

## Survey Invitation

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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

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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

## Making Changes

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

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your 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.

### **Update Your Custom Questions?**

Uncovered new questions to ask  
Key areas influence resource use  
Seek for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



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### Survey Invitation Text Desktop

**We welcome your feedback!**

Thanks for visiting our website. We'd like you to participate in a brief customer satisfaction survey to let us know how we can improve.

**The survey aims to measure your entire experience. Please look for it at the end 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

**abc company**                      FORESEE

**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 conclusion of your visit.**

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

**No, thanks**                      **Yes, I'll give feedback**

TRUSTe Certified Privacy

ease check with your analyst/client manager.

### Survey Invitation Text (STEP 1)

Tablet / Phone

We welcome your feedback!

Can we email or text you a brief customer satisfaction survey so we can improve your mobile experience?

(Button text)    No, thanks            Yes, I'll help

### Survey Invitation Text (STEP 2)

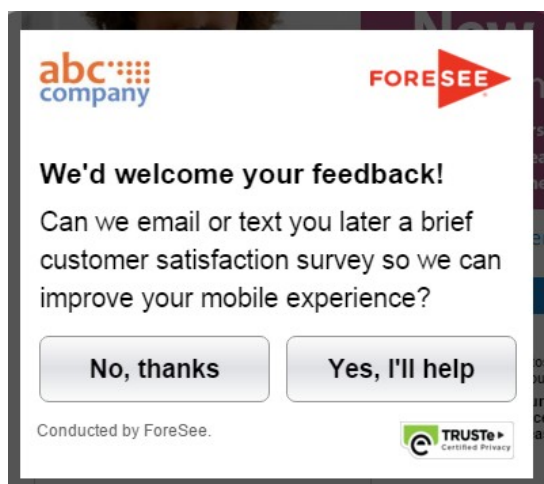
Tablet / Phone

Thank you for helping!

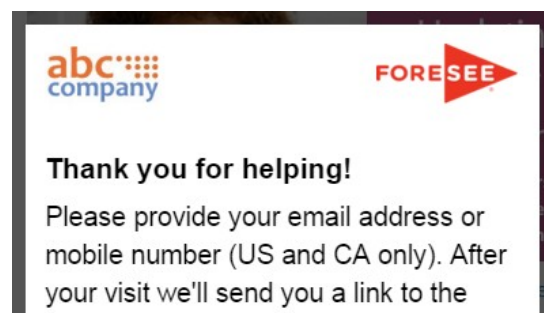
Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

(Button text)    Cancel            Email/Text Me

### Examples Tablet / Phone



Step 1



Step 2

survey. Text Messaging rates apply.

**Cancel**

**email/text me**

ForeSee's [Privacy Policy](#)



[Sign Up](#)

[Sign Up](#)





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

#### Welcome Text

Thank you for visiting nichd.nih.gov. You've been randomly chosen to take part in a brief survey to let us know what we can do to improve your experience.

Please take a few minutes to share your opinions. They are essential in helping us provide the best online experience possible.

#### Welcome Text - Tablet / Phone

Thank you for visiting nichd.nih.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.

#### Thank You Text

Thank you for taking our survey and for helping us serve you better.

Please note you will not receive a response based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of this website.

#### Thank You Text - Tablet / Phone

Thank you for taking our survey and for helping us serve you better. We appreciate your input!

#### Example Desktop

The screenshot shows a desktop view of a survey. At the top right is the FORESEE logo. Below it is the title "Customer Satisfaction Survey". The main text reads: "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." followed by "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A TRUSTe Certified Privacy logo is present. Below that, it says "Required questions are denoted by an \*". A sample question is shown: "Please rate the extent to which the products on this website appeal to you." with a scale from "disagree" to "agree". At the bottom, there are "Cancel" and "Submit" buttons, copyright information for 2016, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

#### Example Mobile

The screenshot shows a mobile view of a survey. At the top right is the FORESEE logo. The main text reads: "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." A TRUSTe Certified Privacy logo is present. Below that, it says "Required questions are denoted by an \*". A sample question is shown: "Please rate the extent to which the products on this website appeal to you." with a scale from "disagree" to "agree". At the bottom, there are "Cancel" and "Submit" buttons, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Model Name: NICHD V2  
 Model ID: ddYoFd998t5FtYsxBN1Rgw4C  
 Partitioned: Yes - 2MQ  
 Date: 11/7/2016

