

Attribute	Value
Channel	Web
Touchpoint Name	Browse
Hierarchy	No
Model Type	Desktop Informational
Journey Phase	Consideration
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.2.G

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
Seek 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 nccih.nih.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>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>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 style="border-top: 1px dashed black;"/><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>	

Model Name NIH-NCCIH Desktop Browse
 Model ID
 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
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	19 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Trust-Level	Trust (1=Not at all Trustworthy, 10=Very Trustworthy) Please rate your level of trust in this company.
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? (1=Falls Short, 10=Exceeds)		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? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to return to nccih.nih.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 NIH - NCCIH to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	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.				

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	
1	Primary Reason		What is the primary information you were looking for today?	General information about NCCIH		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason	
				Specific disease or condition	A					
				Specific herb, supplement, or health approach	B					
				Safety information						
				Clinical guidelines						
				Research results						
				Research funding or grants						
				Professional continuing education credits						
				Find a complementary health practitioner						
				Jobs						
Events										
Other (please specify)	C	Anchor Answer Choice								
2		A	Please specify the disease or condition.			N	Text field, <100 char	Skip Logic Group*	Primary reason -- disease	
		B	Please specify the herb, supplement, or health approach.			N	Text field, <100 char	Skip Logic Group*	Primary reason -- type of	
		C	Please specify the reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other	
3	Accomplish		Did you find the information you were looking for today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish	
	No									
	OE_Accomplish	B	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Easy Accomplish	
				No	B1				Not Easy Accomplish	
		B1	Why was this information difficult to find?			N	Text area, no char limit	Skip Logic Group*	OE_Why Not Accomplish	
4	Role		What role best describes you today?	General health consumer		Y	Radio button, one-up vertical	Skip Logic Group*	Role	
				Patient						
				Family or friend of patient						
				Researcher or grant applicant						
				Journalist/media professional						
Health care professional	A									
Student										
Educator										
Other (please specify)	B	Anchor Answer Choice								
		A	What type of health care professional are you?			N	Text area, no char limit	Skip Logic Group*	OE_Healthcare Role	
		B	Please specify your role today.			N	Text area, no char limit	Skip Logic Group*	OE_Role_Other	
5	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	Drop down, select one		Visit Frequency	
6			What sections of the site did you visit today? (Select all that apply.)	Health Information		Y	Checkbox, one-up vertical	Skip Logic Group*	Site Sections	
				Research						
				Grants & funding	E					
				Training						
				News & Events						
				About NCCIH						
				Information for health care providers						
				NCCIH research blog						
				Other (please specify)	A					Anchor Answer Choice
					A					Please tell us the sections of the site you visited.
		E	What type of funding information were you looking for? (Please select all that apply.)	Available funding opportunities		Y	Checkbox, one-up vertical	Skip Logic Group*	Specific Funding Info	
				Clinical trials funding						
				Policies regarding funding						
				List of grants that have already been awarded						
				Grant writing advice						
Other (please specify)	G	Anchor Answer Choice								
		G	What other funding information were you looking for today?			N	Text area, no char limit		OE_Specific Funding Info	

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
7			Did you use the search feature during your visit today?	Yes No Don't recall	Y	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
		Y	Please tell us about your experience with the site's search feature today. (Select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow Other (please specify) I had no difficulty with search/results were helpful		Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience
		A	Please specify what you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
10			What issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date Information did not answer my questions Information was not presented in a concise format Wording was not clear Text was difficult to read Other (please specify) I had no issues while reviewing information.		Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Information Issues
		A	Please describe the issue you experienced while reviewing information.			N	Text area, no char limit	Skip Logic Group*	Other Information Issues
		B	What questions were not answered?			N	Text area, no char limit	Skip Logic Group*	Information questions
11	Demographics: Age		Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond		N	Radio button, one-up vertical		Demos: Age
12			What is your primary language?	English Spanish Other (please specify) Prefer not to respond		N	Radio button, one-up vertical	Skip Logic Group*	Demos: Language
		A	Please specify your primary language.			N	Text area, no char limit	Skip Logic Group*	OE Language
13	OE_Improve Experience		What else would you like to share with us to help improve your online experience with nccih.nih.gov?			N	Text area, no char limit		Improve