

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.

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

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

Update Your Custom Questions?

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



Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



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	
<p>Welcome Text</p> <p>Thank you for visiting fisheries.noaa.gov. 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.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p>	<p>Welcome Text - Tablet / Phone</p> <p>Thank you for visiting fisheries.noaa.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.</p>
<p>Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>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.</p>	<p>Thank You Text - Tablet / Phone</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p>Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: center;"> Customer Satisfaction Survey</div><p>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.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>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 web site.</p><div style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></div></div>	<p>Example Mobile</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: center;"></div><p>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.</p><p>Required questions are denoted by an *</p><hr/><p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p><div style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></div><p style="text-align: center;">ForeSee ForeSee Privacy Policy</p></div>

Model Name NOAA Fisheries Desktop Informational
 Model ID VUIQwN1BVskQ1EVNI1ZxQ4C
 Partitioned Yes - 2MQ
 Date
 Model Version 17.2.G

8/8/2017

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Brand Confidence (1=Not At All Confident, 10=Very Confident)
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	19 Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	22 Brand Confidence	Please rate your level of confidence in NOAA Fisheries.
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	20 Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>		Return (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	21 Satisfaction - Ideal	How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	23 Return	How likely are you to return to fisheries.noaa.gov in the future?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Recommend Company (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.			24 Recommend Company	How likely are you to recommend NOAA Fisheries to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				Primary Resource (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.			25 Primary Resource	How likely are you to use the NOAA Fisheries site as your primary resource for obtaining information from this organization?
	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 information by criteria that are important to you on this site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
14 Site Information - Understandable	Please rate how understandable this site's information is.				
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				

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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7569Q001		What is your primary reason for visiting this site today?	Check recent news stories Find other documents Find or comment on rules and regulations Learn about a specific marine species Find or report information on a fishery or fish stock Find information on a specific topic Find published research or scientific information Find laws and/or policies Download forms Research for a school project or paper Find curriculum to use with students Browse photo or video galleries Find or apply to a job or internship Apply for or learn about a permit/license Find grants and funding opportunities Report a standing Learn about consultations Learn about NOAA Fisheries Find NOAA activities or events Look up employee Other	E G I, J M A O	Y	Radio button, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice	Reason
JHR7569Q002	B	The primary reason I visited the site today was:			N	Text area, no char limit	Skip Logic Group*	OE_Reason
JHR7569Q003	A	What was the primary topic you were seeking information on?	Commercial fisheries Recreational fisheries Endangered species conservation Marine mammal protection Ecosystems Habitat Bycatch Climate International affairs Aquaculture Enforcement Marine life in distress Marine life viewing guidelines Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	NewTopic
JHR7569Q004	C	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Skip Logic Group*	OE_Topic
JHR7569Q005	E	What type of publication were you looking for?	Fact sheets/handouts Biological opinions Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Publication
JHR7569Q006	F	Please specify the document you were looking for.			N	Text area, no char limit	Skip Logic Group*	OE_Publication
JHR7569Q007	O	What type of data were you seeking?	Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	ScientificDate
JHR7569Q008	P	Please specify the type of scientific data you were seeking.			N	Text area, no char limit	Skip Logic Group*	OE_ScientificDate
JHR7569Q009		Did you find what you were looking for on the site today?	Yes No		Y	Radio button, one-up vertical		Looking For
JHR7569Q010		Did you accomplish what you wanted to do today on this site?	Yes No	B A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
JHR7569Q011	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
JHR7569Q012	B	Was the information easy to find?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
JHR7569Q013	B1	Why was this information difficult to find?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
JHR7569Q014		What is your primary role as a visitor to this site today?	Commercial fisherman	I	Y	Radio button, one-up vertical	Randomize	Role

