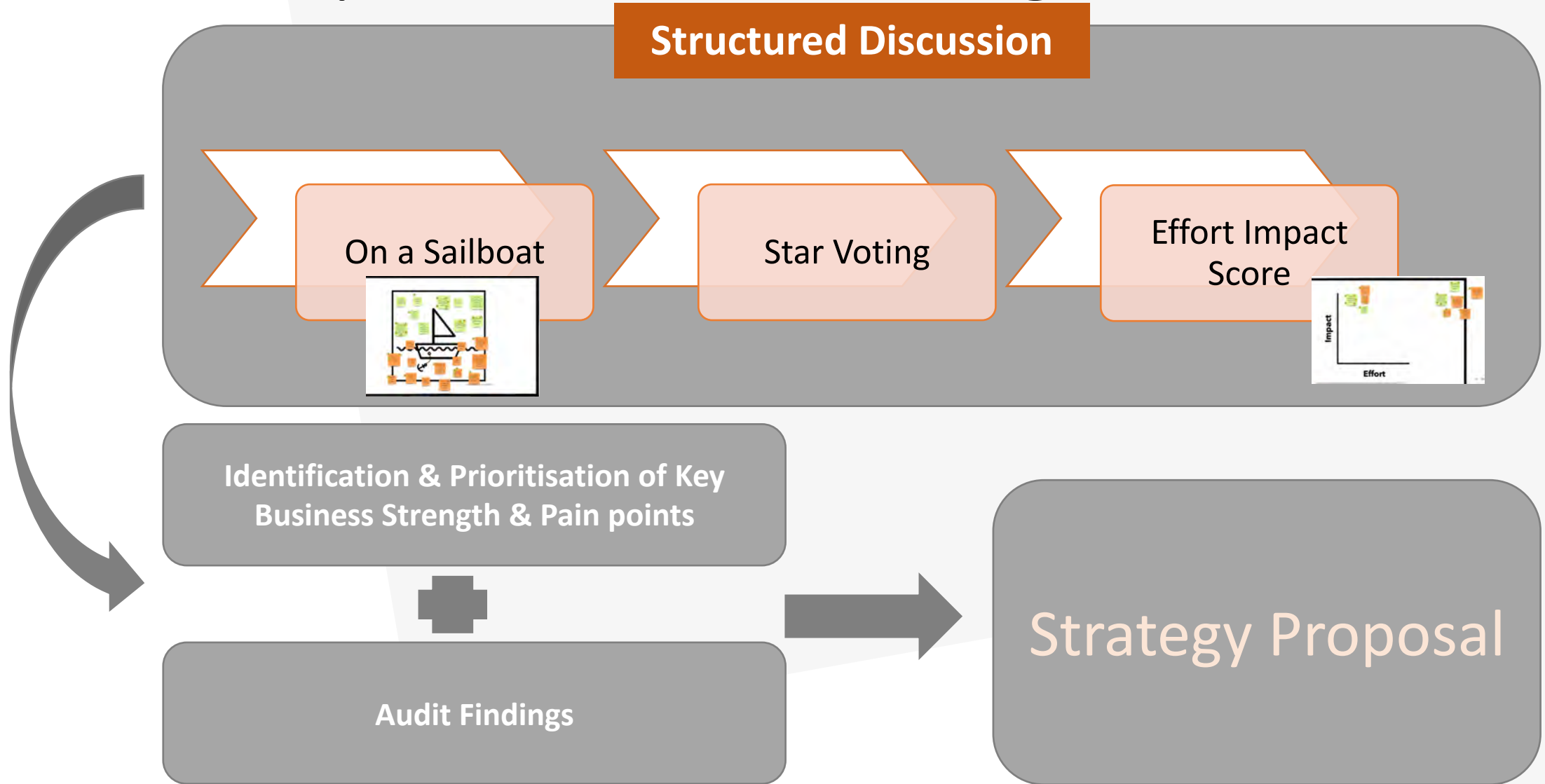


VOC Strategy Stream

VOC Strategy Proposal

12th April '23

Quick recap and context setting:



VOC must inform DPL program ambition

To uplift National Health Literacy through a trusted, relevant & personalized digital health platform for Singapore's resident population by 2025

And drive better understanding of business strengths/ issues

one stop
access to Govt
health related
e-Services

significant
consumer
base

Healthier SG
National Prog:
National push for
Health Content
and uplift health
literacy

No current SOP to
content
contributors to
adhere to content
guidelines

Finding an anchor
content partner
that can
harmonise
content across all
the stakeholders