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		
1 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	16 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to nichd.nih.gov</b> in the future?
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	17 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend NICHD</b> to someone else?
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	18 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	20 Recommend Company	
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>			21 Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use nichd.nih.gov as your <b>primary resource for obtaining information from this organization</b> ?
4 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	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> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10 Information Browsing - Sort	Please rate the <b>ability to sort information by criteria that are important to you</b> on this site.				
11 Information Browsing - Narrow	Please rate the <b>ability to 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> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13 Site Information - Thoroughness	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 information is.				
15 Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
HAJ7088Q001	Visit Frequency		How often do you visit the NICHD site?	This is my first visit Once or twice a year Every 2-3 months Monthly Weekly Daily		Y	Drop down, select one		Visit Frequency
HAJ7088Q002			What type of information were you looking for on the site today? (Please select all that apply.)	General health information Information about a health topic or disease Funding or research support information Clinical information or recommendations for health care providers Education or teaching resources Research resources or databases General information about NICHD Other	A	Y	Checkbox, one-up vertical	Skip Logic Group	Info Sought
HAJ7088Q003		A	What other type of information were you looking for? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)			N	Text area, no char limit	Skip Logic Group	OE_Info Sought
HAJ7088Q004			Who is this information for?	Myself My child A friend or other family member A patient Other	B	Y	Radio button, one-up vertical	Skip Logic Group	Info for Whom
HAJ7088Q005		B	Who is this information for? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)			N	Text area, no char limit	Skip Logic Group	OE_Info For Who
HAJ7088Q006			How do you plan to use the information you found on the site today? (Please select all that apply.)	Share/talk about the information with a health care provider Give information to a family member or friend Give information to other scientists/researchers Give information to students Improve my understanding of research concepts and findings Develop a grant application or research proposal I'm not sure I didn't find what I was looking for Other	F	Y	Checkbox, one-up vertical	Skip Logic Group Mutually Exclusive Mutually Exclusive	Info Use (Health)
HAJ7088Q007		F	How else do you plan to use this information? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)			N	Text area, no char limit	Skip Logic Group	OPS_Info Use (Health)
HAJ7088Q008			What health topic were you primarily interested in today?			N	Text area, no char limit		OE_Health Topic
HAJ7088Q009			Which of the following best describes you?	Health consumer/general public Health care provider/Health professional Scientist/Researcher Government Employee Student Educator/Teacher Other	E A	Y	Drop down, select one	Skip Logic Group	Role
HAJ7088Q010		A	What best describes you:			N	Text field, <100 char	Skip Logic Group	OE_Role
HAJ7088Q011		E	What type of health care provider are you?	Physician Nurse/Nurse practitioner Nurse midwife/Midwife		Y	Drop down, select one	Skip Logic Group	Role Health Prof.



			Care coordinator/Case manager/Patient navigator Therapist (behavioral, occupational, physical, etc.) Pharmacist/Pharmacy tech Physician assistant Counselor/Clinical social worker Dietician/Nutritionist Other						
H AJ7088Q012		F	What type of health care provider are you? (Please note that NICHD cannot provide specific medical advice or diagnosis through this survey)		F	N	Text field, <100 char	Skip Logic Group	OE_Health Care Prov.
H AJ7088Q013			Did you find the information you were looking for?	Yes Partially No	A A	Y	Radio button, one-up vertical	Skip Logic Group	Find
H AJ7088Q014		A	What specifically were you looking for that you were unable to find?			N	Text field, <100 char	Skip Logic Group	OE_Unable to Find
H AJ7088Q015			What was your primary method of locating information on the site today?	Top navigation menu Left navigation bar Site-wide search box (open text box in upper right corner) Links on the homepage Other	A	Y	Drop down, select one	Skip Logic Group	Navigation Method
H AJ7088Q016		A	What was your method of locating information?			N	Text area, no char limit	Skip Logic Group	OES_Nav Method
H AJ7088Q017			What was your primary method of arriving at the site today?	I typed the site name into my browser (www.nichd.nih.gov) Used an external search engine such as Google, Bing, or Yahoo Followed a link from a page on the National Institutes of Health (NIH) web site Followed a link to the NICHD site from another site Used a bookmark or favorite Followed a link on social media (Facebook, Twitter, Pinterest) Other, please specify	A	Y	Drop down, select one	Skip Logic Group	Navigation Method
H AJ7088Q018		A	What was your method of arriving at the site?			N	Text field, <100 char	Skip Logic Group	OE_Nav Method
H AJ7088Q019			How would you describe your navigation experience on this site today? (Please select all that apply.)	Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels were difficult to understand Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site	A	Y	Checkbox, one-up vertical	Skip Logic Group	Navigation Exp.
H AJ7088Q020		A	Please describe your navigation difficulty.			N	Text field, <100 char	Skip Logic Group	OE_Navigation Diff.
H AJ7088Q021			Did you use the site-wide search feature during your visit today?	Yes No Don't remember	A	Y	Drop down, select one	Skip Logic Group	Search Use
H AJ7088Q022		A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	I had issues with the basic search process (how to use it, terms to enter) I had issues with the visual display of the search results (text size, images) I had issues with the search results I received I had issues with sorting, filtering, advanced search, or lack of these options I had technical issues with the search feature I had an issue with search not listed above The search feature met my needs today		Y	Checkbox, one-up vertical	Skip Logic Group	Search Exp.
H AJ7088Q023			What additional information or changes would you like to see on our site?			N	Text area, no char limit	Mutually Exclusive	OE_Add'l Info
JIB0145571			Are there any other resources or information you would like to see on our site in other languages?			N	Text area, no char limit		OE_Languages

