

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
Data 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 www.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 www.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: right;"></div><p style="text-align: center;">Customer Satisfaction Survey</p><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><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	<p>Example Mobile</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></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><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p style="text-align: center;">ForeSee ForeSee Privacy Policy</p></div>

Model Name NOAA Fisheries Mobile Informational
 Model ID 0QUBVRBFw5o5BoQdQ8Q51A4C
 Partitioned Yes, 2MQ
 Date
 Model Version 17.2.G

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



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 mobile site.	19 Satisfaction - Overall	What is your overall satisfaction with this mobile 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 mobile site.	20 Satisfaction - Expectations	How well does this mobile 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 mobile site.	21 Satisfaction - Ideal	How does this site compare to an ideal mobile site ? <i>(1=Not Very Close, 10=Very Close)</i>	23 Return	How likely are you to return to www.fisheries.noaa.gov using your mobile device?
	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 mobile 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 mobile site.				Primary Resource (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this mobile 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 mobile site is organized .				
8 Navigation - Options	Please rate the options available for navigating this mobile site.				
9 Navigation - Layout	Please rate how well the mobile 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 mobile site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this mobile site.				
12 Information Browsing - Features	Please rate how well the features on the mobile 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 on this mobile site.				
14 Site Information - Understandable	Please rate how understandable information is on this mobile site.				
15 Site Information - Answers	Please rate how well the information provides answers to your questions .				

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7572Q001	Primary Reason:	Federal Govern	What is your primary reason for visiting this mobile 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 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 ver	Skip Logic Group*	Reason
JHR7572Q002		B	The primary reason I visited the mobile site today was:			N	Text area, no char limit	Randomize Anchor Answer Choice	OE Reason
JHR7572Q003		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 ver	Skip Logic Group*	NewTopic
JHR7572Q004		C	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Randomize Anchor Answer Choice	OE Topic
JHR7572Q005		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 ver	Skip Logic Group*	Publication
JHR7572Q006		F	Please specify the document you were looking for.			N	Text area, no char limit	Randomize Anchor Answer Choice	OE Publication
JHR7572Q007		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 ver	Skip Logic Group*	ScientificDate
JHR7572Q008		P	Please specify the type of scientific data you were seeking.			N	Text area, no char limit	Randomize Anchor Answer Choice	OE ScientificDate
JHR7572Q009			Did you find what you were looking for on the mobile site today?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Looking For
JHR7572Q010	Accomplish		Did you accomplish what you wanted to do today on this mobile site?	Yes No	B A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
JHR7572Q011	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
JHR7572Q012		B	Was the information easy to find?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
JHR7572Q013		B1	Why was this information difficult to find?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
JHR7572Q014	Role		What is your primary role as a visitor to this mobile site today?	Commercial fisherman Recreational fisherman Industry employee Government employee	I I A B	Y	Radio button, one-up ver	Randomize	Role

				NGO employee Scientist Media General public Educator Student Native American Job-seeker Other	E F G C						
JHR7572Q015		I	We understand that a vast majority of the visitors to our mobile 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 mobile site, what would it be?			N	Text area, no char limit	Skip Logic Group* Anchor Answer Choice		Role - Fisherman, other	
JHR7572Q016		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	
JHR7572Q017		D	The industry I primarily represent is:			N	Text area, no char limit	Skip Logic Group*		OE_Industry	
JHR7572Q018		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	
JHR7572Q019		C	My primary role is:			N	Text area, no char limit	Skip Logic Group*		OE_Role	
JHR7572Q020		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	
JHR7572Q021		Z	Please specify which scientific sector you primarily work in.			N	Text area, no char limit	Skip Logic Group*		OE_Scientist	
JHR7572Q022		G	Please select your current grade level.	K-12 Student Undergraduate Graduate Doctorate Other		Y	Radio button, one-up vertical	Skip Logic Group*		Student	
JHR7572Q023		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	
JHR7572Q024		Y	Please specify the other location where you currently work.			N	Text area, no char limit	Skip Logic Group*		OE_Educator	
JHR7572Q025	Visit Frequency		How often do you visit this mobile site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often	A A A A A	Y	Drop down, select one	Skip Logic Group*		Visit Frequency	
JHR7572Q026		A	Is this typically the first mobile 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 mobile site Vimobile sited	
JHR7572Q027		B	What other mobile 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	
JHR7572Q028			What is your preferred device for accessing the NOAA Fisheries mobile site?	Desktop Mobile phone Tablet		Y	Radio button, one-up vertical			Access Mobile Internet	
JHR7572Q029			From what location were you accessing the NOAA Fisheries mobile site?	Home Work In transit Other		Y	Radio button, one-up vertical			Mobile Location	
JHR7572Q030	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		Y	Drop down, select one			State	

			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				
JHR7572Q031	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