

Survey: Southern Alberta Land Trust Society

Copied below is the survey instrument used to collect the data presented in the spreadsheet. You can use this data to format information into tables for either your individual analysis or final group report.

Survey B: Southern Alberta Land Trust Society WEBSITE

* 7. Do you consent to participate in this study?

- Yes (Click here to continue the survey)
- No (You may leave the survey now without participating)

NOTE: The introduction, identification, and consent pages have been removed from this PDF version.

Tell us about yourself as a user of the website

8. Your age

- 17-19 20-22 23-25 26-28 29-40 40-55 55+

9. Your sex

- Male Female Transgender / other

10. How many website usability surveys have you completed (if any), that you can recall?

- 0 (none) 1 2 3 4 or more

11. How familiar are you with the theories and concepts of "website usability"?

unfamiliar; unsure what it means

somewhat familiar (through a moderate amount of study or personal experience)

extremely familiar (through usability research or relevant work experience)

Please select a rating:

(optional) comment, if any

12. Your highest level of formal education

- no formal education
- partial primary & secondary school (i.e. grades 1-12)
- high school (secondary school) diploma
- currently enrolled in my first post-secondary degree (BA, BSc, BComm, BEngg)
- finished 1-2 year diploma or certificate program
- finished 3-4 year bachelor's (undergraduate) degree
- finished a graduate degree (Master's level or higher)

(Optional) Major Field(s) of study

13. Your level of experience in website development / authorship

(Check all that apply)

- I have never authored or developed any part of a blog or website
- authored or edited some website/blog content for an existing website
- created a personal blog or website
- developed or edited the content of a blog/website for an organization
- managed hosting, security and/or applications for an organizational website
- familiar with programming languages used for web applications (i.e. HTML, PHP, etc.)
- Other (please specify)

14. Please rate your own skill and familiarity with the following aspects of online communication:

	0 (no skill or familiarity)	1	2	3	4	5 (high level of skill and familiarity)
Search engine skills (using Google, Yahoo, etc. to search for information on the Internet)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website browsing skills (i.e. navigating a website, finding information, knowing where to click, what search terms to use, where to look on a page for information)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using a laptop or desktop computer to browse the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using a smart phone or mobile device to browse the Internet (iPhone, Android phone, Blackberry, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Posting comments on online forums, blog posts, videos, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing (posting) web pages on social networking sites (i.e. Facebook, Twitter, Google+, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(optional) comment, if any

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15. How familiar are you with the Southern Alberta Land Trust Society as an organization?

(Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> I've never heard of them before | <input type="checkbox"/> I've read a little about the organization |
| <input type="checkbox"/> I've heard their name before, but not very knowledgeable about them | <input type="checkbox"/> Family or friends have had contact with the organization |
| <input type="checkbox"/> I generally know who they are and what they do | <input type="checkbox"/> I have studied or researched the organization |
| <input type="checkbox"/> I've heard others talk about the organization | <input type="checkbox"/> I have made direct contact with people in the organization or participated in its activities |

(optional) comment, if any

16. How familiar were you with this organization's website before taking this survey?

- not at all; never seen it before
- examined the home page only
- basic knowledge: i.e. skimmed a few pages
- moderately familiar: i.e. generally explored the site, navigated to many pages
- extremely familiar: i.e. thoroughly navigated and read information on several pages

(optional) comment, if any

How easily can you find specific information on the website?

To answer these questions, please go to the Southern Alberta Land Trust Society website at

_____ <http://www.salts-landtrust.org/> _____

(Sorry, SurveyMonkey does not enable us to hyperlink text)

- Please begin each new search from the website's "Home" page
- Use any ON-SITE navigation methods (menus, internal links and/or keyword searches.)
- It's okay if you can't find it within a reasonable amount of time. You are not being tested. The website is being tested.

You may decide for yourself what seems to be a "reasonable amount of time" to search.

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17. FINDING information:

1) If you can find the information within a reasonable amount of time, place the answer in the text field below it.

2) After attempting to find each piece of information, click to rate your search experience.

