Survey Invitation

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

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
- ❏ Analys
- ❏ Top-Pri
- ❏ Open-e
- ❏ Shift w
- ❏ Inform
- ❏ Evaluat

Making Changes

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

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

pdate Your Custom Questions?

ncovered new questions to ask

ty areas influence resource use

s for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives

This is the standard survey invitation.
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Survey Invitation Text Desktop
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 <u>conclusion</u> 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

t please check with your analyst/client manager.

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 www.dla.mil. 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.

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

Thank You Text

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

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.

Example Desktop

FORESEE

Customer Satisfaction Survey

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.

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

*Required questions are denoted by an *

TRUSTe ▸
Certified Privacy

1: *Please rate the extent to which the products on this website appeal to

disag.ee

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

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.

Cancel   Submit

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ForeSee   ForeSee Privacy Policy   Contact Us

Model Name	DLA Desktop Browse
Model ID	IJ8toVY8s5dx0R5IV09IwA4C
Partitioned	Yes - 2MQ
Date	5/1/2016

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

FORESEE

	Label	Element Questions		Label	Satisfaction Questions		Label	Future Behaviors
		Look and Feel (1=Poor, 10=Excellent, Don't Know)			**Satisfaction**			**Return (1=Very Unlikely, 10=Very Likely)**
1	Look and Feel - Appeal	Please rate the **visual appeal** of this site.	16	Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	19	Return	How likely are you to **return to dla.mil** in the future?
2	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.	17	Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*			**Trust (1=Not at all Trustworthy, 10=Very Trustworthy)**
3	Look and Feel - Readability	Please rate the **readability of the pages** on this site.	18	Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	20	Trust - Level	Please rate your level of **trust** in the Defense Logistics Agency.
		Site Performance (1=Poor, 10=Excellent, Don't Know)						**Primary Resource (1=Very Unlikely, 10=Very Likely)**
4	Site Performance - Loading	Please rate how **quickly pages load** on this site.				21	Primary Resource	How likely are you to use dla.mil **as your primary resource for obtaining information from the Defense Logistics Agency**?
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**.						

Model Name	DLA Desktop Browse		Red & Strike-Through: Delete	FORESEE
Model ID	IJ8toVY8s5dx0R5IV09IwA4C		Underlined & Italicized: 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
HDU7124Q001	Primary Reason: Federal Government or Informational Non-Profit		What is your primary reason for visiting the site today?	Read news		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
				Find policy information				Randomize	
				Do research					
				Find contact information					
				Download a document					
				Provide feedback					
				Watch a video					
				Find employment opportunities					
				Find events					
				Find specific policies and regulations					
				Request products or services					
				Find business or vendor opportunities					
				Other (Please specify.)	A			Anchor Answer Choice	
HDU7124Q002		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
HDU7124Q003	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes	B	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
				No	A				
HDU7124Q004	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
HDU7124Q005		B	Was the information easy to find?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
				No	B1				
HDU7124Q006		B1	Why was the information difficult to find?			N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
HDU7124Q007	Acquisition Source		How were you referred to the site today?	An email from the Defense Logistics Agency		Y	Radio button, one-up vertical	Skip Logic Group*	Acquisition Source
				Defense Logistics Agency social network post, tweet, video, etc.					
				Non-Defense Logistics Agency social network post, tweet, video, etc.					
				Internet blogs or discussion forums					
				Search engine results				Randomize	
				Recommendation from someone I know					
				Professional contact or training					
				Conference or printed promotional products					
				Other (Please specify.)	A			Anchor Answer Choice	
				I was not referred to the site by anything specific				Anchor Answer Choice	
HDU7124Q008		A	Please specify how else you were referred to the site.			N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
HDU7124Q009	Role		What is your primary role in visiting the site today?	Servicemember		Y	Drop down, select one		Role
				Government employee outside of Defense Logistics Agency					
				Defense Logistics Agency employee					
				Defense Logistics Agency contractor					
				Industry representative					
				Vendor looking for business					
				Vendor already working with Defense Logistics Agency					
				Journalist / Press					
				Prospective employee					
				U.S. Citizen					
				Non-U.S. Citizen					
				Researcher					
				Other					
HDU7124Q010			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected	L	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience
				I had difficulty finding relevant information					
				Links and labels were difficult to understand	U				
				There were too many links or navigation options to choose from				Randomize	
				I had technical difficulties (error messages, broken links, etc.)	T				
				I could not navigate back to previous information					
				I had a different navigation difficulty:	A			Anchor Answer Choice	
				I had **no difficulty** navigating the site				Mutually Exclusive	
HDU7124Q011		A	Please specify your navigation difficulty.			N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other

HDU7124Q012		L	Please describe any specific navigation links or paths that did not take you where they should have.				N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected OE
HDU7124Q013		U	What specific links or labels were difficult to understand?				N	Text area, no char limit	Skip Logic Group*	Nav Links and Labels OE
HDU7124Q014		T	Please describe the technical difficulty you encountered (include as much detail as possible).				N	Text area, no char limit	Skip Logic Group*	Navigation Technical Issue OE
HDU7124Q015			Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	Site error message		B	Y	Checkbox, one-up vertical	Skip Logic Group*	Technical Problems
				Incomplete load of a site page						
				Inconsistent page loads						
				Other (Please specify.)		A				
				No technical problems occurred					Mutually Exclusive	
HDU7124Q016		A	What other type of technical problems did you experience today?				N	Text area, no char limit	Skip Logic Group*	Technical Problems Other
HDU7124Q017		B	Please describe the error message you received.				N	Text area, no char limit	Skip Logic Group*	Technical Error Messages
HDU7124Q018			Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date			Y	Checkbox, one-up vertical	Skip Logic Group*	Information Issues
				Information did not answer my questions		B				
				Information was not presented in a concise format						
				Wording was not clear						
				Text was difficult to read						
				Other (Please specify.)		A				
				No issues reviewing information occurred					Mutually Exclusive	
HDU7124Q019		A	Please specify the other issue you experienced reviewing information.				N	Text area, no char limit	Skip Logic Group*	Other Information Issues
HDU7124Q020		B	What information were you looking for that you could not find?				N	Text area, no char limit	Skip Logic Group*	Information Looking For
HDU7124Q021	Visit Frequency		How often do you visit this site?	This is my first visit			Y	Drop down, select one		Visit Frequency
				Once every 6 months or less often						
				Once every few months						
				Monthly						
				Weekly						
				Daily or more often						
HDU7124Q022	OE_Improve Experience		What else would you like to share with us to help improve your online experience with dla.mil?				N	Text area, no char limit		Improve