

Figure 1: Example of a welcome screen that seeks to motivate, but keep the starting process simple.

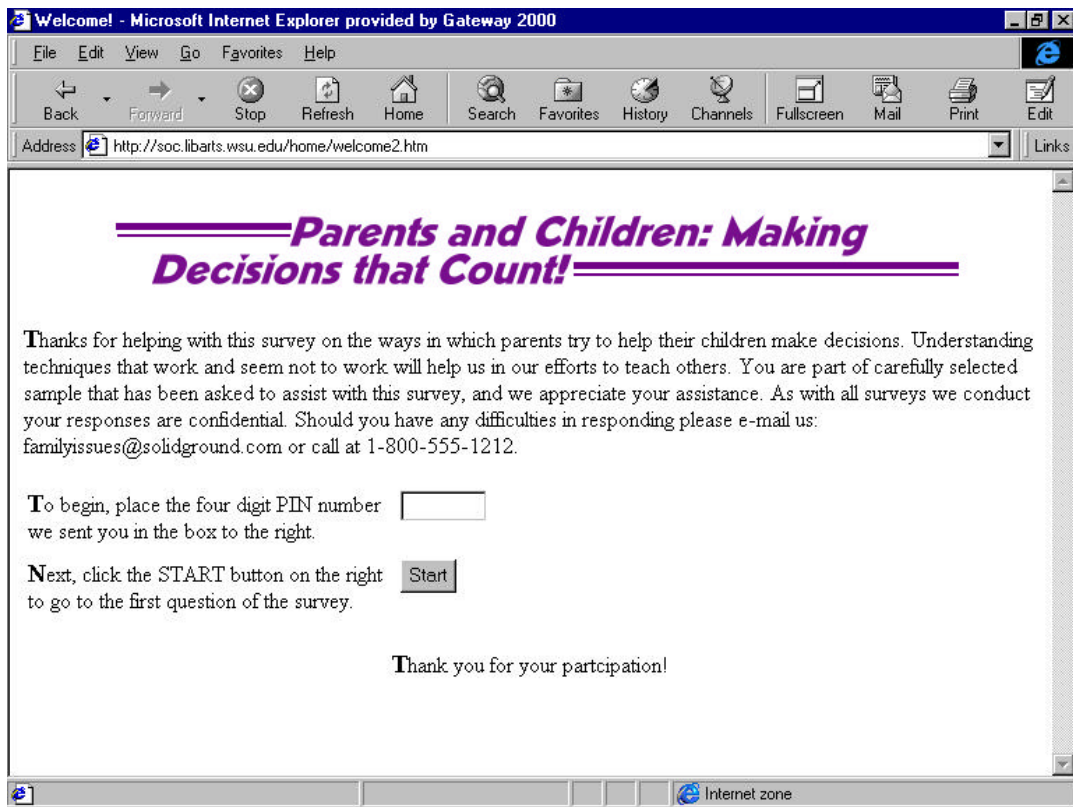


Figure 2: Example of a first question that is too difficult because of two answers per item, unexplained drop down boxes, more items (a-p) than can fit onto one screen, and inclusion of items that won't be of interest to everyone.

