

Model Name Alumni v3  
 Model ID  
 Partitioned Yes  
 Date 2/17/2015

~~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 site.	16 Satisfaction - Overall	<b>Satisfaction</b> What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return</b> to this site?
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	17 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	18 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	20 Recommend	How likely are you to <b>recommend this site</b> to someone else?
4 Site Performance - Loading	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>quickly pages load</b> on this site.				
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
7 Navigation - Organized	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate <b>how well the site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate <b>how well the site layout helps you find what you need</b> .				
10 Information Browsing - Sort	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b> Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.				
11 Information Browsing - Narrow	Please rate the <b>ability to narrow choices to find the information you are looking for</b> on this site.				
12 Information Browsing - Features	Please rate how well the <b>features on the site help you find the information you need</b> .				
13 Site Information - Thoroughness	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>thoroughness of information</b> provided on this site.				
14 Site Information - Understandable	Please rate how <b>understandable</b> this site's <b>information</b> is.				
15 Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				

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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		What kind of <b>site improvements</b> would enhance your experience on alumni.state.gov?			N	Text area, no char limit		Improvement
		How <b>often</b> do you visit this website?	This is my first time Daily Weekly Monthly Annually		Y	Drop down, select one		Frequency
		What <b>method</b> did you use to find the information you were looking for today?	Site's search feature Top navigation bar Left-hand navigation Links on the pages Just browsed Both search and navigation		Y	Radio button, one-up vertical		Method
		Which <b>role</b> best describes your relationship with the alumni community?	Registered alumni member of alumni.state.gov Un-registered alumna/us visiting alumni.state.gov Implementing partner or program office Not affiliated with the alumni community Searching for exchange program information Other		Y	Radio button, one-up vertical		Role
		Which <b>status</b> best describes your citizenship?	U.S. Citizen Non-U.S. Citizen		Y	Drop down, select one		Status
		Please indicate the <b>topic of most interest</b> to you when visiting the alumni.state.gov site.	Grants Connecting with alumni Research Tools (e-library) Alumni Engagement Innovation Fund Events News Online course made available exclusively to alumni Other topic of interest		Y	Radio button, one-up vertical		Topic
		What is your <b>primary reason</b> for visiting the site today?	Grant & funding opportunity listings Connecting with alumni Alumni news Read online newspapers on e-library (Research Tools) Look for job or internship opportunities Find a scholarship Look for ongoing or upcoming projects Find country specific information Find exchange programs Learn about alumni associations Register for the website Update profile Other		Y	Radio button, one-up vertical		Reason
		Did you <b>find</b> what you were looking for?	Yes Partially No	A A	Y	Radio button, one-up vertical	Skip Logic Group*	Find
	A	Please indicate what you were trying to find.			N	Text area, no char limit	Skip Logic Group*	No Info