

## CFI/FCG OMB CLEARANCE SURVEY MAP

**Survey:** Smithsonian Institution SI  
**IA#:** 30610 Amend 4  
**Date:** 1/4/2019

**SURVEY TYPE:** Relationship (tab 4)

Survey Q#	Type#	Type Topic
1	Standard	Functionality - Usefulness
2	Standard	Functionality - Convenience
3	Standard	Functionality - Variety
4	Standard	Look and Feel - Visual Appeal
5	Standard	Look and Feel - Balance
6	Standard	Look and Feel - Readability
7	Standard	Navigation - Organized
8	Standard	Navigation - Options
9	Standard	Navigation - Layout
10	Standard	Navigation - Clicks
11	Standard	Search - Relevance
12	Standard	Search - Organization
13	Standard	Search - Help Decide
14	Standard	Search - Narrow Results
15	Standard	Site Performance - Pages Load
16	Standard	Site Performance - Speed Consistency
17	Standard	Site Performance - Load Without Error
16	Standard	Satisfaction - Overall
17	Standard	Satisfaction - Meets Expectations
18	Standard	Satisfaction - Ideal
19	Standard	Likelihood to Return
20	Standard	Reuse Content
21	Standard	Recommend
22	Standard	Trusted Resource
23	Standard	Visit a Gallery In-Person
24	Custom	Primary Purpose
25	Custom	OE_Primary Purpose
26	Custom	Museum Interest
27	Custom	Visit Timing
28	Custom	Number of Museums_New
29	Custom	Did You Find
30	Custom	OE_Did Not Find
31	Custom	Search Used
32	Custom	Search Experience
33	Custom	OE_Search Experience
34	Custom	Navigation Experience
35	Custom	OE_Navigation Experience
36	Custom	Visit Frequency
37	Custom	Online Purchase
38	Custom	Type of Online Purchase
39	Custom	OE_Online Purchase
40	Custom	Online Purchase Experience
41	Custom	Acquisition Source
42	Custom	OE_Acquisition Source
43	Custom	Advertisements
44	Custom	Advertisement Satisfaction
45	Custom	Smartphone Used
46	Custom	Education
47	Custom	Age
48	Custom	Gender
49	Custom	One Improvement

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Survey Q#	Type#	Type Topic
1	Standard	Information Browsing - Sort
2	Standard	Information Browsing - Narrow
3	Standard	Information Browsing - Find
4	Standard	Look and Feel - Visual Appeal
5	Standard	Look and Feel - Balance
6	Standard	Look and Feel - Readability
7	Standard	Navigation - Organized
8	Standard	Navigation - Options
9	Standard	Navigation - Layout
10	Standard	Site Information - Thoroughness
11	Standard	Site Information - Understandable
12	Standard	Site Information - Provides Answers
13	Standard	Site Performance - Pages Load
14	Standard	Site Performance - Speed Consistency
15	Standard	Site Performance - Loads Completely
16	Standard	Satisfaction - Overall
17	Standard	Satisfaction - Meets Expectations
18	Standard	Satisfaction - Ideal
17	Standard	Satisfaction - Meets Expectations
18	Standard	Satisfaction - Ideal
19	Standard	Brand Confidence
20	Standard	Reuse Content
21	Standard	Recommend
22	Standard	Recommend Company
23	Standard	Return
24	Standard	Trusted Resource
25	Standard	Visit a Gallery In-Person
26	Custom	In Museum Now
27	Custom	In Museum - which one
28	Custom	Primary Purpose
29	Custom	OE_Primary Purpose
30	Custom	Museum Interest
31	Custom	Visit Timing
32	Custom	Number of Museums_New
33	Custom	Image Content - Appeal
34	Custom	Image Content - Variety
35	Custom	Image Content - Availability
36	Custom	Did You Find
37	Custom	OE_Did Not Find
38	Custom	Accomplish Experience
39	Custom	Search Used
40	Custom	Search Experience
41	Custom	OE_Search Experience
42	Custom	Navigation Experience
43	Custom	OE_Navigation Experience
44	Custom	Technical Problems
45	Custom	Technical Problems Other
46	Custom	Visit Frequency
47	Custom	Online Purchase
48	Custom	Type of Online Purchase
49	Custom	OE_Online Purchase
50	Custom	Online Purchase Experience
51	Custom	Acquisition Source
52	Custom	OE_Acquisition Source
53	Custom	SV-Social Network
54	Custom	SV - Other Social Network
55	Custom	In-location Mobile Device
56	Custom	In-location Mobile Device - Use

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57	Custom	OE_In-location Mobile Device - Use
58	Custom	In-location Social Media - Site
59	Custom	OE_In-location Social Media - Site
60	Custom	In-location Social Media - Uses
61	Custom	OE_In-location Social Media - Uses
62	Custom	Advertisements
63	Custom	Advertisement Satisfaction
64	Custom	Demographics: Education
65	Custom	Demographics: Age
66	Custom	Demographics: Gender
67	Custom	Demographics: State
68	Custom	One Improvement