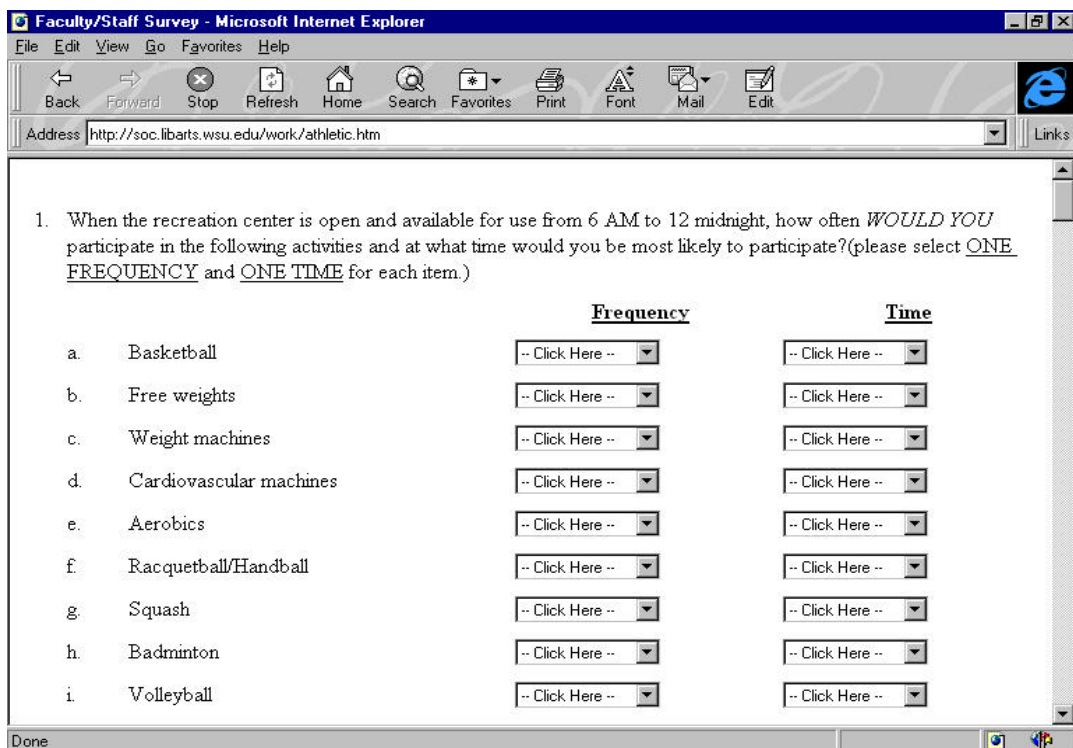


Figure 3: Example of a better first question that applies to everyone, provides answering instructions, and requires only one answer before being able to get a sense of progress before moving on.

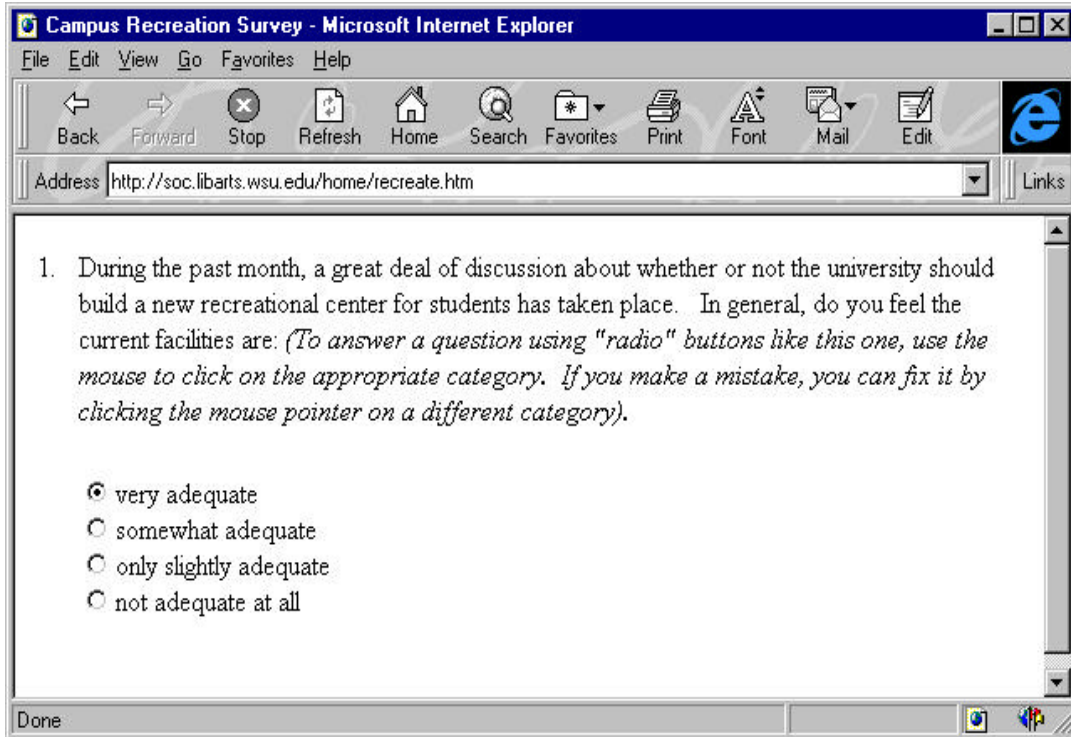


Figure 4: An unconventional layout on a web screen because of center justification.