			Recreational fisherman	I					
			Industry employee	A					
			Government employee	B					
			NGO employee						
			Scientist	E					
			Media						
			General public						
			Educator	F					
			Student	G					
			Native American						
			Job-seeker						
			Other	C				Skip Logic Group*	
JHR7569Q015	I	We understand that a vast majority of the visitors to our site are fishermen, and we want to make it easier to find the information you need. If there is one improvement we could make to the site, what would it be?			N	Text area, no char limit	Skip Logic Group*	Anchor Answer Choice	Role - Fisherman, other
JHR7569Q016	A	What industry do you primarily represent?	Aquaculture		Y	Radio button, one-up vertical			Industry
			Fishery-related industries (e.g. processing, distribution)						
			Recreation/Tourism					Skip Logic Group*	
			Other	D					
JHR7569Q017	D	The industry I primarily represent is:			N	Text area, no char limit	Skip Logic Group*		OE_Industry
JHR7569Q018		Please specify the type of agency you work for.	Local government		Y	Radio button, one-up vertical			Agency
			Congress						
			NOAA						
			Other federal agency						
			State agency						
			Other					Skip Logic Group*	
JHR7569Q019	C	My primary role is:			N	Text area, no char limit	Skip Logic Group*		OE_Role
JHR7569Q020	E	What sector do you primarily work in?	Government		Y	Radio button, one-up vertical			Scientist
			Private industry						
			University						
			Other educational institution					Skip Logic Group*	
			Other	Z					
JHR7569Q021	Z	Please specify which scientific sector you primarily work in.			N	Text area, no char limit	Skip Logic Group*		OE_Scientist
JHR7569Q022	G	Please select your current grade level.	K-12 Student		Y	Radio button, one-up vertical			Student
			Undergraduate						
			Graduate						
			Doctorate					Skip Logic Group*	
			Other						
JHR7569Q023	F	Please select where you currently work.	K-12 school		Y	Radio button, one-up vertical			Educator
			College or university						
			Other educational institution (e.g., museum, zoo, aquarium)					Skip Logic Group*	
			Other	Y					
JHR7569Q024	Y	Please specify the other location where you currently work.			N	Text area, no char limit	Skip Logic Group*		OE_Educator
JHR7569Q025		How often do you visit this site?	This is my first visit		Y	Radio button, scale, has don't know	Skip Logic Group*		Visit Frequency
			Once every 6 months or less often	A					
			Once every few months	A					
			Monthly	A					
			Weekly	A					
			Daily or more often	A					
JHR7569Q026	A	Is this typically the first site you visit when trying to obtain the fishery information you need?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency - First Site Visited
			No	B					
JHR7569Q027	B	What other sites do you typically visit first, to find the fishery information you need?			N	Text area, no char limit	Skip Logic Group*		Visit Frequency_OE
JHR7569Q028		What is your preferred device for accessing NOAA Fisheries website?	Desktop		Y	Radio button, one-up vertical			Access Mobile Internet
			Mobile phone						
			Tablet						
JHR7569Q029		Which state or territory are you located in?	Alabama		Y	Drop down, select one			State
			Alaska						
			American Samoa						
			Arizona						
			Arkansas						
			California						
			Colorado						
			Connecticut						
			Delaware						
			District of Columbia						
			Florida						
			Georgia						
			Guam						
			Hawaii						
			Idaho						
			Illinois						
			Indiana						
			Iowa						
			Kansas						
			Kentucky						
			Louisiana						
			Maine						
			Maryland						
			Massachusetts						
			Michigan						
			Minnesota						

		Minor Outlying Islands Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Northern Mariana Islands Ohio Oklahoma Oregon Pennsylvania Puerto Rico Rhode Island South Carolina South Dakota Tennessee Texas U.S. Virgin Islands Utah Vermont Virginia Washington Washington D.C. West Virginia Wisconsin Wyoming I live outside of the United States Prefer not to respond				
JHR7569Q030	What else would you like to share with us to help improve your online experience with www.fisheries.noaa.gov ?			N	Text area, no char limit	Improve

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 Pink: Addition
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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7569Q001	Primary Reason	Federal Government or Informational Non-Profit	What is your primary reason for visiting this site today?	Check recent news stories Find other documents Find or comment on rules and regulations Learn about a specific marine species Find or report information on a fishery or fish stock Find information on a specific topic Find published research or scientific information Find laws and/or policies Download forms Research for a school project or paper Find curriculum to use with students Browse photo or video galleries Find or apply to a job or internship Apply for or learn about a permit/license Find grants and funding opportunities Report a standing Learn about consultations Learn about NOAA Fisheries Find NOAA activities or events Look up employee Other	E G I, J M A O	Y	Radio button, one-up vertical	Randomize	Reason
JHR7569Q002		B	The primary reason I visited the site today was:		B	N	Text area, no char limit	Skip Logic Group* Anchor Answer Choice	OE_Reason
JHR7569Q003		A	What was the primary topic you were seeking information on?	Commercial fisheries Recreational fisheries Endangered species conservation Marine mammal protection Ecosystems Habitat Bycatch Climate International affairs Aquaculture Enforcement Marine life in distress Marine life viewing guidelines Other		Y	Radio button, one-up vertical	Skip Logic Group*	NewTopic
JHR7569Q004		C	Please specify the other primary topic you were seeking information on.		C	N	Text area, no char limit	Randomize Anchor Answer Choice	OE_Topic
JHR7569Q005		E	What type of publication were you looking for?	Fact sheets/handouts Biological opinions Reports to congress Policy documents Draft regulatory documents Strategy/planning documents Fact sheets/handouts Biological opinions Analyses (e.g., environmental assessments) Educational materials Other		Y	Radio button, one-up vertical	Skip Logic Group*	Publication
JHR7569Q006		F	Please specify the document you were looking for.		F	N	Text area, no char limit	Randomize Anchor Answer Choice	OE_Publication
JHR7569Q007		O	What type of data were you seeking?	Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other		Y	Radio button, one-up vertical	Skip Logic Group*	ScientificDate
JHR7569Q008		P	Please specify the type of scientific data you were seeking.		P	N	Text area, no char limit	Randomize Anchor Answer Choice	OE_ScientificDate
JHR7569Q009			Did you find what you were looking for on the site today?	Yes No		Y	Radio button, one-up vertical		Looking For
JHR7569Q010	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No	B A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
JHR7569Q011	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
JHR7569Q012		B	Was the information easy to find?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
JHR7569Q013		B1	Why was this information difficult to find?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
JHR7569Q014	Role		What is your primary role as a visitor to this site today?	Commercial fisherman Recreational fisherman Industry employee Government employee NGO employee Scientist Media General public Educator Student Native American Job-seeker	I I A B E E F G	Y	Radio button, one-up vertical	Randomize	Role
								Skip Logic Group*	

