|  |  |
| --- | --- |
| **Label** | **Element Questions** |
|  |
|  | **Look and Feel (1=Poor, 10=Excellent, Don't Know)** |  |
| **Look and Feel - Appeal** | Please rate the **visual appeal** of this site. |  |
| **Look and Feel - Balance** | Please rate the **balance of graphics and text** on this site. |  |
| **Look and Feel - Readability** | Please rate the **readability of the pages** on this site.  |  |
|  | **Site Performance (1=Poor, 10=Excellent, Don't Know)** |  |
| **Site Performance - Loading** | Please rate how **quickly pages load** on this site. |  |
| **Site Performance - Consistency** | Please rate the **consistency of speed from page to page** on this site. |  |
| **Site Performance - Completeness** | Please rate how **completely the page content loads** on this site. |  |
|  | **Navigation (1=Poor, 10=Excellent, Don't Know)** |  |
| **Navigation - Organized** | Please rate **how well this site is organized**. |  |
| **Navigation - Options** | Please rate the **options available for navigating** this site. |  |
| **Navigation - Layout** | Please rate **how well the site layout helps you find what you need.** |  |
|  | **Information Browsing (1=Poor, 10=Excellent, Don't Know)** |  |
| **Information Browsing - Sort** | Please rate the ability to **sort information by criteria that are important to you** on this site. |  |
| **Information Browsing - Narrow** | Please rate the **ability to narrow choices to find the information you are looking for** on this site. |  |
| **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)** |  |
| **Site Information - Thoroughness** | Please rate the **thoroughness of information** provided on this site. |  |
| **Site Information - Understandable** | Please rate how **understandable** this site’s **information** is. |  |
| **Site Information - Answers** | Please rate how well the site’s **information provides answers to your questions**. |  |
|  | **Image Content (1=Poor, 10=Excellent, Don't Know)** |  |
| **Image Content - Appeal** | Please rate the extent to which the **images and videos on this site appeal to you**. |  |
| **Image Content - Variety** | Please rate the **variety of images and videos offered** on this site. |  |
| **Image Content - Availability** | Please rate the **availability of specific images and videos that you were looking for** on this site. |  |
| **Label** | **Satisfaction Questions** |
|  |
|  | **Satisfaction** |  |
| **Satisfaction - Overall** | What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)* |  |
| **Satisfaction - Expectations** | How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)* |  |
| **Satisfaction - Ideal** | How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)* |  |
| **Label** | **Future Behaviors** |
|  |
|  | **Likelihood to Return (1=Very Unlikely, 10=Very Likely)** |  |
| **Return** | How likely are you to **return to this site**? |  |
|  | **Recommend (1=Very Unlikely, 10=Very Likely)** |  |
| **Recommend** | How likely are you to **recommend this site to someone else**? |  |
|  | **Follow on Social Media (1=Very Unlikely, 10=Very Likely)** |  |
| **Follow on Social Media** | How likely are you to **follow NASA on social media** such as Facebook or Twitter? |  |
|  | **Share Content (1=Very Unlikely, 10=Very Likely)** |  |
| **Share Content** | How likely are you to **share content** (like a video or article) from this site with others? |  |
| **NASA Portal Content + Search V2 CUSTOM QUESTION LIST** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Question Text** | **Answer Choices** | **Type** | **RequiredY/N** | **Special Instructions** | **CQ Label** |
| How **frequently** do you visit this site? | First time | Radio button, one-up vertical | Y |   | Frequency of Visit |
|  | More than once a day |   |  |   |   |
|  | Daily |   |  |   |   |
|  | Weekly |   |  |   |   |
|  | Monthly |   |  |   |   |
|   | Less than once a month |   |   |   |   |
| What is your primary reason for visiting nasa.gov today? | Read news | Radio button, one-up vertical | Y | OPS Group | Reason For Visit |
|   | Watch videos or NASA TV |   |   |   |   |
|   | Download apps |   |   | Randomize |   |
|   | Look for jobs and/or career information |   |   |   |   |
|   | Research |   |   |   |   |
|   | Looking for a topic I saw trending on social media |   |   |   |   |
|   | Other |   |   | Anchor Answer Choice |   |
| Other reason for visiting the site: |   | Text field, <100 char | N | OPS Group | Other Reason for Visit |
| When you came to NASA.gov today, how were you planning on using the information found on the site? | To educate others | Checkbox, one-up vertical | Y | Skip Logic Group | Plan for Information |
|   | For a classroom assignment |   |   |   |   |
|   | To educate myself |   |   |   |   |
|   | For entertainment |   |   |   |   |
|   | To research/apply for jobs |   |   |   |   |
|   | To write a news/media article |   |   |   |   |
|   | To contribute to a professional study/project |   |   |   |   |
|   | For creative inspiration for my business |   |   |   |   |
|   | Other |   |   |   |   |
| How else were you planning to use the information? |   | Text area, no char limit | N | Skip Logic Group | OE\_Plan for Information |
