

## Welcome and Thank You Text

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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

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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

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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

#### Welcome Text - Alternate

Thank you for visiting the NIH National Heart, Lung, and Blood Institute 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.

#### Thank You Text - Alternate

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

### 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 \*

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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.

Model Name NIH NHLBI Desktop Informational  
 Model ID  
 Partitioned Yes - 2MQ  
 Date 7/31/2017  
 Model Version 17.2.G

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the visual appeal of this site.	16 Satisfaction - Overall	<b>Satisfaction</b> What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use the NHLBI site as your primary resource for heart, lung, and blood information?
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)		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to an ideal website? (1=Not Very Close, 10=Very Close)	20 Return	How likely are you to return to the NHLBI website in the future?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how quickly pages load on this site.			21 Recommend	How likely are you to recommend the NHLBI site 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.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
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.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
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.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
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 NIH NHLBI Desktop Informational  
 Model ID 0  
 Partitioned Yes - 2MQ  
 Date 8/16/2017

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Underlined & Italicized: Re-order  
 Pink: Addition  
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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		What was your primary reason for visiting the NHLBI site today? (Please select the <b>best general match</b> to the type of information you were looking for.)	Information on a specific disease, condition or health topic  Healthy lifestyle, nutrition, fitness, weight management, or BMI calculator Educational materials or programs Clinical trials Systematic evidence reviews or clinical practice guidelines NHLBI research programs, projects, studies or findings Funding or grants Meetings or events Training opportunities / career development News or press releases NHLBI organizational or contact information Sign up for email alerts or newsletters Just browsing / nothing specific Other (please specify)		Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
	A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
		Were you able to do or find what you wanted on the site today?	Yes No Still looking	Y N, O N, O	Y	Radio button, one-up vertical	Skip Logic Group	Accomplish
	N	What specifically did you hope to do or find on the site?			N	Text area, no char limit	Skip Logic Group	OE_Did Not Find
	O	What do you plan on doing next? (Please select all that apply.)	Continue looking on the NHLBI site or come back later Research other websites, blogs, or social media Talk to my doctor or other medical professional Nothing Other (please specify)		Y	Checkbox, one-up vertical	Skip Logic Group  Mutually Exclusive	Unable Next Steps
	P	What do you plan on doing next?			N	Text area, no char limit	Skip Logic Group	OE_Next Steps
	Y	Please rate how easy it was for you to accomplish what you wanted on the site today.	1=Very Difficult 2 3 4 5 6 7 8 9 10=Very Easy	Y1 Y1 Y1 Y1 Y1	Y	Radio button, scale, no don't know	Skip Logic Group	Unable Next Steps
	Y1	Please briefly explain why you gave this rating and what you were trying to do or find on the site today.			N	Text area, no char limit	Skip Logic Group*	OE_Accomplish Not Easy
		How were you referred to the site today?	Search engine results (Google, Yahoo, etc.) Link from another website An email from NHLBI NHLBI social media (Facebook, Twitter, YouTube, Google+, etc.) post, tweet, video, etc. Other social media post, tweet, video, blog, etc. Doctor, nurse, or other healthcare professional Recommendation from family or friend From a teacher or educator Media mention or read about it in an article		Y	Radio button, one-up vertical	Skip Logic Group*	Acquisition Source

			Other (please specify) <b>I was not referred to the site by anything specific</b>	<b>A</b>				
<b>A</b>	Please specify how else you were referred to the site.				N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	Please select your level of familiarity with NHLBI prior to your visit to the site today.	I had never heard of NHLBI prior to visiting the site today			Y	Radio button, one-up vertical		Awareness NHLBI
		I was slightly familiar with NHLBI						
		I was fairly familiar with NHLBI						
		I was very familiar with NHLBI						
	For this visit, which best describes you? "I am a..."	Patient or person with health concerns			Y	Radio button, one-up vertical	Skip Logic Group	Role
		Family or friend of person with health concerns						
		Researcher						
		Medical/healthcare professional						
		Student (any level)						
		Teacher or educator						
		Advocate						
		General public						
	Other			<b>D</b>				
<b>D</b>	Please specify what other role best describes you.				N	Text field, <100 char	Skip Logic Group	OE_Role
	How do you plan to use the information?	To share and discuss with my health care provider			Y	Drop down, select one		Info Usage
		To address personal health issues						
		To aid others who have health concerns (patients, family, etc.)						
		To pursue a career as a medical researcher						
		To support new or current research projects						
		To support a class or educational project						
		To explore or support business opportunities						
		Just browsing						
	Other							
	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		<b>L</b>	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Experience
		I had difficulty finding relevant information						
		Links and labels were difficult to understand						
		There were too many links or navigation options to choose from						
		I had technical difficulties (error messages, broken links, etc.)		<b>T</b>				
		I could not navigate back to previous information						
	I had a different navigation difficulty		<b>A</b>					
	I had <b>no difficulty</b> navigating the site							
<b>A</b>	Please specify your navigation difficulty.				N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
<b>L</b>	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
<b>T</b>	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
	Did you use the site's search feature during your visit today?	Yes		<b>Y</b>	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
		No						
		Don't recall						
<b>Y</b>	Please tell us about your <b>experience with the site's search feature</b> today. (Select all that apply.)	Results were not relevant/not what I wanted			Y	Checkbox, one-up vertical	Randomize	Search Experience
		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:		<b>A</b>				
	I had <b>no difficulty</b> with search/results were helpful							
<b>A</b>	Please specify the search issue you experienced.				N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
	Which of the following best describes NHLBI site information you accessed?	Much too broad or general for my needs			Y	Radio button, scale, has don't know		NHLBI Specificity Level
		Somewhat too general						

			Level of detail meets my needs				
			Somewhat too specific				
			Much too specific				
		<b>Please rate your level of agreement with the following statements:</b>  NHLBI compares well to other health informational websites I have visited.	1=Strongly Disagree		Y	Radio button, scale, has don't know	NHLBI Comparison Rating
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't Know				
		I trust the information presented by NHLBI.	1=Strongly Disagree		Y	Radio button, scale, has don't know	NHLBI Trust Rating
			2				
			3				
			4				
			5				
			6				
			7				
			8				
			9				
			10=Strongly Agree				
			Don't Know				
		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical	Visit Frequency
			Once every 6 months or less often				
			Monthly or every few months				
			Weekly or more often				
		<b>We value your feedback!</b> If you have any other ideas on how we could improve the NHLBI website, please share them here.			N	Text area, no char limit	Improve
		What is your gender?	Male		N	Radio button, one-up vertical	Demos: Gender Fed Govt
			Female				
			Prefer not to respond				
		Which category includes your age?	Under 18		N	Drop down, select one	Demos: Age
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 or older				
			Prefer not to respond				