JHR7569Q015		I	We understand that a vast majority of the visitors to our site are fishermen, and we want to make it easier to find the information you need. If there is one improvement we could make to the site, what would it be?	Other	C	N	Text area, no char limit	Anchor Answer Choice Skip Logic Group*	Role - Fisherman, other
JHR7569Q016		A	What industry do you primarily represent?	Aquaculture Fishery-related industries (e.g. processing, distribution) Recreation/Tourism Other		Y	Radio button, one-up vertical	Skip Logic Group*	Industry
JHR7569Q017		D	The industry I primarily represent is:		D	N	Text area, no char limit	Skip Logic Group*	OE_Industry
JHR7569Q018		B	Please specify the type of agency you work for.	Local government Congress NOAA Other federal agency State agency Other		Y	Radio button, one-up vertical	Skip Logic Group*	Agency
JHR7569Q019		C	My primary role is:			N	Text area, no char limit	Skip Logic Group*	OE_Role
JHR7569Q020		E	What sector do you primarily work in?	Government Private industry University Other educational institution Other		Y	Radio button, one-up vertical	Skip Logic Group*	Scientist
JHR7569Q021		Z	Please specify which scientific sector you primarily work in.			N	Text area, no char limit	Skip Logic Group*	OE_Scientist
JHR7569Q022		G	Please select your current grade level.	K-12 Student Undergraduate Graduate Doctorate Other		Y	Radio button, one-up vertical	Skip Logic Group*	Student
JHR7569Q023		F	Please select where you currently work.	K-12 school College or university Other educational institution (e.g., museum, zoo, aquarium) Other		Y	Radio button, one-up vertical	Skip Logic Group*	Educator
JHR7569Q024		Y	Please specify the other location where you currently work.		Y	N	Text area, no char limit	Skip Logic Group*	OE_Educator
JHR7569Q025	Visit Frequency		How often do you visit this site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Radio button, scale, has don't know	Skip Logic Group*	Visit Frequency
JHR7569Q026		A	Is this typically the first site you visit when trying to obtain the fishery information you need?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Visit Frequency - First Site Visited
JHR7569Q027		B	What other sites do you typically visit first, to find the fishery information you need?			N	Text area, no char limit	Skip Logic Group*	Visit Frequency_OE
JHR7569Q028			What is your preferred device for accessing NOAA Fisheries website?	Desktop Mobile phone Tablet		Y	Radio button, one-up vertical		Access Mobile Internet
JHR7569Q029	Location		Which state or territory are you located in?	Alabama Alaska American Samoa Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Guam Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Minor Outlying Islands Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Northern Mariana Islands Ohio Oklahoma Oregon Pennsylvania Puerto Rico Rhode Island South Carolina South Dakota Tennessee		Y	Drop down, select one		State

				Texas				
				U.S. Virgin Islands				
				Utah				
				Vermont				
				Virginia				
				Washington				
				Washington D.C.				
				West Virginia				
				Wisconsin				
				Wyoming				
				I live outside of the United States				
				Prefer not to respond				
JHR7569Q030	OE Improve Experience		What else would you like to share with us to help improve your online experience with www.fisheries.noaa.gov ?			N	Text area, no char limit	Improve