

# LEAP™ Feedback Survey

## 1. Instructions

Dear LEAP™ CMS Users:

Exciting things are happening at Treefrog Interactive Inc. Development of LEAP™ 5.0 is currently underway and in order to successfully evaluate and implement changes for version 5.0, we need your feedback!

Please take a few minutes of your time to answer the following questions.

Although none of the questions are mandatory, your feedback is critical to getting you the features and benefits you need in the new LEAP™ 5.0 Content Management System.

In answering the questions, if you rate anything neutral or below, be sure to add comments on how we can improve that specific area.

If you would like assistance filling out this survey or have any questions or additional comments, please contact [connie@treefrog.ca](mailto:connie@treefrog.ca) or call 905.836.4442 Ext. 101.

Note: This survey is targeted towards current LEAP™ CMS website owners and users. If you are not a website administrator or if you do not currently make the updates and changes to your site, please forward this survey to the appropriate person.

Thanks again!

The Frogs

# LEAP™ Feedback Survey

## 2. Intro

### 1. Your Contact Information (optional)

Name:

Company:

Title:

Email Address:

Phone Number:

### 2. Do you currently have a copy of the LEAP™ CMS on your site?

Yes

No (Note: this survey is geared towards current LEAP™ users. If you are not the user of the LEAP™ CMS on your site OR if you are not a LEAP™ CMS Customer, you may not be able to fill out this survey)

### 3. What version of the LEAP™ CMS are you currently using?

LEAP™ 1.0 (Ocularis)

LEAP™ 3.0

I don't know

### 4. When did you start using LEAP™?

I started using LEAP™:      MM    DD    YYYY  
 /  /

# LEAP™ Feedback Survey

## 3. LEAP™ Software

5. Please rate your overall satisfaction with the following general areas (if satisfaction is neutral or below, please indicate why):

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Have Not Used
Overall LEAP™ CMS	jn	jn	jn	jn	jn	jn
Overall LEAP™ Website	jn	jn	jn	jn	jn	jn
LEAP™ Modules	jn	jn	jn	jn	jn	jn
LEAP™ Website Resource Center on website	jn	jn	jn	jn	jn	jn
LEAP™ Manual (print version)	jn	jn	jn	jn	jn	jn
LEAP™ Manual (web version)	jn	jn	jn	jn	jn	jn
LEAP™ Training	jn	jn	jn	jn	jn	jn
LEAP™ Telephone Support	jn	jn	jn	jn	jn	jn

6. Please rate the LEAP™ CMS in each of the following areas:

	Not Sure	Bad	Needs Improvement	Good	Excellent
Security	jn	jn	jn	jn	jn
Ease of Use	jn	jn	jn	jn	jn
Cost / Affordability	jn	jn	jn	jn	jn
Features & Module Availability	jn	jn	jn	jn	jn
Customization	jn	jn	jn	jn	jn
Support	jn	jn	jn	jn	jn
Portability of Site	jn	jn	jn	jn	jn
Search Engine Optimization Benefits	jn	jn	jn	jn	jn
Ongoing Development	jn	jn	jn	jn	jn

## 4. LEAP™ Modules

7. What standard LEAP™ Modules are your currently using on your website?

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Title          | <input type="checkbox"/> Blog                   | <input type="checkbox"/> FAQ                   |
| <input type="checkbox"/> Text (Basic)   | <input type="checkbox"/> RSS                    | <input type="checkbox"/> Glossary              |
| <input type="checkbox"/> Text (WYSIWYG) | <input type="checkbox"/> Links                  | <input type="checkbox"/> HTML                  |
| <input type="checkbox"/> Picture        | <input type="checkbox"/> Chart                  | <input type="checkbox"/> Login / Secured Pages |
| <input type="checkbox"/> FLASH          | <input type="checkbox"/> Standard Shopping Cart | <input type="checkbox"/> Site map              |
| <input type="checkbox"/> Photo Gallery  | <input type="checkbox"/> Email Form             | <input type="checkbox"/> Links                 |
| <input type="checkbox"/> Bulleted Lists | <input type="checkbox"/> Testimonials           |  |
| <input type="checkbox"/> Podcast        | <input type="checkbox"/> Polls                  |  |