Hard to
find
contents

How can we react
to customer's
content needs
more organically /
timely

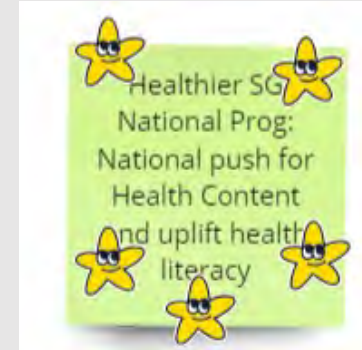
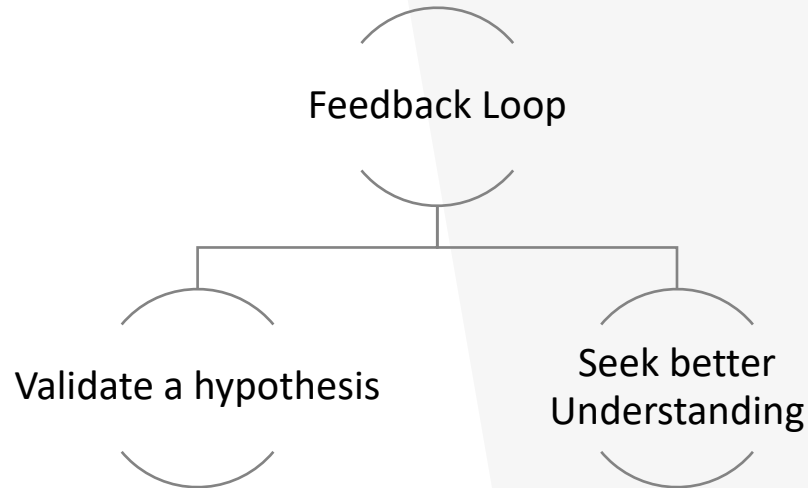
Many
stakeholders to
manage; time
consuming to
align across to
move forward

Trusted
content
source for
residents

slow
site/page
performance

What information can guide decision making?

VOC will help to:



Who are our visitors?

Do visitors find our programmes relevant and meaningful

Is there a need for a specific type of program

Are visitors happy with the e-services functionality

Related information for key business decisions:

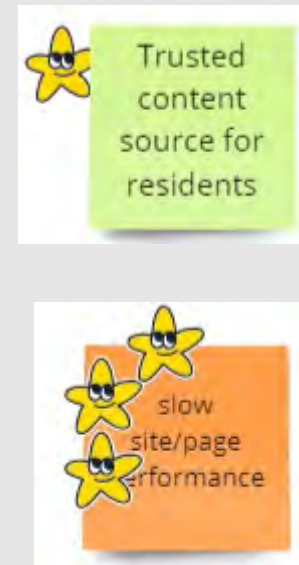


Have we covered all topics adequately

How easy is it to find content?

How relevant was the writeup?

Was the content easy to comprehend?



Do you feel secure in the HealthHub environment

Is the article trustworthy?

Is page load a **perceptible** issue for visitors?

VOC Strategic Focus: Key Considerations

Meaningful

- Helps achieve the DPL program ambition:
“To uplift National Health Literacy through a trusted, relevant& personalized digital health platform for Singapore’s resident population by 2025”
- Helps improve the digital experience

Sufficient

- Representative of the overall traffic to major site sections
- Representative of call centre traffic

Non-Intrusive

- Does not distract the user from completing the desired action on site
- Does not annoy the user
- Is not time consuming
- Complies with privacy policy

VOC Strategic Focus: Mechanisms

Digital X-Data Collection Mechanisms

TYPE	STRENGTHS	WEAKNESSES
Active, Behavior-Based Listening Posts	This attention-grabbing intercept elicits high engagement rates, making it effective at collecting core metrics from a representative sample.	When these intercepts are not used appropriately, they can be intrusive and disruptive to the visitor's experience.
Passive, Always-on Listening Posts	This mechanism offers a clear and consistent feedback option across every page, making it good for uncovering pain points and directing visitors to appropriate channels.	Since visitors are going out of their way to share feedback, engagement rates are low and data can overly skew towards negative sentiment.
Embedded Feedback	This mechanism enables collection of quick, page-level feedback in a format that feels like an organic part of the page.	Since this mechanism can blend into the page, engagement rates are typically lower when compared to more active requests.
Cross-Channel Initiation	This mechanism captures contact data so that the visitor can be followed up with via other channels, like phone or email.	Engagement through this mechanism is often low, yet it can require significant resource allocation to manage expectations appropriately.
In-app Notifications	This non-intrusive mechanism allows the capture of quick, on-the-fly insights within a high-volume channel.	People often immediately dismiss any request for feedback while using a mobile app.

