




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 - Alternate</p> <p>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.</p>	
<p>Thank You Text - Alternate</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 style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p style="text-align: center;">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 style="border-top: 1px dashed black;"/><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><div style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></div></div>	

Model Name NIH NHLBI Desktop V2
 Model ID hMVvdxFM1NpcBNQUZ4gcVg4C
 Partitioned Yes - 2MQ
 Date
 Model Version 17.3.Y

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



Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
	Satisfaction		Site Performance (1=Poor, 10=Excellent, Don't Know)		
1 Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Site Performance - Speed	Please rate the speed that pages and content loaded for you.		
2 Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	6 Site Performance - Completeness	Please rate the consistency of complete loading of pages and content.		
3 Satisfaction - Ideal	How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	7 Site Performance - Responsiveness	Please rate the responsiveness of the pages to your actions.		
	Recommend (NPS) <i>(1=Very Unlikely, 10=Very Likely)</i>		Look and Feel (1=Poor, 10=Excellent, Don't Know)		
4 Recommend	How likely are you to recommend NHLBI to someone else ?	8 Look and Feel - Appeal	Please rate the visual appeal of the pages that you visited.		
		9 Look and Feel - Spacing	Please rate the spacing between items on the pages that you visited.		
		10 Look and Feel - Readability	Please rate the legibility of the pages that you visited.		
			Navigation (1=Poor, 10=Excellent, Don't Know)		
		11 Navigation - Ease	Please rate the ease of finding what you were looking for.		
		12 Navigation - Layout	Please rate the page layout on displaying content and links where you could find them.		
		13 Navigation - Links	Please rate the links on taking you where you needed to go.		
			Site Information (1=Poor, 10=Excellent, Don't Know)		
		14 Site Information - Relevance	Please rate the relevance to your interests of the information that you found.		
		15 Site Information - Thoroughness	Please rate the thoroughness of the information that you found.		
		16 Site Information - Readability	Please rate the readability of the information that you found.		

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
SBD9363Q001	Primary Reason: Federal Government or Informational Non-Profit		What were you looking for today? <i>(Please select the best general match to the type of information you were looking for.)</i>	Health condition or disease Healthy lifestyle (nutrition, fitness, weight, or BMI calculator) Fact sheets, brochures, or posters Educational programs Clinical trials Guidelines and recommendations for healthcare providers Research studies and findings Grants and funding opportunities Events and meetings Training and career development News or press releases NHLBI organizational or contact information Other (please specify)			Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
SBD9363Q002		A	Please specify the other reason for your visit.		A		N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
SBD9363Q003	Accomplish		Were you able to do or find what you wanted on the site today?	Yes No Still looking	Y N N		Y	Radio button, one-up vertical	Skip Logic Group	Accomplish
SBD9363Q004	OE_Accomplish	N	What specifically were you unable to find or do?				N	Text area, no char limit	Skip Logic Group	OE_Did Not Find
SBD9363Q005		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		Y	Radio button, scale, no don't know	Skip Logic Group	Ease
SBD9363Q006		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
SBD9363Q007			Did you use the site's search feature during your visit today?	Yes No Don't recall			Y	Radio button, one-up vertical		Search Use
SBD9363Q008			Which of the following best describes NHLBI site information you accessed?	Much too general for my needs Somewhat too general Level of detail meets my needs Somewhat too specific Much too specific			Y	Radio button, scale, has don't know		NHLBI Specificity Level
SBD9363Q009			Please rate your level of agreement with the following statement: NHLBI compares well to other health informational websites I have visited.	1=Strongly Disagree 2 3 4 5 6 7 8 9 10=Strongly Agree Don't Know			Y	Radio button, scale, has don't know		NHLBI Comparison Rating
SBD9363Q010			For this visit, which best describes you? "I am a..."	Person with health concerns Parent, family, or friend of person with health concerns Researcher Medical/healthcare professional (e.g., doctors, nurses, etc.) Student (any level) Teacher or educator Advocate Member of the general public Other			Y	Radio button, one-up vertical	Skip Logic Group	Role
SBD9363Q011		D	Please specify what other role best describes you.		D		N	Text field, <100 char	Skip Logic Group	OE_Role
SBD9363Q012			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 I was slightly familiar with NHLBI I was fairly familiar with NHLBI I was very familiar with NHLBI			Y	Radio button, one-up vertical		Awareness NHLBI
SBD9363Q013	Visit Frequency		How often do you visit this site?	This is my first visit Once every 6 months or less often Monthly or every few months Weekly or more often			Y	Radio button, one-up vertical		Visit Frequency
SBD9363Q014	Demographics: Age		Which category includes your age?	Under 18			N	Drop down, select one		Demos: Age

				18 - 29					
				30 - 44					
				45 - 59					
				60 - 74					
				75 or older					
				Prefer not to respond					
SBD9363Q015	demos_education_US		What is the highest level of education you have completed?	Some High School or Less		some_high_school_or_less	N	Drop down, select one	Demos: Education
				High School/GED		high_school_ged			
				Associate Degree or Some College		associate_degree_or_some_college			
				Bachelor's Degree		bachelors			
				Master's Degree		masters			
				Advanced Graduate Work or Ph.D		advanced_graduate			
				Prefer not to respond		prefer_not_to_respond			
SBD9363Q016	OE_Improve Experience		We value your feedback! 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

Attribute	Value
Channel	Web
Touchpoint Name	Browse
Hierarchy	No
Model Type	PredCSAT Desktop Info
Journey Phase	Consideration
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT_NPS
Look and Feel	Single Page
Theme Color	#000000