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HAJ7088Q003		A	What other type of information were you looking for? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)			N	Text area, no char limit	Skip Logic Group	OE_Info Sought
HAJ7088Q004			Who is this information for?	Myself My child A friend or other family member A patient Other	B	Y	Radio button, one-up vertical	Skip Logic Group	Info for Whom
HAJ7088Q005		B	Who is this information for? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)			N	Text area, no char limit	Skip Logic Group	OE_Info For Who
HAJ7088Q006			How do you plan to use the information you found on the site today? (Please select all that apply.)	Share/talk about the information with a health care provider Give information to a family member or friend Give information to other scientists/researchers Give information to students Improve my understanding of research concepts and findings Develop a grant application or research proposal I'm not sure I didn't find what I was looking for Other	F	Y	Checkbox, one-up vertical	Skip Logic Group Mutually Exclusive Mutually Exclusive	Info Use (Health)
HAJ7088Q007		F	How else do you plan to use this information? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)			N	Text area, no char limit	Skip Logic Group	OPS_Info Use (Health)
HAJ7088Q008			What health topic were you primarily interested in today?			N	Text area, no char limit		OE_Health Topic
HAJ7088Q009			Which of the following best describes you?	Health consumer/general public Health care provider/Health professional Scientist/Researcher Government Employee Student Educator/Teacher Other	E A	Y	Drop down, select one	Skip Logic Group	Role
HAJ7088Q010		A	What best describes you:			N	Text field, <100 char	Skip Logic Group	OE_Role
HAJ7088Q011		E	What type of health care provider are you?	Physician Nurse/Nurse practitioner Nurse midwife/Midwife		Y	Drop down, select one	Skip Logic Group	Role Health Prof.

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H AJ7088Q014		A	What specifically were you looking for that you were unable to find?			N	Text field, <100 char	Skip Logic Group	OE_Unable to Find
H AJ7088Q015			What was your primary method of locating information on the site today?	Top navigation menu Left navigation bar Site-wide search box (open text box in upper right corner) Links on the homepage Other		Y	Drop down, select one	Skip Logic Group	Navigation Method
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H AJ7088Q018		A	What was your method of arriving at the site?		A	N	Text field, <100 char	Skip Logic Group	OE_Nav Method
H AJ7088Q019			How would you describe your navigation experience on this site today? (Please select all that apply.)	Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels were difficult to understand Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site		Y	Checkbox, one-up vertical	Skip Logic Group	Navigation Exp.
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H AJ7088Q021			Did you use the site-wide search feature during your visit today?	Yes No Don't remember	A	Y	Drop down, select one	Skip Logic Group	Search Use
H AJ7088Q022		A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	I had issues with the basic search process (how to use it, terms to enter) I had issues with the visual display of the search results (text size, images) I had issues with the search results I received I had issues with sorting, filtering, advanced search, or lack of these options I had technical issues with the search feature I had an issue with search not listed above The search feature met my needs today		Y	Checkbox, one-up vertical	Skip Logic Group	Search Exp.
H AJ7088Q023			What additional information or changes would you like to see on our site?			N	Text area, no char limit	Mutually Exclusive	OE_Add'l Info
JIB0145571			Are there any other resources or information you would like to see on our site in other languages?			N	Text area, no char limit		OE_Languages

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HAJ7088Q003		<b>A</b>	What other type of information were you looking for? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)			N	Text area, no char limit	Skip Logic Group	OE_Info Sought
HAJ7088Q004		<b>D</b>	Who is this information for?	Myself My child A friend or other family member A patient Other		Y	Radio button, one-up vertical	Skip Logic Group	Info for Whom
HAJ7088Q005		<b>B</b>	Who is this information for? (please note that the NICHD cannot provide specific medical advice or diagnoses through this survey)		<b>B</b>	N	Text area, no char limit	Skip Logic Group	OE_Info For Who
HAJ7088Q006		<b>C</b>	How do you plan to use the information you found on the site today? (Please select all that apply.)	Share/talk about the information with a health care provider Give information to a family member or friend Give information to other scientists/researchers Give information to students Improve my understanding of research concepts and findings Develop a grant application or research proposal I'm not sure I didn't find what I was looking for Other		Y	Checkbox, one-up vertical	Skip Logic Group  Mutually Exclusive Mutually Exclusive	Info Use (Health)
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