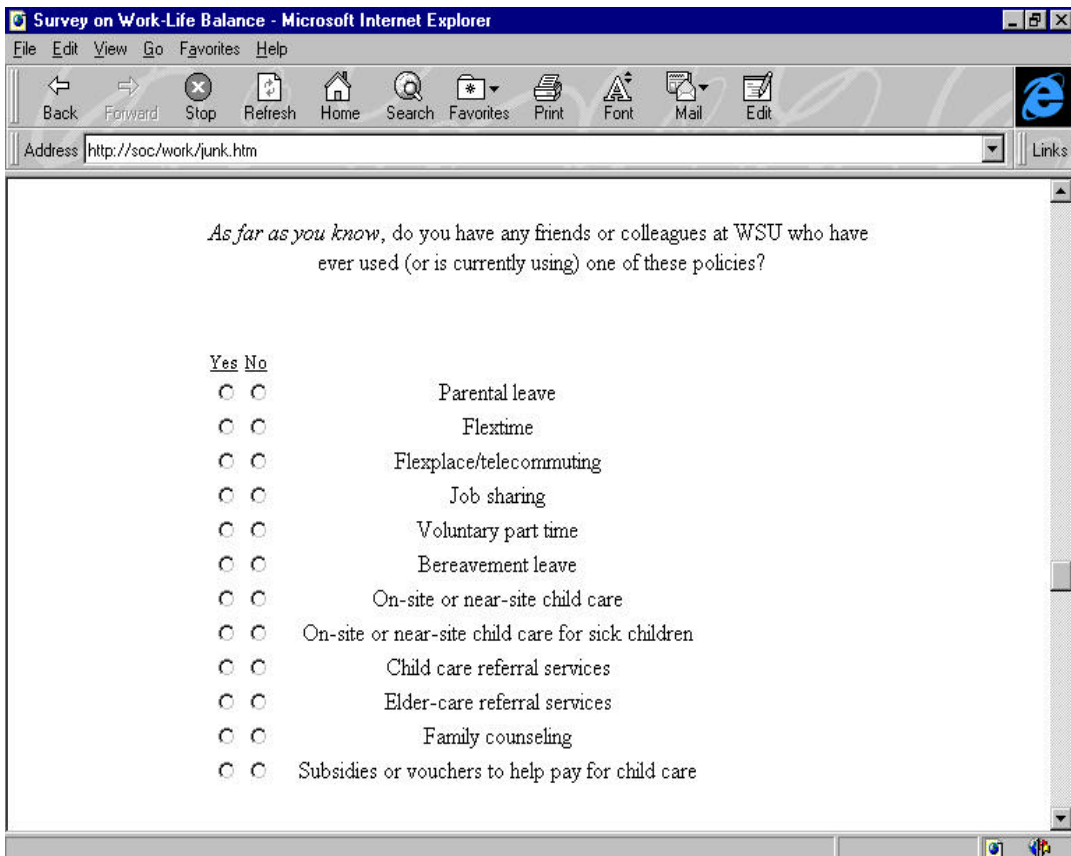


Figure 5: A more conventional question layout that emulates paper questionnaire procedures.

