# NASA LANCE Near Real-Time Data
# 2016 Customer Satisfaction Questionnaire
8/10/2016

## 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, which expires on May 31, 2018.

***Questions or problems with the survey?  Email [NASASurvey@cfigroup.com](mailto: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) for Google Earth applications

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) for Google Earth applications

*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 LANCE 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. Volcanoes
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. Personal / educational
8. 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. Earthdata Search Client
3. Worldview
4. Reverb
5. GCMD (Global Change Master Directory)
6. Internet search (e.g., Google)
7. 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 client
2. HTTPS via web browser
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. Shape File (SHP), Google Earth (KML), text file download
4. Archive Download tool
5. Web Services

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 (txt / csv file)
2. HTTPS (txt /csv, shp, kml)
3. Archive Download Tool
4. Email alerts
5. Web services
6. 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-end]**

Q4L Are there any features which are missing from Worldview which would help your work? **[Open-end]**

   **[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. Bing Maps
2. ESRI ArcGIS Online
3. ESRI ArcGIS/ArcMap desktop
4. ESRI iOS
5. GDAL-based scripts
6. Google Earth
7. Google Maps
8. Intergraph Geospatial Portal
9. Leaflet
10. OpenLayers
11. SCCIS Uniview
12. 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 product(s) in the delivered format
> Q10 Accuracy of data and/or imagery
> Q11 The degree to which the product(s) helped you accomplish your intended goals

> 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.