## INFO 608 – User Survey

Please tell me about yourself:

Q1. Which age-range do you fall in?

o 18-24 years old

o 25-34 years old

o 35-44 years old

o 45-54 years old

o 55-64 years old

o 65+ years old

o Prefer not to answer

Q2. What is your gender?

o Female

o Male

o Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

o Prefer not to respond

Q3. What is your race?

▢ American Indian or Alaska Native

▢ Asian

▢ Black or African American

▢ Hispanic, Latino or Spanish Origin

▢ Middle Eastern or North African

▢ Native Hawaiian or Other Pacific Islander

▢ White

▢ Prefer not to answer

▢ Other (specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q4a Which of the following categories best describes your employment status?

o Employed Part-Time

o Employed Full Time

o Student

o Seeking Opportunities

o Retired

o Disabled, not able to work

o Prefer not to answer

Q4b What is your occupation or main interest? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q5. What is the highest level of education you have completed?

o I did not graduate from high school

o High school degree or equivalent (e.g., GED)

o Associate degree

o Bachelor degree

o Masters degree

o Doctoral degree

o Prefer not to answer

Q6a Please select your level of agreement with the following statements:

|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| --- | --- | --- | --- | --- | --- |
| I am confident in my ability to use technology and try to resolve errors on my own | o-------------------o-------------------o-------------------o-------------------o | | | | |
| I like spending time on the web and I visit websites frequently | o-------------------o-------------------o-------------------o-------------------o | | | | |
| I am familiar with websites such as <site> and I know how to access their features | o-------------------o-------------------o-------------------o-------------------o | | | | |

Q6b *Please tell us about yourself* – what are you most interested in?

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Q7a Which of the following reasons might you have to visit <site>? (Please select all that apply)

*Instructions to students: Replace my features with the features that you used to evaluate the utility of your site in the competitive analysis, in the list above, adding or deleting rows as needed – and adding any features that you realize you missed from the competitive analysis!*

▢ I need to surrender a pet

▢ I want to adopt a pet

▢ I want to volunteer or join the community

▢ I want to make a donation

▢ I need assistance with medical care or training for my pet

▢ I need assistance with food for my pet

▢ I am seeking networking information for other rescues & services

▢ I am following up on Social Media participation and engagement

▢ I want news on an animal you posted on Social Media

▢ I want to get involved with the local community

▢ I want to provide corporate sponsorship for your Rescue

▢ I want to know who runs the Rescue

▢ I want to read adopter or customer reviews, to see if you are trustworthy

▢ I need information about <site> to verify its identity, and assess its credibility

Q7b Which features do you see as most important and why?

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Q8a. How frequently do you visit <*Insert website or web app name here*>?

o I almost never visit the site

o Very Rarely (2-3 times/year)

o Rarely (once/month)

o Occasionally (a few times/month)

o Frequently (a few times/week)

o Very Frequently (daily, or several times in a day)

Q8b. *Why* do you visit <site>? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Q9. Please rate the following aspects of <site> use:

|  | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| --- | --- | --- | --- | --- | --- |
| *Home Page:* is informative, clearly communicates site’s purpose and what is here, and feels welcoming | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Navigation:* I can easily locate menus, they are consistent across pages, reflect the site’s structure & content, and indicate where you are on the site | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Site Organization*: provides a clear structure for how site content is organized, makes it easy to find important information | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Search:* is easy to use, works intuitively, and provides filters if needed to narrow down search results | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Readability*: the site font is easy to read, text on the site is easy to scan, and page layout makes reading easy | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Content:* is well-written, accurate, provides the right amount of depth or breadth, is interesting, and easy to understand without being patronizing | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Appearance*: is attractive & pleasing, reflects <site>’s culture and values, uses color, images, and video without disrupting the flow of content, and makes it fun to visit | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Usability:* <site> is easy to use, provides good feedback when you make errors, and indicates how to resolve these | o-------------------o-------------------o-------------------o-------------------o | | | | |
| *Features:* The range and availability of features on <site> meets all of my needs | o-------------------o-------------------o-------------------o-------------------o | | | | |

Q11a Please think about a recent visit to <site>. Did you manage to achieve your objective?

▢ Yes ▢ No

Q11b What was your objective?

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Q11c What obstacles did you encounter?

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Q12. What one thing do you like best about <site>?

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Q13. What do you like least about <site>?

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Q14. Are there any comments/suggestions that can help us improve the experience for <site> users generally?

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Q15 May we follow up by email if we have questions? Your contact details will not be shared and your responses will remain anonymous.

▢ Yes ▢ No

*If Yes,* Q15b. Please provide your email address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_