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2-3% of visitors click on active intercepts and 0.2-0.3% click on passive intercepts, of which only about 50% complete the survey

Best Practices & Recommendations from



Mechanism

- **Limit survey length (max 10 questions)**
- Develop a sampling strategy
- Make requests appealing
- Focus on understanding specific journeys
- Combine X-data with operational data (O-data)



Wording

- Keep wording specific and concise.
- Ask direct questions and build the scale into the question.
- Avoid double-barreled questions
- Use respondent-centered language
- Avoid leading words such as "should," "could," or "feel"



Responses

- Provide comprehensive response options
- Ensure questions have mutually exclusive answer choices
- Use a graded scale of response options
- Provide an odd number of answer choices for scaled response options
- Orient response scales consistently
- Label all scale points for scaled response options
- Randomize answer choices that lack implicit ordering



Questions

- Only request necessary information
- Tap into reliable or validated questions
- Use open-ended questions strategically

Industry Examples :



Your opinion matters

This survey is voluntary. We will not share your responses outside of Uber. We will use your answers to improve our services. For always, we will treat your responses according to our [Privacy Policy](#).

1. How likely are you to recommend us to friends and family?

1 2 3 4 5 6 7 8 9 10

2. Why did you choose this ride?

3. How would you score each stage of your trip?

Requesting a ride: Very bad, Bad, Average, Good, Excellent

On trip: Very bad, Bad, Average, Good, Excellent

Trip ends: Very bad, Bad, Average, Good, Excellent

4. What is your favorite idearising app to move through the city?

5. Why?

6. What is your age range?

1-24, 25-34, 35-44, 45-54, 55-64, 65+

7. What is your gender?

Male, Female, Other

Done

Privacy Policy, Terms of Service, Feedback

CDC **VERINT** **FORESEE**

Customer Satisfaction Survey

Thank you for visiting CDC.gov. You have been randomly chosen to take part in a brief survey to let us know what we're doing well (and where we can improve). Your survey results are completely confidential.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. This survey is NOT a symptom checker for COVID-19. For more information on COVID-19 symptoms, testing, or help to make decisions about seeking appropriate medical care, please visit [Symptoms and Testing](#).

Please do NOT include any personal information in your survey responses. Personal Information is information that identifies you as an individual, including, but not limited to: your name, postal address, telephone number, email address, social security number, etc.

Required questions are denoted by an *

1. *Please rate the options available for navigating this site.

1 2 3 4 5 6 7 8 9 10 Don't Know

2. *Please rate how well the site layout helps you find what you need

1 2 3 4 5 6 7 8 9 10 Don't Know

3. *Please rate the consistency of speed from page to page on this site.

1 2 3 4 5 6 7 8 9 10 Don't Know

4. *Please rate how completely the page content loads on this site.

1 2 3 4 5 6 7 8 9 10 Don't Know

5. *Please rate how understandable this site's information is.

1 2 3 4 5 6 7 8 9 10 Don't Know

6. *Please rate how well the site's information provides answers to your questions.

1 2 3 4 5 6 7 8 9 10 Don't Know

7. *Please rate the ability to narrow choices to find the information you are looking for on this site.

1 2 3 4 5 6 7 8 9 10 Don't Know

8. *Please rate how well the features on the site help you find the information you need.

1 2 3 4 5 6 7 8 9 10 Don't Know

9. *Please rate the balance of graphics and text on this site.

1 2 3 4 5 6 7 8 9 10 Don't Know

10. *Please rate the readability of the pages on this site.

1 2 3 4 5 6 7 8 9 10 Don't Know

NIH **National Institutes of Health**
COVID-19 Research

* 1: What is your overall satisfaction with this site?

1 2 3 4 5 6 7 8 9 10

1: Very Dissatisfied 10: Very Satisfied

* 2: How well does this site meet your expectations?

1 2 3 4 5 6 7 8 9 10

1: Falls Short 10: Exceeds

* 3: How does this site compare to an ideal website?

1 2 3 4 5 6 7 8 9 10

1: Not Very Close 10: Very Close

* 4: How likely are you to recommend NHLBI to someone else?

1 2 3 4 5 6 7 8 9 10

1: Very Unlikely 10: Very Likely

* 5: Please rate the speed that pages and content loaded for you.

