


Model Name	ABMC v2	Red & Strike-Through: Delete	
Model ID	N10IxEIARBkYUJQREEFJ5Q4C	<u>Underlined & Italicized</u> : Re-order	
Partitioned	Yes 2MQ	Pink: Addition	
Date	8/21/2015	Blue: Reword	

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? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	19 Return	How likely are you to return to this site?
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 ? <i>(1=Falls Short, 10=Exceeds)</i>		Recommend (1=Very Unlikely, 10=Very Likely)
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 ? <i>(1=Not Very Close, 10=Very Close)</i>	20 Recommend Site	How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			21 Historical Resource	Historical Resource (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.				How likely are you to use this site as a historical resource for information about the world wars, and the Americans buried and memorialized in ABMC's cemeteries and memorials?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.			22 Visit Cemetery	Visit Cemetery (1=Very Unlikely, 10=Very Likely)
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.				How likely are you to visit one of ABMC's cemeteries or memorials?
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well the 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 ABMC v2
 Model ID N10IxEIARBKYUJQREEFJ5Q4C
 Partitioned Yes 2MQ
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 Pink: Addition
 Blue: Reword

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type
KMJ6172Q001	Visit Frequency		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Y	Radio button, one-up vertical
KMJ6172Q002	Role		Do any of the following describe you? (Select all that apply)	Veteran Active Duty Military Educator Student Family member or friend of someone buried or memorialized in an ABMC cemetery Tourist who is planning to visit an ABMC cemetery or memorial None of the above		Y	Checkbox, one-up vertical
KMJ6172Q003			What area of the site did you primarily visit today?	About Us Cemeteries & Memorials Search ABMC Burials News & Events Learning & Resources Multimedia		Y	Radio button, one-up vertical
KMJ6172Q004	Primary Reason: Federal Government or Informational Non-Profit		What was your main reason for visiting the site today?	Search for a specific individual buried or memorialized in an ABMC cemetery Find information on an ABMC cemetery or memorial Plan a visit to an ABMC cemetery or memorial View photos and videos of cemeteries or memorials Read about the latest news and/or events Find lesson plans or lesson ideas Explore the multimedia resources Contact ABMC Connect with ABMC social media networks Order a service such as photos, lithograph, or Korean War Honor Roll Certificate Research general historical information Other, please specify	B G,H,J A	Y	Radio button, one-up vertical
KMJ6172Q005		A	What was your reason for visiting the site?			N	Text area, no char limit
KMJ6172Q006		B	Did you search a database today to find the name of an individual buried or memorialized at an ABMC cemetery?	Yes No Not sure	C,E,F,K	Y	Radio button, one-up vertical
KMJ6172Q007		C	Please describe your experience using the database. (Select all that apply)	I received all the results I was looking for Database was easy to use Database was difficult to use I would like to be able to sort or narrow the search results further Other experience, please specify		Y	Checkbox, one-up vertical
KMJ6172Q008		D	What was your experience with the database?		D	N	Text area, no char limit
KMJ6172Q009		E	Did you complete any of the following actions while using the database today? (Select all that apply)	I downloaded search results to an Excel file I printed a certificate I shared information via social media or email about a person in the database None of the above		Y	Checkbox, one-up vertical
KMJ6172Q010		F	Please suggest one improvement ABMC could make to its database to improve your experience.			N	Text area, no char limit
JAC0114123		K	What search terms did you initially use? (Select all that apply)	First name Last name Service # Unit Entered Service From Cemetery/Memorial Branch of Service Keyword War/Conflict Date of Death Medal of Honor Recipient Missing in Action (MIA) Other		Y	Checkbox, one-up vertical

KMJ6172Q011		G	Did you find a lesson plan or lesson idea that met your teaching need?	Yes No Not sure		Y	Radio button, one-up vertical
KMJ6172Q012		H	Please describe your experience using the Learning Resources section. (Select all that apply)	Learning & Resources was easy to use Learning & Resources was difficult to use I would like to be able to sort or narrow the search results further Other experience, please specify	I	Y	Checkbox, one-up vertical
KMJ6172Q013		I	What was your experience with the Learning Resources section?			N	Text area, no char limit
KMJ6172Q014		J	Please suggest one improvement ABMC could make to its Learning Resources section to improve your experience.			N	Text area, no char limit
KMJ6172Q015			How would you describe your navigation experience on this site today? (Select all that apply)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above	A	Y	Checkbox, one-up vertical
KMJ6172Q016		A	Please specify the other navigation difficulty encountered.			N	Text area, no char limit
KMJ6172Q017	Accomplish		Were you able to find the information you wanted today?	Yes completely Only partially No	A A	Y	Radio button, one-up vertical
KMJ6172Q018	OE_Accomplish	A	What were you unable to find?			N	Text area, no char limit
KMJ6172Q019			What other useful features or content would you like to see added to the ABMC site?			N	Text area, no char limit
KMJ6172Q020	OE_Improve Experience		Please suggest one improvement ABMC could make to its website to improve your experience.			N	Text area, no char limit
KMJ6172Q021			What type of new communication channel offered by ABMC interests you? (Select all that apply)	Email Newsletter Twitter Blog Other, please specify	A	Y	Checkbox, one-up vertical
KMJ6172Q022		A	Please specify the communication channel of interest.			N	Text area, no char limit

