

## 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
- Evalua

### **Update Your Custom Questions?**

Discovered 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><b>Welcome Text</b></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><b>Welcome Text - Tablet / Phone</b></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><b>Thank You Text</b></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><b>Thank You Text - Tablet / Phone</b></p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p><b>Example Desktop</b></p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p style="text-align: center;"><b>Customer Satisfaction Survey</b></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><b>Example Mobile</b></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;"><a href="#">ForeSee</a> <a href="#">ForeSee Privacy Policy</a></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
1 Look and Feel - Appeal	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>visual appeal</b> of this mobile site.	19 Satisfaction - Overall	<b>Satisfaction</b> What is your <b>overall satisfaction</b> with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Brand Confidence	<b>Brand Confidence (1=Not At All Confident, 10=Very Confident)</b> Please rate your <b>level of confidence</b> in NOAA Fisheries.
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this mobile site.	20 Satisfaction - Expectations	How well does this mobile site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this mobile site.	21 Satisfaction - Ideal	How does this site <b>compare to an ideal mobile site</b> ? (1=Not Very Close, 10=Very Close)	23 Return	How likely are you to <b>return to www.fisheries.noaa.gov</b> using your mobile device?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this mobile site.			24 Recommend Company	How likely are you to <b>recommend NOAA Fisheries</b> to someone else?
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this mobile site.				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this mobile site.			25 Primary Resource	How likely are you to use the NOAA Fisheries site as your <b>primary resource for obtaining information from this organization</b> ?
7 Navigation - Organized	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate <b>how well this mobile site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this mobile site.				
9 Navigation - Layout	Please rate <b>how well the mobile site layout helps you find what you need</b> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10 Information Browsing - Sort	Please rate the <b>ability to sort information by criteria that are important to you</b> on this mobile site.				
11 Information Browsing - Narrow	Please rate the <b>ability to narrow choices to find the information you are looking for</b> on this mobile site.				
12 Information Browsing - Features	Please rate how well the <b>features on the mobile site help you find the information you need</b> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13 Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> on this mobile site.				
14 Site Information - Understandable	Please rate how <b>understandable information</b> is on this mobile site.				
15 Site Information - Answers	Please rate how well the <b>information provides answers to your questions</b> .				

The image shows a vertical grid structure with a central dark grey column. The grid is divided into several horizontal bands of color: green at the top, followed by pink, blue, and light green. The central column contains a dark grey background with some faint, illegible text or markings. A horizontal dashed line extends from the top of the grid to the right.

Band Color	Central Column Content
Green	Dark grey background with faint markings
Pink	Dark grey background with faint markings
Blue	Dark grey background with faint markings
Light Green	Dark grey background with faint markings
White	Dark grey background with faint markings

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 Blue: Reword



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

				Government employee	B					
				NGO employee						
				Scientist	E					
				Media						
				General public						
				Educator	F					
				Student	G					
				Native American Tribal Government						
				Job-seeker						Skip Logic Group* Anchor Answer Choice
				Other	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*		Role - Fisherman, other
JHR7572Q016		A	What industry do you primarily represent?	Aquaculture		Y	Radio button, one-up vertical			Industry
				Fishery-related industries (e.g. processing, distribution)						
				Recreation/Tourism						
				Other	D			Skip Logic Group*		
JHR7572Q017		D	The industry I primarily represent is:			N	Text area, no char limit	Skip Logic Group*		OE_Industry
JHR7572Q018			Please specify the type of agency you work for.	Local government		Y	Radio button, one-up vertical	Skip Logic Group*		Agency
				Congress						
				NOAA						
				Other federal agency						
				State agency						
				Other						
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		Y	Radio button, one-up vertical			Scientist
				Private industry						
				University						
				Other educational institution						
				Other	Z			Skip Logic Group*		
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		Y	Radio button, one-up vertical			Student
				Undergraduate						
				Graduate						
				Doctorate						
				Other				Skip Logic Group*		
JHR7572Q023		F	Please select where you currently work.	K-12 school		Y	Radio button, one-up vertical			Educator
				College or university						
				Other educational institution (e.g., museum, zoo, aquarium)						
				Other	Y			Skip Logic Group*		
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		Y	Drop down, select one	Skip Logic Group*		Visit Frequency
				Once every 6 months or less often	A					
				Once every few months	A					
				Monthly	A					
				Weekly	A					
				Daily or more often	A					
JHR7572Q026		A	Is this typically the first mobile site you visit when trying to obtain the fishery information you need?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency - First mobile site Vimobile sited
				No	B					
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		Y	Radio button, one-up vertical			Access Mobile Internet
				Mobile phone						
				Tablet						
JHR7572Q029			From what location were you accessing the NOAA Fisheries mobile site?	Home		Y	Radio button, one-up vertical			Mobile Location
				Work						
				In transit						
				Other						
JHR7572Q030	Location		Which state or territory are you located in?	Alabama		Y	Drop down, select one			State
				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					
			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 <a href="http://www.fisheries.noaa.gov">www.fisheries.noaa.gov</a> ?				N	Text area, no char limit	Improve

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 Underlined & Italicized: Re-order  
 Pink: Addition  
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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR7572Q001	Primary Reason:	Federal Government	What is your <b>primary reason</b> 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 on 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 vertical	Skip Logic Group*	Reason
JHR7572Q002		B	The primary reason I visited the mobile site today was:			N	Text area, no char limit	Skip Logic Group*	OE Reason
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JHR7572Q009			Did you find what you were looking for on the mobile site today?	Yes No		Y	Radio button, one-up vertical		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 <b>primary role</b> as a visitor to this mobile site today?	Commercial fisherman Recreational fisherman Industry employee	I I A	Y	Radio button, one-up vertical	Randomize	Role

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				NGO employee						
				Scientist	E					
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				General public						
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				Native American						
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				Other	D					
JHR7572Q017		D	The industry I <b>primarily</b> represent is:			N	Text area, no char limit	Skip Logic Group*		OE_Industry
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				Other federal agency						
				State agency						
				Other						
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				Other educational institution					Skip Logic Group*	
				Other	Z					
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				Undergraduate						
				Graduate						
				Doctorate					Skip Logic Group*	
				Other						
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				College or university						
				Other educational institution (e.g., museum, zoo, aquarium)					Skip Logic Group*	
				Other	Y					
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		Y	Drop down, select one	Skip Logic Group*		Visit Frequency
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				Once every few months	A					
				Monthly	A					
				Weekly	A					
				Daily or more often	A					
JHR7572Q026		A	Is this typically the first mobile site you visit when trying to obtain the fishery information you need?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency - First mobile site Vimobile sited
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				Mobile phone						
				Tablet						
JHR7572Q029			From what location were you accessing the NOAA Fisheries mobile site?	Home		Y	Radio button, one-up vertical			Mobile Location
				Work						
				In transit						
				Other						
JHR7572Q030	Location		Which state or territory are you located in?	Alabama		Y	Drop down, select one			State
				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					
			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 <a href="http://www.fisheries.noaa.gov">www.fisheries.noaa.gov</a> ?				N	Text area, no char limit	Improve