|  |  |  |  |
| --- | --- | --- | --- |
| **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** | **Required Y/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 |