Special Instructions	CQ Label
	Visit frequency
Mutually Exclusive	Role
	Area
Skip Logic Group*	Main reason
Skip Logic Group*	Other reason
Skip Logic Group*	Use database
Skip Logic Group*	Database experience
Skip Logic Group*	Other database
Skip Logic Group*	Database action
Skip Logic Group*	Database improvement
Skip Logic Group*	Database search terms

Skip Logic Group*	Lesson plan
Skip Logic Group*	Learning resource exp
Skip Logic Group*	Other resource
Skip Logic Group*	Resource improvement
Mutually Exclusive Skip Logic Group*	Navigation
Skip Logic Group*	Other nav diff
Skip Logic Group*	Able to find
Skip Logic Group*	Unable to find
	Other features
	Improvement
Skip Logic Group*	New channels
Skip Logic Group*	Other channel

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KMJ6172Q002	Role		Do any of the following describe you? (Select all that apply)	Veteran Active Duty Military Educator Student Family member or friend of someone buried or memorialized in an ABMC cemetery Tourist who is planning to visit an ABMC cemetery or memorial None of the above		Y	Checkbox, one-up vertical
KMJ6172Q003			What area of the site did you primarily visit today?	About Us Cemeteries & Memorials Search ABMC Burials News & Events Learning & Resources Multimedia		Y	Radio button, one-up vertical
KMJ6172Q004	Primary Reason: Federal Government or Informational Non-Profit		What was your main reason for visiting the site today?	Search for a specific individual buried or memorialized in an ABMC cemetery Find information on an ABMC cemetery or memorial Plan a visit to an ABMC cemetery or memorial View photos and videos of cemeteries or memorials Read about the latest news and/or events Find lesson plans or lesson ideas Explore the multimedia resources Contact ABMC Connect with ABMC social media networks Order a service such as photos, lithograph, or Korean War Honor Roll Certificate Research general historical information Other, please specify	B G,H,J A	Y	Radio button, one-up vertical
KMJ6172Q005		A	What was your reason for visiting the site?			N	Text area, no char limit
KMJ6172Q006		B	Did you search a database today to find the name of an individual buried or memorialized at an ABMC cemetery?	Yes No Not sure	C,E,F,K	Y	Radio button, one-up vertical
KMJ6172Q007		C	Please describe your experience using the database. (Select all that apply)	I received all the results I was looking for Database was easy to use Database was difficult to use I would like to be able to sort or narrow the search results further Other experience, please specify		Y	Checkbox, one-up vertical
KMJ6172Q008		D	What was your experience with the database?		D	N	Text area, no char limit
KMJ6172Q009		E	Did you complete any of the following actions while using the database today? (Select all that apply)	I downloaded search results to an Excel file I printed a certificate I shared information via social media or email about a person in the database None of the above		Y	Checkbox, one-up vertical
KMJ6172Q010		F	Please suggest one improvement ABMC could make to its database to improve your experience.			N	Text area, no char limit
JAC0114123		K	What search terms did you initially use? (Select all that apply)	First name Last name Service # Unit Entered Service From Cemetery/Memorial Branch of Service Keyword War/Conflict Date of Death Medal of Honor Recipient Missing in Action (MIA) Other		Y	Checkbox, one-up vertical