# LEAP™ Feedback Survey

## 8. How do you rate each of the following standard modules?

	I don't Know	Bad	OK	Good	Excellent
Title	jn	jn	jn	jn	jn
Text (Basic)	jn	jn	jn	jn	jn
Text (WYSIWYG)	jn	jn	jn	jn	jn
Picture	jn	jn	jn	jn	jn
FLASH	jn	jn	jn	jn	jn
Photo Gallery	jn	jn	jn	jn	jn
Bulleted Lists	jn	jn	jn	jn	jn
Podcast	jn	jn	jn	jn	jn
Blog	jn	jn	jn	jn	jn
RSS	jn	jn	jn	jn	jn
Links	jn	jn	jn	jn	jn
Chart	jn	jn	jn	jn	jn
Standard Shopping Cart	jn	jn	jn	jn	jn
Email Form	jn	jn	jn	jn	jn
Testimonials	jn	jn	jn	jn	jn
Polls	jn	jn	jn	jn	jn
FAQ	jn	jn	jn	jn	jn
Glossary	jn	jn	jn	jn	jn
HTML	jn	jn	jn	jn	jn
Login / Secured Pages	jn	jn	jn	jn	jn
Site map	jn	jn	jn	jn	jn
Links	jn	jn	jn	jn	jn

## 9. Are you using any of these advanced LEAP™ Modules? Check all that apply

- Email Broadcasting Modules & System
- Banner Advertising Modules & System
- Custom Shopping Cart Solutions
- Flickr

# LEAP™ Feedback Survey

10. Please submit any comments / suggestions on areas of improvement on each of the current standard modules below:

Title	<input type="text"/>
Text (Basic)	<input type="text"/>
Text (WYSIWYG)	<input type="text"/>
Picture	<input type="text"/>
FLASH	<input type="text"/>
Photo Gallery	<input type="text"/>
Bulleted Lists	<input type="text"/>
Podcast	<input type="text"/>
Blog	<input type="text"/>
RSS	<input type="text"/>
Links	<input type="text"/>
Chart	<input type="text"/>
Standard Shopping Cart	<input type="text"/>
Email Form	<input type="text"/>
Testimonials	<input type="text"/>
Polls	<input type="text"/>
FAQ	<input type="text"/>
Glossary	<input type="text"/>
HTML	<input type="text"/>
Login / Secured Pages	<input type="text"/>
Site map	<input type="text"/>
Links	<input type="text"/>

11. The following new LEAP™ Modules and Plug-In's will be available in January 2009 as part of the new LEAP™ 5.0. Are you interested in a quote on any of these new modules / plu-in's? \*\*Be sure that you filled out your contact information on the first page.

- TOAD™ CRM (Customer Relationship Management System)
- Advanced Email Broadcasting System
- LEAP™ E-Learning Modules

12. Please submit new ideas for modules here.

# LEAP™ Feedback Survey

## 5. LEAP™ Website

13. How often do you visit the LEAP™ website?

- I didn't know about the LEAP™ website
- Yearly
- Quarterly
- Monthly
- Daily
- Several times per day

14. Please rate your satisfaction with each of the features on the current LEAP™ website.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Have Not Used
About LEAP™	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LEAP™ Manual	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FAQ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contact	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tips & Tricks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Features & Modules	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. What Information are you typically accessing on the the LEAP™ website?

- Manual
- FAQ
- Contact Information
- Modules Listing
- Software information
- Tips & Tricks

## LEAP™ Feedback Survey

16. Please rate your overall satisfaction with the information you receive on the current LEAP™ website.

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

Have not used

17. Would you use any of the following features on a new LEAP™ website?

LEAP™ User Blog / Forum

LEAP™ Support Quick Chat

LEAP™ Service / New Module Request

Download / Install LEAP™

LEAP™ Feedback

LEAP™ New Module Ideas

18. Please submit any additional comments or suggestions about the LEAP™ website here.

## 6. LEAP™ Training

19. Have you ever had a formal LEAP™ Training session from a member of Treefrog? i.e. over the phone, in person or at your office.

- Yes
- No
- Can't Remember

20. How was your LEAP™ Training session delivered?

- Telephone
- In Person @ Treefrog
- WebEx Meeting / Webinar
- @ My Office Location
- I have not had a formal LEAP™ Training Session

21. What is your feeling about the length of your LEAP™ Training session?  
Note: LEAP™ Training Sessions are typically about 1.5 Hours.

- Too Long
- Too Short
- Just Right
- I have never had a training session (can't comment)

22. How would you rate the training you've received on LEAP™?

- Very Satisfied       Satisfied       Neutral       Dissatisfied       Very Dissatisfied       Have Not Used

23. If monthly LEAP™ Advanced Topic Training sessions were offered for a nominal fee, would you participate in them? i.e. on Search Engine Optimization, Content Writing Tips, etc.

