users

(If Q1b=1, Q2C=2, Q3B=1 or Q4B=1, then respondent receives Q9, 10, 11)

Think about how you use the near real-time data/imagery products once you have downloaded them. Using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent,” please rate ...

Q9 Ease of using the products in the delivered format

Q10 Usefulness of products to your needs

Q11 How do you use the near real-time products that you get?

1. Within your project **[Skip to Q14]**
2. For redistribution **[Skip to Q13]**
3. Customization, then distribution

Q12 (If Q11=3) How do you customize LANCE near real-time products? **[Open-end]**

Q13 (If Q11=2) What user groups do you send them to? **[Open-end]**

Users who only view or browse imagery come to this point

Q14 (If Q1b = 2 AND Q2C=1, If Q1b = 3 AND Q3B=2, If Q1b = 4 AND Q4B=2, If Q1b = 5)

Are you aware that LANCE near real-time data is different from NASA's Standard Science Quality products

1. Yes [Go to Q15]
2. No

[LANCE near real-time data are not considered as accurate as Standard Science Quality products. LANCE data are processed rapidly, using predicted, rather than definitive geo-location data and less accurate ancillary data, in order to make them available within 3 hours of observation].

Customer Support (All survey respondents receive)

Q15 Are you adequately informed when LANCE near real-time data or products are not available?

1. Yes
2. No
3. Never experienced an unavailability

Q16 Have you ever requested assistance from the LANCE user support staff?

- a. Yes
- b. No **[Skip to Q22]**

Think about the LANCE user support staff you interacted with, using a 10-point scale, on which “1” means “Poor” and “10” means “Excellent”, please rate them on the following...

Q17 Professionalism

Q18 Technical knowledge

Q19 Timeliness of response

Q20 Were you able to get the help you needed on your first request for assistance?

1. Yes
2. No

Q21 Using a 10-point scale on which “1” means “handled very poorly” and “10” means “handled very well”, please rate how well the your issue was handled.

ACSI (All survey respondents receive)

Q22 Using a 10-point scale on which 1 means “Very Dissatisfied” and 10 means “Very Satisfied,” how satisfied are you with the data products and services provided by LANCE?

Q23 Using a 10-point scale on which 1 now means “Falls short of your expectations” and 10 means “Exceeds your expectations,” to what extent have the data products and services provided by LANCE fallen short of or exceeded your expectations.

Q24 Now, imagine an ideal provider of near real-time data products and services. How close does LANCE come to that ideal provider you just imagined? Please use a 10-point scale on which 1 means “Not at all close to the ideal,” and 10 means “Very close to the ideal.”

OUTCOMES (All survey respondents receive)

Q25 Using a 10-point scale on where “1” means “Not at all likely” and “10” means “Very likely,” how likely are you to recommend LANCE to a colleague?

Q26 Using a 10-point scale, on which “1” means “Not at all likely” and “10” means “Very likely,” how likely are you to use the services provided by LANCE in the future?

CLOSING (All survey respondents receive)

Q27 Do you have any additional comments or suggestions about possible improvements to LANCE near real-time data, imagery, services, tools, documentation, or the websites that you would like to share? Are you finding what you need on our websites? (please comment)

Q28 Would you like to be included in future NASA surveys? Please provide your e-mail address below. **[Open-end]**

You have reached the end of the survey. Please click on the "Finish" button below to send your responses to CFI Group's secure database.

Your survey responses have been received.

NASA appreciates your input and will use this feedback to better serve its customers.

If you would like to respond to this survey for another LANCE Service, please click [here](#) or save the URL below to respond at another time.