

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
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 nal.usda.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 nal.usda.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><p>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><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	<p>Example Mobile</p> <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><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p>ForeSee ForeSee Privacy Policy</p></div>

Model Name USDA NAL Browse 2017
 Model ID VUBpIkTnVx4Nkph4xc1AUQ4C
 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 site.	19 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Brand Confidence	Please rate your level of confidence in U.S.D.A. Agricultural Research Service.
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 nal.usda.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 U.S.D.A. Agricultural Research Service 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 this 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.				

Model Name	USDA NAL Browse 2017	Red & Strike-Through: Delete	
Model ID	VUBplktNVx4Nkph4xc1AUQ4C	<u>Underlined & Italicized</u> : Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date	1/1/2016	Blue: Reword	

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
LBT7689Q001	Primary Reason: Federal Government or Informational Non-Profit		What is your primary reason for visiting the site today?	Find information regarding this organization Conduct a food search Create a nutrient list report Utilize the ground beef calculator Obtain documentation on USDA branded foods Get help with the food composition database Find contact information Download a document Provide feedback Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Primary Reason
LBT7689Q002		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
LBT7689Q003	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
LBT7689Q004	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
LBT7689Q005		B	Was the information easy to find?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
LBT7689Q006		B1	Why was this information difficult to find?		B1	N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
LBT7689Q007	Acquisition Source		How were you referred to the site today?	An email from U.S.D.A. Agricultural Research Service U.S.D.A. Agricultural Research Service social network post, tweet, video, etc. Non - U.S.D.A. Agricultural Research Service social network post, tweet, video, etc. Internet blogs or discussion forums Search engine results Recommendation from someone I know Other (please specify) I was not referred to the site by anything specific		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	Acquisition Source
LBT7689Q008		A	Please specify how else you were referred to the site.			N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
LBT7689Q009	Role		What is your primary role in visiting the site today?	General public Business/industry employee College/university faculty/staff Elementary/secondary educator Farmer, rancher, or agricultural producer Federal government (non-USDA employee) USDA employee State or local government representative Student Other (please specify)		Y	Drop down, select one	Skip Logic Group*	Role
LBT7689Q010		A	Please indicate your role in visiting the site today.			N	Text area, no char limit	Skip Logic Group*	OE_Role
LBT7689Q011			Did you use the search feature during your visit today?	Yes No Don't recall	Y,X,Z,L, M,N,O,P ,Q NN	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
LBT7689Q012		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 I experienced a different search issue: 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
LBT7689Q013		A	Please specify the search issue you experienced.			N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
LBT7689Q014		X	Did you try using the site's navigational links before using the search feature today?	Yes, I navigated first No, I went straight to the search feature Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First
LBT7689Q015		Z	Did the search feature help you to locate what you were looking for today?	Yes Partially No	B B B	Y	Radio button, one-up vertical	Skip Logic Group*	Search Help Locate
LBT7689Q016		B	Please describe in detail what you were primarily searching for.			N	Text area, no char limit	Skip Logic Group*	Search Detail OE
LBT7689Q017		L	What specific search terms did you use to try to find the information/product?			N	Text area, no char limit	Skip Logic Group*	Search Terms OE
LBT7689Q018		M	Were the search results relevant to your needs?	Yes Partially No		Y	Radio button, one-up vertical	Skip Logic Group*	Search Results Relevant

BASIC SEARCH USE QUESTION

LBT7689Q019		N	How many searches did you conduct to find the main thing you were looking for today?	One search Two Three Four or more Don't recall		Y	Drop down, select one	Skip Logic Group*	Search Number
LBT7689Q020		O	If you could make one improvement to the search feature, what would you suggest?			N	Text area, no char limit	Skip Logic Group*	Search Improvements
LBT7689Q021		P	Please rate your satisfaction with this site's search feature.	1 = Very dissatisfied 2 3 4 5 6 7 8 9 10 = Very satisfied		Y	Radio button, scale, no don't know	Skip Logic Group*	Search Satisfaction
LBT7689Q022		Q	How can we make the search feature more useful to you?			N	Text area, no char limit	Skip Logic Group*	Search More Useful OE
LBT7689Q023		NN	Why did you choose not to use the search feature today?	Didn't need it today Used search feature on a previous site visit, but it wasn't useful Prefer to navigate the site instead Didn't know there was a search feature Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group*	Search Non-Use
LBT7689Q024		D	Please specify why you did not use the search feature.		D	N	Text area, no char limit	Skip Logic Group*	Search Non Use - Other
LBT7689Q025	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
LBT7689Q026	Demographics: Gender		What is your gender?	Male Female Prefer not to respond		N	Radio button, one-up vertical		Demos: Gender Fed Govt
LBT7689Q027	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	Drop down, select one		Demos: Age
LBT7689Q028			What is your highest level of education completed?	Some high school or less High school graduate or GED Some college credit, no degree Associate degree (e.g., AA, AS) Bachelor's degree (e.g., BA, AB, BS) Master's degree (e.g., MA, MS, MEng, MEd, MSW, MBA) Professional degree (e.g., MD, DDS, DVM, LLB, JD) Doctorate degree (e.g., PhD, EdD) Prefer not to respond		N	Drop down, select one		Demos: Education
LBT7689Q029	OE_Improve Experience		What else would you like to share with us to help improve your online experience with nal.usda.gov?			N	Text area, no char limit		Improve