	1 = could not find it	2 = challenging to find	3 = acceptable search process/time	4 = very easy, positive experience
Where can you obtain links to other conservation organizations and programs? (Page title or URL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What answer did you find? (if any). ... Optional comment: describe specific challenges finding this.	<input type="text"/>			
Where do they provide information about the "Southern Foothills Study"? (Page title or URL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What answer did you find? (if any). ... Optional comment: describe specific challenges finding this.	<input type="text"/>			
Where can you find information about volunteering for the society? (Page title or URL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What answer did you find? (if any). ... Optional comment: describe specific challenges finding this.	<input type="text"/>			
Where can you find information about donating to the organization? (Page title or URL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What answer did you find? (if any). ... Optional comment: describe specific challenges finding this.	<input type="text"/>			
Where can you find out about "Succession and Estate Planning"? (Page title or URL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What answer did you find? (if any). ... Optional comment: describe specific challenges finding this.	<input type="text"/>			
Which page enables a user to download annual reports? (page title or URL)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
What answer did you find? (if any). ... Optional comment: describe specific challenges finding this.	<input type="text"/>			

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1 = could not find it

2 = challenging to find

3 = acceptable search process/time

4 = very easy, positive experience

Analyze a page (1 of 2)

Please take at least 1 minute to scan the following page.

Then provide your ratings and any comments on various aspects of its effectiveness.

- Content
- Engagement

18. PAGE 1-A CONTENT

Home > About SALTS > Information & Community Outreach

URL: <http://www.salts-landtrust.org/info.html>

	1 = strongly disagree	2 = moderately disagree	3 = neutral	4 = moderately agree	5 = strongly agree	N/A
The page's content is visually appealing and well arranged (any images, use of space)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The information on the page seems appropriate for this page's title and location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The textual information is clearly and sufficiently explained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The textual information is well organized on the page (headings, paragraphs, lists, tables)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The information or content featured here seems useful to some users of the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					

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19. PAGE 1-B ENGAGEMENT

(Same web page, different aspects)

Home > About SALTS > Information & Community Outreach

URL: <http://www.salts-landtrust.org/info.html>

	1 = strongly disagree	2 = moderately disagree	3 = neutral	4 = moderately agree	5 = strongly agree	N/A
While looking at this page, I could imagine myself becoming involved with this organization in some way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page changed the way I thought or felt about a topic, issue, or a type of person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page gives me a positive impression of the organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page informed me of something valuable that I didn't know before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
If I had time, I would be interested in following some of the links on this page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
If I had time, I would be interested in carefully reading, viewing or pondering this page's content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page confirmed or strengthened my existing knowledge or beliefs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					

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1 = strongly disagree

2 = moderately disagree

3 = neutral

4 = moderately agree

5 = strongly agree

N/A

Analyze a page (2 of 2)

Once again, Take at least 1 minute to scan the following page (a DIFFERENT page this time).

Then provide your ratings and any comments on various aspects of its effectiveness.

- Content
- Engagement

20. PAGE 2-A CONTENT

Home > About > Board of Directors

URL: http://www.salts-landtrust.org/st_governance_directors.html

	1 = strongly disagree	2 = moderately disagree	3 = neutral	4 = moderately agree	5 = strongly agree	N/A
The information or content featured here seems useful to some users of the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The information on the page seems appropriate for this page's title and location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page's content is visually appealing and well arranged (any images, use of space)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page gives me a positive impression of the organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The textual information is clearly and sufficiently explained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The textual information is well organized on the page (headings, paragraphs, lists, tables)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					

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21. PAGE 2-B ENGAGEMENT

(Same web page, different aspects)

Home > About > Board of Directors

URL: http://www.salts-landtrust.org/st_governance_directors.html

	1 = strongly disagree	2 = moderately disagree	3 = neutral	4 = moderately agree	5 = strongly agree	N/A
If I had time, I would be interested in following some of the links on this page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page changed the way I thought or felt about a topic, issue, or a type of person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
If I had time, I would be interested in carefully reading, viewing or pondering this page's content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page confirmed or strengthened my existing knowledge or beliefs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
The page informed me of something valuable that I didn't know before	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					
While looking at this page, I could imagine myself becoming involved with this organization in some way	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>					

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1 = strongly disagree

2 = moderately disagree

3 = neutral

4 = moderately agree

5 = strongly agree

N/A

Rate aspects of usability

Now that you've browsed the website by answering the questions above, please rate the website according to the following aspects of usability.