|   | Humans in Space | Radio button, one-up vertical | Y | Skip Logic Group | Specific Info |
| What general topic describes the information you are looking for? | Earth and Climate |   |   |   |   |
|   | Solar System |   |   |   |   |
|   | Universe |   |   |   |   |
|   | Aeronautics |   |   |   |   |
|   | Technology |   |   |   |   |
|   | Learning Resources |   |   |   |   |
|   | News & Events |   |   |   |   |
|   | Information for scientists and researchers |   |   |   |   |
|   | Other |   |   |   |   |
| What specific topic are you looking for?  |   | Text area, no char limit | N | Skip Logic Group | OE\_Specific Info |
| How did you look for information on/navigate the NASA site today? (check all that apply) | Main navigation (Missions, Galleries, etc.) | Checkbox, one-up vertical | Y | Skip Logic Group | Navigation Methods |
|   | Topical navigation (International Space Station, Humans in Space, etc.) |   |   |   |   |
|   | Site search feature |   |   |   |   |
|   | Links throughout the page |   |   |   |   |
|   | A-Z Topics list |   |   |   |   |
|   | External search engine (Google, Bing, etc.) |   |   |   |   |
|   | Don't recall |   |   |   |   |
|   | Other |   |   |   |   |
| Other way you looked for information: |   | Text field, <100 char | N | Skip Logic Group | OE\_Nav Methods |
| Which sections in the **top navigation menu** did you use (or visit) today? (check all that apply) | Missions | Checkbox, one-up vertical | Y | Skip Logic Group | Top Navigation |
|   | Galleries |   |   |   |   |
|   | NASA TV |   |   |   |   |
|   | Follow NASA |   |   |   |   |
|   | Downloads  |   |   |   |   |
|   | Education |   |   |   |   |
|   | About |   |   |   |   |
|   | NASA Audiences |   |   |   |   |
|   | Not Sure |   |   |   |   |
|   | None of the Above |   |   |   |   |
| Please describe your primary experience with navigation on this site today.  | I had **no** difficulty browsing on this site. | Radio button, one-up vertical | Y | Skip Logic Group | Nav Experience |
| Could not navigate back to previous information |   |   |   |
|   | Had difficulty finding relevant information |   |   |   |   |
|   | Would often feel lost, not know where I was |   |   |   |   |
|   | Links often did not take me where I expected |   |   |   |   |
|   | Links/labels are difficult to understand |   |   |   |   |
|   | Too many links or navigational choices |   |   |   |   |
|   | Had technical difficulties (e.g., broken links, error messages) |   |   |   |   |
|   | Other |   |   |   |   |
| Other navigation experience: |   | Text area, no char limit | N | Skip Logic Group | OE\_Nav Exper |
| Were you **able to find** what you were looking for? | Yes | Radio button, one-up vertical | Y | Skip Logic Group | Found Info |
|   | I wasn't looking for anything in particular |   |   |   |   |
|   | No |   |   |   |   |
| Please tell us specifically what you were unable to find. |   | Text area, no char limit | N | Skip Logic Group | OE\_Found Info |
| How easy was the information to understand?  | 1=Not at all easy | Radio button, scale, has don't know | Y | Skip Logic Group | Info Easy to Understand |
|   | 2 |   |   |   |   |
|   | 3 |   |   |   |   |
|   | 4 |   |   |   |   |
|   | 5 |   |   |   |   |
|   | 6 |   |   |   |   |
|   | 7 |   |   |   |   |
|   | 8 |   |   |   |   |
|   | 9 |   |   |   |   |
|   | 10= Very easy |   |   |   |   |
|   | Don't know |   |   |   |   |
| In what way was the information difficult to understand?  |   | Text area, no char limit | N | Skip Logic Group | OE\_Info Issues with Understanding |
| Which **best describes you**?  | Student - Elementary School | Radio button, two-up vertical | Y | OPS Group | Visitor Role |
|   | Student - Middle School |   |   |   |   |
|   | Student - High School |   |   |   |   |
|   | Student - College/University |   |   |   |   |
|   | Educator - Elementary School |   |   |   |   |
|   | Educator - Middle School |   |   |   |   |
|   | Educator - High School  |   |   |   |   |
|   | Educator - College/University |   |   |   |   |
|   | Parent |   |   |   |   |
|   | General public |   |   |   |   |
|   | News media |   |   |   |   |
|   | NASA Employee |   |   |   |   |
|   | Contractor or sub |   |   |   |   |
|   | PI/Co-I/ team member |   |   |   |   |
|   | Other |   |   |   |   |
| Other best describes: |   | Text field, <100 char | N | OPS Group | OE\_Describes |
| Please select the category that includes your age. | 13-17 | Drop down, select one | N |   | Age |
|   | 18-24 |   |   |   |   |
|   | 25-34 |   |   |   |   |
|   | 35-44 |   |   |   |   |
|   | 45-54 |   |   |   |   |
|   | 55-64 |   |   |   |   |
|   | 65 or above |   |   |   |  |
| What is your level of education? | Have not graduated high school | Drop down, select one | N |   | Education |
|  | High school graduate |   |  |   |   |
|  | Some college, trade, technical or vocational training |   |  |   |   |
|  | College graduate |   |  |   |   |
|  | Post graduate degree |   |  |   |   |
|  | Prefer not to answer |   |  |   |   |
| If you could change one thing about the NASA.gov site, what one improvement would you suggest? |   | Text area, no char limit | N |   | Improvement |