KMJ6172Q011		G	Did you find a lesson plan or lesson idea that met your teaching need?	Yes No Not sure		Y	Radio button, one-up vertical
KMJ6172Q012		H	Please describe your experience using the Learning Resources section. (Select all that apply)	Learning & Resources was easy to use Learning & Resources was difficult to use I would like to be able to sort or narrow the search results further Other experience, please specify	I	Y	Checkbox, one-up vertical
KMJ6172Q013		I	What was your experience with the Learning Resources section?			N	Text area, no char limit
KMJ6172Q014		J	Please suggest one improvement ABMC could make to its Learning Resources section to improve your experience.			N	Text area, no char limit
KMJ6172Q015			How would you describe your navigation experience on this site today? (Select all that apply)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above	A	Y	Checkbox, one-up vertical
KMJ6172Q016		A	Please specify the other navigation difficulty encountered.			N	Text area, no char limit
KMJ6172Q017	Accomplish		Were you able to find the information you wanted today?	Yes completely Only partially No	A A	Y	Radio button, one-up vertical
KMJ6172Q018	OE_Accomplish	A	What were you unable to find?			N	Text area, no char limit
KMJ6172Q019			What other useful features or content would you like to see added to the ABMC site?			N	Text area, no char limit
KMJ6172Q020	OE_Improve Experience		Please suggest one improvement ABMC could make to its website to improve your experience.			N	Text area, no char limit

Special Instructions	CQ Label
	Visit frequency
Mutually Exclusive	Role
	Area
Skip Logic Group*	Main reason
Skip Logic Group*	Other reason
Skip Logic Group*	Use database
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Skip Logic Group*	Database improvement
Skip Logic Group*	Database search terms

Skip Logic Group*	Lesson plan
Skip Logic Group*	Learning resource exp
Skip Logic Group*	Other resource
Skip Logic Group*	Resource improvement
Mutually Exclusive Skip Logic Group*	Navigation
Skip Logic Group*	Other nav diff
Skip Logic Group*	Able to find
Skip Logic Group*	Unable to find
	Other features
	Improvement

				Other		
KMJ6172Q011		G	Did you find a lesson plan or lesson idea that met your teaching need ?	Yes No Not sure		Y
KMJ6172Q012		H	Please describe your experience using the Learning Resources section . (Select all that apply)	Learning & Resources was easy to use Learning & Resources was difficult to use I would like to be able to sort or narrow the search results further Other experience, please specify	I	Y
KMJ6172Q013		I	What was your experience with the Learning Resources section?			N
KMJ6172Q014		J	Please suggest one improvement ABMC could make to its Learning Resources section to improve your experience.			N
KMJ6172Q015			How would you describe your navigation experience on this site today? (Select all that apply)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above	A	Y
KMJ6172Q016		A	Please specify the other navigation difficulty encountered.			N
KMJ6172Q017	Accomplish		Were you able to find the information you wanted today?	Yes completely Only partially No	A	Y
KMJ6172Q018	OE Accomplish	A	What were you unable to find?			N
KMJ6172Q019			What other useful features or content would you like to see added to the ABMC site?			N
KMJ6172Q020	OE Improve Experience		Please suggest one improvement ABMC could make to its website to improve your experience.			N
KMJ6172Q021			What type of new communication channel offered by ABMC interests you? (Select all that apply)	Email Newsletter Twitter Blog Other, please specify	A	Y
KMJ6172Q022		A	Please specify the communication channel of interest.			N

Type	Special Instructions	CQ Label
Radio button, one-up vertical		Visit frequency
Checkbox, one-up vertical		Role
Radio button, one-up vertical	Mutually Exclusive	Area
Radio button, one-up vertical	Skip Logic Group*	Main reason
Text area, no char limit	Skip Logic Group*	Other reason
Radio button, one-up vertical	Skip Logic Group*	Use database
Checkbox, one-up vertical	Skip Logic Group*	Database experience
Text area, no char limit	Skip Logic Group*	Other database
Checkbox, one-up vertical	Skip Logic Group*	Database action
Text area, no char limit	Skip Logic Group*	Database improvement
Checkbox, one-up vertical	Skip Logic Group*	Database search terms

Radio button, one-up vertical	Skip Logic Group*	Lesson plan
Checkbox, one-up vertical	Skip Logic Group*	Learning resource exp
Text area, no char limit	Skip Logic Group*	Other resource
Text area, no char limit	Skip Logic Group*	Resource improvement
Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Navigation
Text area, no char limit	Skip Logic Group*	Other nav diff
Radio button, one-up vertical	Skip Logic Group*	Able to find
Text area, no char limit	Skip Logic Group*	Unable to find
Text area, no char limit		Other features
Text area, no char limit		Improvement
Checkbox, one-up vertical	Skip Logic Group*	New channels
Text area, no char limit	Skip Logic Group*	Other channel