- Engagement
- Navigation
- Visual aspects
- Text content
- Language use

22. ENGAGEMENT: Overall, to what degree does the website ...

	1 = not at all	2 = very little	3 = neutral	4 = yes, moderate degree	5 = yes, very much
offer various ways of engaging (reading, viewing, listening, commenting, email, discussion)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
offer a welcoming home page?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
make you interested in becoming involved with the organization?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
convey useful and relevant information about issues, activities and/or people?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
make you interested in reading or exploring the site further?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
provide a pleasant browsing experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
interest you in sharing the website with another person or on social media?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
inspire your confidence and respect for the organization?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(optional) comment, if any

23. NAVIGATION: How would you rate the website's navigation and overall structure?

	very poor		satisfactory		excellent
use of links to external websites, internal pages, and other media (i.e. PDFs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				
main menu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				
use of links/buttons for sharing content via email and social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				
sidebar (left/right side column) navigation links	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				
links provided in the website's footer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				
keyword search function	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				
logical structure of pages within sections & subsections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				
links provided within the textual content of pages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>				

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24. VISUAL aspects: Overall, how would you rate the visual features of this website?

	very poor			satisfactory			excellent
images, logos, icons and buttons well placed & sized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
text layout (margins, line length, spacing of headings, indentation, space between paragraphs, space between lines of text)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
text formatting (font, text size, use of bold/italics, hyperlinked text)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
size and layout of header and footer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
size and layout of menus and navigation links	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
horizontal & vertical alignment of content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
content of images meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
icons and buttons well designed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
sufficient empty space between page elements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						
choice of colors for background, menus, icons, headings, text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(optional) comment, if any	<input type="text"/>						

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	very poor		satisfactory		excellent
25. TEXT CONTENT: How would you rate the textual information within pages?					
	1= No. (frequent problems)		3 = Satisfactory (only occasional problems)		5 = Excellent
Headings were appropriate (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No missing information that was expected on a given page (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Page titles were appropriate (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Important information was placed near the top (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to find information within pages (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
No unnecessary information on a given page (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Key concepts or terms were explained in appropriate places (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information was logically grouped into paragraphs, lists, tables, etc. (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. LANGUAGE: Overall, how would you rate the website's style and use of language?

	No. (frequent problems)		Satisfactory (only occasional problems)		Excellent
Effective persuasion (i.e. to participate, donate, learn, share, etc.) (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear directions and/or instructions (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sentence correctness (grammar, spelling, punctuation, spacing) (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear and appropriate word choice (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Addresses the audience in a welcoming, engaging, respectful manner (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clear descriptions and/or narrations (optional) comment, if any <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

List major strengths, weaknesses, and offer suggestions

This page allows you to prioritize the main strength(s) and weakness(es) of the website.

Then you can let us know if you have any ideas to enhance the website.

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27. STRENGTHS: What did you like most about the website, if anything? What is worth keeping when they update their website?

28. WEAKNESSES: What did you find most frustrating or annoying about this website? What requires fixing right away?

29. IDEAS: Do you have any suggestions to improve their website?

Identify the technology you used to access the website

These final two questions should be very easy to answer.

30. DEVICE(s): Which device(s) have you used to browse the website during this survey?

(Check all that apply)

- Desktop computer - PC
- Desktop computer - Mac / Apple
- Laptop or notebook with keyboard
- iPad tablet
- Android tablet
- Apple iPhone
- Android smartphone
- Other mobile device

(Optional) Specific brand/model/device information for the above

31. BROWSER(s): Which browser(s) did you use on the device(s) above, when accessing the website?

(Check all that apply)

- Chrome
- Firefox
- Internet Explorer
- Safari
- Opera
- My smartphone's default browser

Other (please specify if known)

POST-SURVEY INSTANT FEEDBACK FORM

After you submit your survey, you'll be redirected to our Post-Survey Form.

The post-survey only takes 1 to 2 minutes to complete.

If you are an external participant, please use the form to provide us with instant confirmation that you've completed your survey