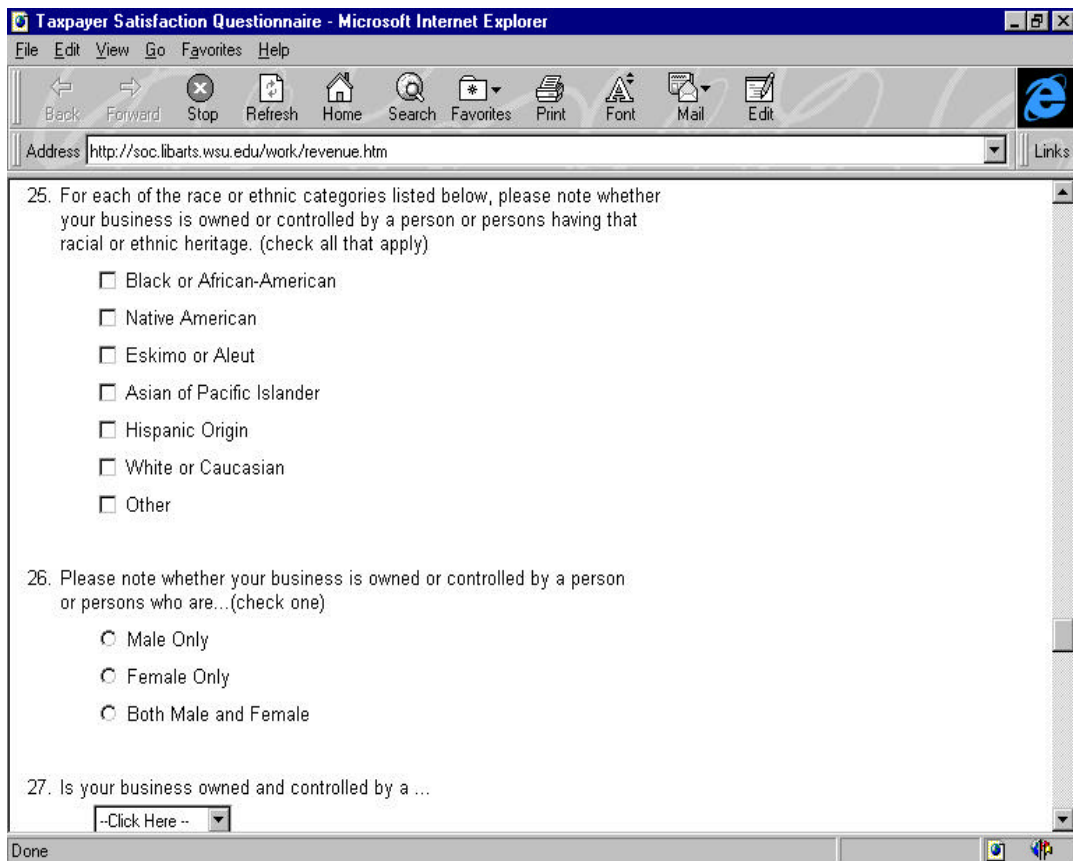


Figure 6: Example of double-banking with box enclosure to achieve appropriate grouping of all answer choices.

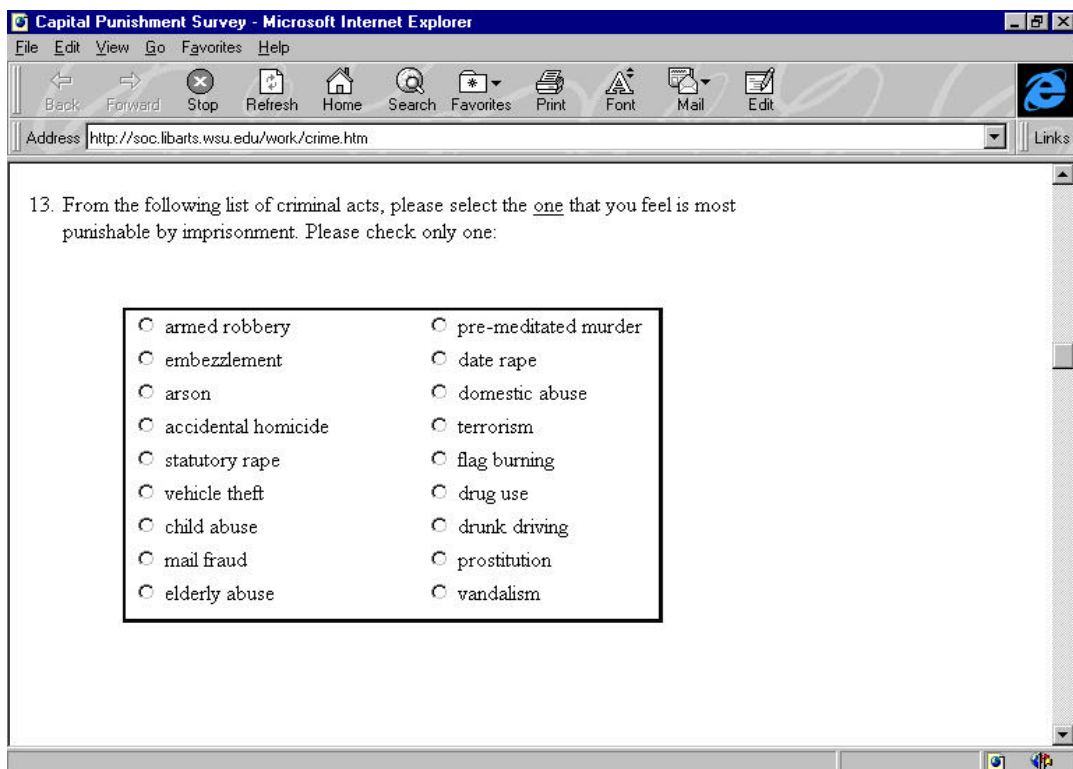


Figure 7: Example of screen that indicates progress through a web questionnaire.