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N
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KMJ6172Q002	Role		Do any of the following describe you? (Select all that apply)	Veteran Active Duty Military Educator Student Family member or friend of someone buried or memorialized in an ABMC cemetery Tourist who is planning to visit an ABMC cemetery or memorial None of the above		Y
KMJ6172Q003			What area of the site did you primarily visit today?	About Us Cemeteries & Memorials Search ABMC Burials News & Events Learning & Resources Multimedia		Y
KMJ6172Q004	Primary Reason: Federal Government or Informational Non-Profit		What was your main reason for visiting the site today?	Search for a specific individual buried or memorialized in an ABMC cemetery Find information on an ABMC cemetery or memorial Plan a visit to an ABMC cemetery or memorial View photos and videos of cemeteries or memorials Read about the latest news and/or events Find lesson plans or lesson ideas Explore the multimedia resources Contact ABMC Connect with ABMC social media networks Order a service such as photos, lithograph, or Korean War Honor Roll Certificate Research general historical information Other, please specify	B G,H,J A	Y
KMJ6172Q005		A	What was your reason for visiting the site?		A	N
KMJ6172Q006		B	Did you search a database today to find the name of an individual buried or memorialized at an ABMC cemetery?	Yes No Not sure	C,E,F	Y
KMJ6172Q007		C	Please describe your experience using the database. (Select all that apply)	I received all the results I was looking for Database was easy to use Database was difficult to use I would like to be able to sort or narrow the search results further Other experience, please specify	D	Y
KMJ6172Q008		D	What was your experience with the database?			N
KMJ6172Q009		E	Did you complete any of the following actions while using the database today? (Select all that apply)	I downloaded search results to an Excel file I printed a certificate I shared information via social media or email about a person in the database None of the above		Y
KMJ6172Q010		F	Please suggest one improvement ABMC could make to its database to improve your experience.			N
KMJ6172Q011		G	Did you find a lesson plan or lesson idea that met your teaching need?	Yes No Not sure		Y
KMJ6172Q012		H	Please describe your experience using the Learning Resources section. (Select all that apply)	Learning & Resources was easy to use Learning & Resources was difficult to use I would like to be able to sort or narrow the search results further Other experience, please specify	I	Y
KMJ6172Q013		I	What was your experience with the Learning Resources section?			N
KMJ6172Q014		J	Please suggest one improvement ABMC could make to its Learning Resources section to improve your experience.			N

KMJ6172Q015			How would you describe your navigation experience on this site today? (Select all that apply)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above		Y
KMJ6172Q016		A	Please specify the other navigation difficulty encountered.		A	N
KMJ6172Q017	Accomplish		Were you able to find the information you wanted today?	Yes completely Only partially No	A	Y
KMJ6172Q018	OE_Accomplish	A	What were you unable to find?			N
KMJ6172Q019			What other useful features or content would you like to see added to the ABMC site?			N
KMJ6172Q020	OE_Improve Experience		Please suggest one improvement ABMC could make to its website to improve your experience.			N
KMJ6172Q021			What type of new communication channel offered by ABMC interests you? (Select all that apply)	Email Newsletter Twitter Blog Other, please specify	A	Y
KMJ6172Q022		A	Please specify the communication channel of interest.			N

Type	Special Instructions	CQ Label
Radio button, one-up vertical		Visit frequency
Checkbox, one-up vertical		Role
Radio button, one-up vertical	Mutually Exclusive	Area
Radio button, one-up vertical	Skip Logic Group*	Main reason
Text area, no char limit	Skip Logic Group*	Other reason
Radio button, one-up vertical	Skip Logic Group*	Use database
Checkbox, one-up vertical	Skip Logic Group*	Database experience
Text area, no char limit	Skip Logic Group*	Other database
Checkbox, one-up vertical	Skip Logic Group*	Database action
Text area, no char limit	Skip Logic Group*	Database improvement
Radio button, one-up vertical	Skip Logic Group*	Lesson plan
Checkbox, one-up vertical	Skip Logic Group*	Learning resource exp
Text area, no char limit	Skip Logic Group*	Other resource
Text area, no char limit	Skip Logic Group*	Resource improvement

Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Navigation
Text area, no char limit	Skip Logic Group*	Other nav diff
Radio button, one-up vertical	Skip Logic Group*	Able to find
Text area, no char limit	Skip Logic Group*	Unable to find
Text area, no char limit		Other features
Text area, no char limit		Improvement
Checkbox, one-up vertical	Skip Logic Group*	New channels
Text area, no char limit	Skip Logic Group*	Other channel