- Yes
- No
- If it was free

## LEAP™ Feedback Survey

24. What new areas would you like to have LEAP™ Training on?

25. General comments on LEAP™ Training Experience (answer is not required)

## 7. LEAP™ Support

### 26. How frequently do you use your current version of LEAP™?

Never (Note: this survey is geared towards current LEAP™ users. If you are not the user of the LEAP™ CMS on your site OR if you are not a LEAP™ CMS Customer, you may not be able to fill out this survey)

A few times a year

A few times a quarter

2-3 times/ month

1-2 times/ week

Daily

Multiple Times Daily

### 27. If you are currently seldomly using the LEAP™ CMS, what factors influence your current lack of regular usage?

I don't have time to make changes to my site

I don't know how to make changes to my site

I don't have people to make changes to my site

I am afraid to make changes to my site

I don't feel I need to make changes to my site

### 28. How often do you call in for LEAP™ Technical Support?

I never call into Treefrog for LEAP™ Technical Support

Yearly

Quarterly

Monthly

A few times per month

Daily

A few times per day

## LEAP™ Feedback Survey

### 29. What motives you to get LEAP™ Technical Support?

- I am afraid to make changes to my site. I want someone to walk me through it each time
- I forget how to make changes to my website because I do not do it very often
- I forgot my LEAP™ user name and password, so I call in for Technical Support
- I am constantly learning and adding to my website, so I have new questions that need answers
- I often need assistance with the same support-related questions. I often forget how to do some things
- I like talking to Treefrog Staff, so I call in for Tech Support

### 30. What way do you contact LEAP™ Technical Support?

- I call a specific Treefrog team member
- I email a specific Treefrog team member
- I call Treefrog's Technical Support Department
- I email Treefrog's Technical Support Department (support@treefrog.ca)
- I do not use Technical Support

### 31. Do you often refer to other LEAP™ resources, before calling for LEAP™ support?

- Yes
- No

### 32. What other LEAP™ support resources do you use?

- LEAP™ Manual (Print Version)
- LEAP™ Manual (Website Version)
- Website FAQ
- Telephone Support
- I do not use other LEAP™ support resources, other than calling
- I do not use LEAP™ support of any kind

## LEAP™ Feedback Survey

33. What LEAP™ features and functionality are you typically getting LEAP™ support on?

- How to use LEAP™ Modules
- Adding LEAP™ Modules
- Search Engine Optimization Questions
- Difficulties I encounter while making changes to my website
- LEAP™ Questions / New Information
- Getting Passwords
- Adding new Modules
- Creating new pages
- Changing my menu system of my website
- Menu System Changes
- Email Questions / Set-up & Support
- Creating / Editing Pages on my website
- Adding new elements to my website
- Messages I receive while making changes to my website

34. How would you rate your overall satisfaction with the LEAP™ support you've received?

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

Have Not Used

35. Additional comments about LEAP™ Support

# LEAP™ Feedback Survey

## 8. LEAP™ Manual

36. Do you ever refer to the LEAP™ Manual?

I didn't know that there was one

Yes, I use it often

No, I don't use it at all

37. What method do you reference the LEAP™ Manual?

Online on the LEAP™ Website

I have a printed copy I purchased from Treefrog

I have my own printed copy of the manual

38. How would you rate the LEAP™ Manual in the following areas?

	I don't know	Bad	Ok	Good	Great	Excellent
Spelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grammar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Thoroughness / Cover all areas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to navigate through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

39. Are you interested in a hard-copy of the LEAP™ Manual (\$50+Taxes)

\*\*Be sure to fill out your contact information on the first page of this survey

Yes

No

40. Any other comments about the LEAP™ Manual?

## 9. LEAP™ Licensing & Billing

41. What level of LEAP™ License do you currently have?

- I don't have a LEAP™ Site
- \$50/mo LEAP™ Professional License
- \$150/mo LEAP™ Corporate License
- I don't know

42. How do you currently pay for your ongoing LEAP™ License?

- Monthly by invoice
- Monthly by credit card
- Yearly by invoice
- Yearly by credit card
- Quarterly by invoice
- Quarterly by credit card
- I don't have a LEAP™ Site

43. Would you be willing to switch your LEAP™ License payments to yearly if there was an incentive to do so?

- Yes
- No

## 10. Conclusion

Thank you for your time and feedback on this survey. Your input is greatly appreciated and will be critical in the development of version 5.0.

44. Please fill out your contact information below if you would like an Account Manager to contact you about any additional / specific questions about version 5.0

Name:

Company:

Title:

Email Address:

Phone Number: