Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

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.

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
- ❏ Analys
- ❏ Top-Pri
- ❏ Open-e
- ❏ Shift w
- ❏ Inform
- ❏ Evaluat

Making Changes

Simply make the change that you desire and highlight that change with a different color text. Red works well becaus stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand yo request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

pdate Your Custom Questions?

ncovered new questions to ask

ty areas influence resource use

s for quantifiable recommendations

 Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

This is the standard survey invitation.
Default text is included. If you would like to modify this tex
Please send us your desired display logo in a .gif, .jpg or .

Survey Invitation Text Desktop
We'd welcome your feedback! Thank you for visiting VA's Vantage Point blog site. You have been selected to participate in a brief satisfaction survey to let us know how we can improve your experience. **The survey is designed to measure your entire experience, please look for it at the <u>conclusion</u> of your visit.** This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting. *(Button text)*   No, thanks   Yes, I'll give feedback
Example Desktop

Survey Invitation Text
ONLY IF ALTERNATE needed, adjust here.

We'd welcome your feedback!

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

The survey is designed to measure your entire experience, please look for it at the <u>conclusion</u> of your visit.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

(Button text)   No, thanks   Yes, I'll give feedback

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.
Please send us your desired display logo in a .gif, .jpg or .png format. The graphic should be approximately 130 x 60 pixels.

Welcome and Thank You Text

Welcome Text STANDARD	**Welcome Text - USE FOR ANY ALTERNATE**
Thank you for visiting VA's VAntage Point blog 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. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.	

Thank You Text STANDARD	**Thank You Text - ALTERNATE - revise as needed**
Thank you for taking our survey - and for helping us serve you better. We appreciate your input!	Thank you for taking our survey - and for helping us serve you better. 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.

Example Desktop	

Model Name	VA Vantage Point Desktop Browse
Model ID	YVcI4IpRhs9cJJkp8E9JVQ4C
Partitioned	Yes - 2 MQ
Date	3/29/2017

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
Pink: Addition
Blue: Reword

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	Label	Element Questions		Label	Satisfaction Questions		Label	Future Behaviors
		Look and Feel (1=Poor, 10=Excellent, Don't Know)			**Satisfaction**			**Return (1=Very Unlikely, 10=Very Likely)**
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	Return	How likely are you to **return to VA's Vantage Point blog site** in the future?
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)*			**Recommend (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 your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	20	Recommend	How likely are you to **recommend VA's Vantage Point site** to someone else?
		Site Performance (1=Poor, 10=Excellent, Don't Know)						**Share Information (1=Very Unlikely, 10=Very Likely)**
4	Site Performance - Loading	Please rate how **quickly pages load** on this site.				21	Share Information	How likely are you to **share the information you read** on the Vantage Point blog site today with someone else?
5	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.						**Follow on Social Media (1=Very Unlikely, 10=Very Likely)**
6	Site Performance - Completeness	Please rate how **completely the page content loads** on this site.				22	Follow on Social Media	How likely are you to **follow the Vantage Point site on social media** such as Facebook or Twitter?
		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 through articles by criteria that are important to you** on this site.						
11	Information Browsing - Narrow	Please rate the **ability to narrow choices to find the articles you are looking for** on this site.						
12	Information Browsing - Features	Please rate how well the **features** on the site **help you find the articles you need.**						
		News Content (1=Poor, 10=Excellent, Don't Know)						
13	Blog Content - Relevance	Please rate the **relevance to you** of the articles on this site.						
14	Blog Content - Depth	Please rate the **thoroughness of coverage in the articles that you read** on this site.						
15	Blog Content - Timeliness	Please rate the **timeliness of the articles that you read** on this site.						

MODEL QUESTIONS ARE STANDARDIZED - to leverage ForeSee Methodology, have reliable scoring, and to afford benchmarking your performance agains other VA measures or other Federal Goverment sites, the **Element and Satisfaction Questions must remain as shown here**.

OMB has approved this Model

ADDITIONAL CONCEPTS ARE ON THE NEXT TAB in the Custom Questions group. That is where you should spend most of your efforts. Once the Model is set, any changes to it require additional OMB approval (it takes 4-8 weeks) and also causes a break and reset of scoring data.

Custom Questions will be changeable on a fast track basis through OMB, (and will not affect the Model Methodology or cause breaks in scoring data).

Model Name	VA Vantage Point Desktop Browse		Red & Strike-Through: Delete
Model ID	YVcI4IpRhs9cJJkp8E9JVQ4C		Underlined & Italicized: Re-order
Partitioned	Yes - 2 MQ		Pink: Addition
Date	3/29/2017		Blue: Reword

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
KMJ7276Q001	Primary Reason: Federal Government or Informational Non-Profit		What is your primary reason for visiting the VAntage point blog site today?	Review new site content (News Releases, Top Stories or Latest Posts)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
				Find a specific blog posting (or check on comments)					
				Review blog posts for a specific content category (health, benefits, employment, education, etc.)				Randomize	
				Learn about VAntage Point or MyVA					
				Subscribe to VAntage point email or social media updates					
				Learn how to or submit a guest post					
				Just browsing					
				Other (Please specify.)	A			Anchor Answer Choice	
KMJ7276Q002		A	Please specify the other reason for your visit:			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
KMJ7276Q003	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes	B	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
				No	A				
KMJ7276Q004	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
KMJ7276Q005		B	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
				No	B1				
KMJ7276Q006		B1	Why was this information difficult to find?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
KMJ7276Q007	Acquisition Source		How were you referred to the site today?	An email update from VA's VAntage Point		Y	Radio button, one-up vertical		Acquisition Source
				From a link on another VA website					
				VAntage Point social media email update (Facebook, Twitter, YouTube, etc.)					
				From another VA social media site (Facebook, Twitter, Flickr, Instagram, LinkedIn, etc.)					
				From some other (non-VA) social network post, tweet, etc.					
				Internet blogs or discussion forums					
				Search engine results					
				Recommendation from someone I know					
				Newspaper or magazine article					
				VA postal mailing					
				Flyer or bulletin board at VA facility					
				Internet advertising					
				Advertising on social networks (Facebook, Twitter)					
				Other					
				I was not referred to the site by anything specific					

ID		Code	Question	Answer Choice	AC Code	Req	Input Type	Programming	Label
KMJ7276Q008			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		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.)	N2				
				I could not navigate back to previous information					
				I had a different navigation difficulty:	N1			Anchor Answer Choice	
				I had **no difficulty** navigating the site				Mutually Exclusive	
KMJ7276Q009		N1	Please briefly describe your other navigation difficulty:			N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
KMJ7276Q010		N2	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
KMJ7276Q011			Did you use the search feature on the VAntage Point blog site (keyword entry field) during your visit today?	Yes	Y	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
				No					
				Don't recall					
KMJ7276Q012		Y	Please tell us about your **experience with the site's search feature** today. (Please select all that apply.)	Results were not relevant/not what I wanted		Y	Checkbox, one-up vertical	Skip Logic Group*	Search Experience
				Too many results/I needed to refine my search					
				Not enough results					
				Returned NO results				Randomize	
				Received error message(s)					
				Search speed was too slow					
				I experienced a different search issue:	Y1			Anchor Answer Choice	
				I had **no difficulty** with search/results were helpful				Mutually Exclusive	
KMJ7276Q013		Y1	Please describe the search issue you experienced:			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
KMJ7276Q014			Did you notice any links to additional articles/videos within the blogs you read today?	Yes	H	Y	Radio button, one-up vertical	Skip Logic Group*	Linked Content
				No					
KMJ7276Q015		H	Did you read any of the linked content?	Yes	H1	Y	Radio button, one-up vertical	Skip Logic Group*	Linked Content Read
				No					
KMJ7276Q016		H1	How did the recommended content impact your visit experience today?	Detracted from my experience	H2	Y	Radio button, one-up vertical	Skip Logic Group*	Linked Content Impact
				Did not impact my experience					
				Enhanced my experience					
				Not sure					
KMJ7276Q017		H2	How did this content detract from your experience?			N	Text area, no char limit	Skip Logic Group*	Linked Content Detracted OE

KMJ7276Q018	Role		What best describes you?	Veteran		Y	Radio button, one-up vertical		Role
				I am a family member or friend of a Veteran				
				VA employee				
				Non-VA Veteran services provider (health, benefits, administration, etc.)				
				I am currently active in military service				
				Academic or student researcher				
				News/Media				
				General public/interested citizen				
				Other				
KMJ7276Q019			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 or more often				
KMJ7276Q020			Are you subscribed to receive email or social media updates notifying you when new VAntage Point content is published?	Yes		Y	Radio button, one-up vertical		Subscriber
				No				
				Not sure				
KMJ7276Q021			How would you describe your participation in VAntage Point blogs?	View blogs only		Y	Radio button, one-up vertical		Describe Participation
				View and comment on blogs				
				View and share blogs in other social media networks (Facebook, Twitter, etc.)				
				View, comment on, and share blogs in other social media networks (Facebook, Twitter, etc.)				
				I don't know				
KMJ7276Q022			How likely are you to share content (like an article or video) from VAntage Point by linking it to a social network website (Facebook, Twitter, LinkedIn, YouTube, etc.)?	1=Not Very Likely		Y	Radio button, scale, has don't know		Share Social Media
				2				
				3				
				4				
				5				
				6				
				7				
				8				
				9				
				10=Very Likely				
				Don't Know				
KMJ7276Q023			How likely are you to comment on a VAntage Point blog?	1=Not Very Likely		Y	Radio button, scale, has don't know		Comment VAntage Point
				2				
				3				
				4				
				5				
				6				
				7				
				8				
				9				
				10=Very Likely				
				Don't Know				

KMJ7276Q024			How often do you comment on blogs in general?	Infrequently		Y	Radio button, one-up vertical		Comment Other Blogs
				Occasionally					
				Often					
				Nearly every time					
				I have never commented on a blog					
KMJ7276Q025			Which of the following **social media services** have you participated in during the last month? (Please select all that apply.)	Facebook		Y	Checkbox, one-up vertical		Social Media Services
				Twitter					
				YouTube					
				Instagram					
				LinkedIn					
				Flickr					
				Google+					
				Pinterest					
				Digg					
				Reddit					
				Snapchat					
				StumbleUpon					
				Tumblr					
				WhatsApp					
				Internet Forums					
				Other					
				None				Mutually Exclusive	
KMJ7276Q026			**Please rate your level of agreement with the following statements**: The VAntage Point blog site provides unique information that I cannot get from another source.	1=Strongly Disagree		Y	Radio button, scale, has don't know		Info Unique
				2					
				3					
				4					
				5					
				6					
				7					
				8					
				9					
				10=Strongly Agree					
				Don't Know					
KMJ7276Q027			I find something new every time I come to VAntage Point.	1=Strongly Disagree		Y	Radio button, scale, has don't know		Info Updated
				2					
				3					
				4					
				5					
				6					
				7					
				8					
				9					
				10=Strongly Agree					
				Don't Know					

KMJ7276Q028			VAntage Point presents content that appeals to me.	1=Strongly Disagree		Y	Radio button, scale, has don't know		Info Appeals
				2					
				3					
				4					
				5					
				6					
				7					
				8					
				9					
				10=Strongly Agree					
				Don't Know					
KMJ7276Q029	OE_Improve Experience		**We value your feedback!** If you have any ideas about how we can improve your online experience with the VAntage Point blog site (that you haven't already expressed) please share them here:			N	Text area, no char limit		Improve
KMJ7276Q030	Demographics: Gender		What is your gender?	Male		N	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to respond					
KMJ7276Q031			Which category includes your age?	Under 20		N	Drop down, select one		Demographics: Age
				20 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 or older					
				Prefer not to respond					