1 2 3 4 5 6 7 8 9 10 Don't Know

1: Poor 10: Excellent

* 6: Please rate the consistency of complete loading of pages and content.

1 2 3 4 5 6 7 8 9 10 Don't Know

1: Poor 10: Excellent

* 7: Please rate the visual appeal of the pages that you visited.

1 2 3 4 5 6 7 8 9 10 Don't Know

1: Poor 10: Excellent

* 8: Please rate the spacing between items on the pages that you visited.

1 2 3 4 5 6 7 8 9 10 Don't Know

1: Poor 10: Excellent

* 9: Please rate the ease of finding what you were looking for.

1 2 3 4 5 6 7 8 9 10 Don't Know

1: Poor 10: Excellent

Common Observations :

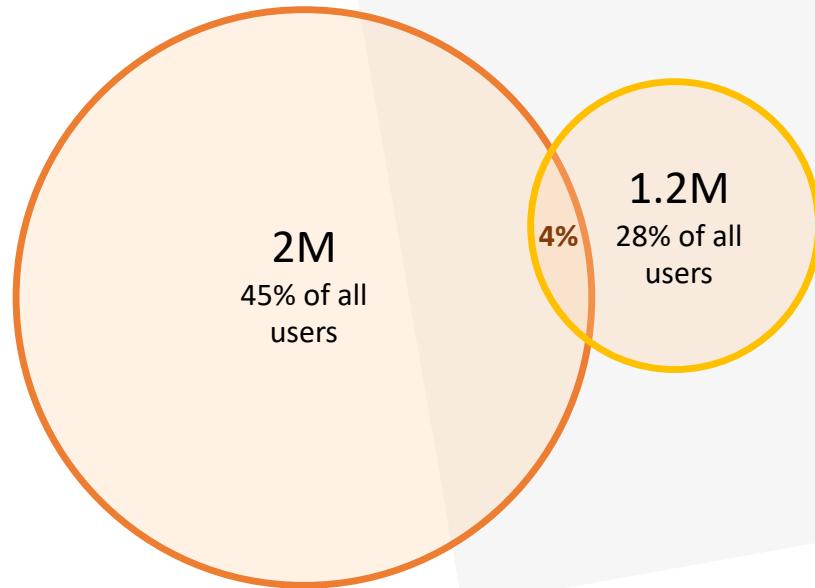
- ✓ Up to 10 Questions
- ✓ Sampled Surveys
- ✓ Questions across multiple themes –
 - Navigation
 - Content
 - Demographic profile

VOC Framework for HealthHub

Our users are exhibit 3 key intents within HealthHub

Minimal Overlap between browsing intents gives us an opportunity to explore targeted feedback per intent

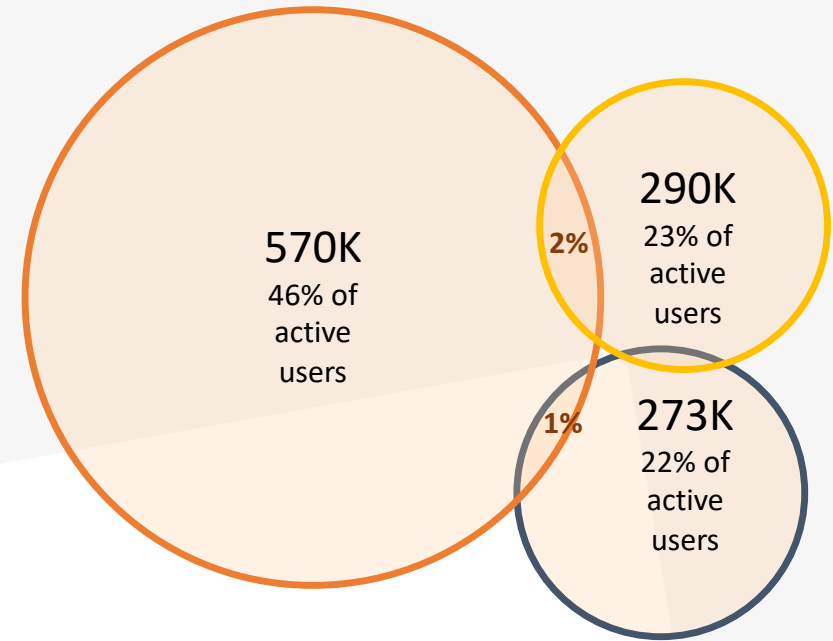
Last Year



Legend :
Programmes
Articles
eServices

Last 2 weeks

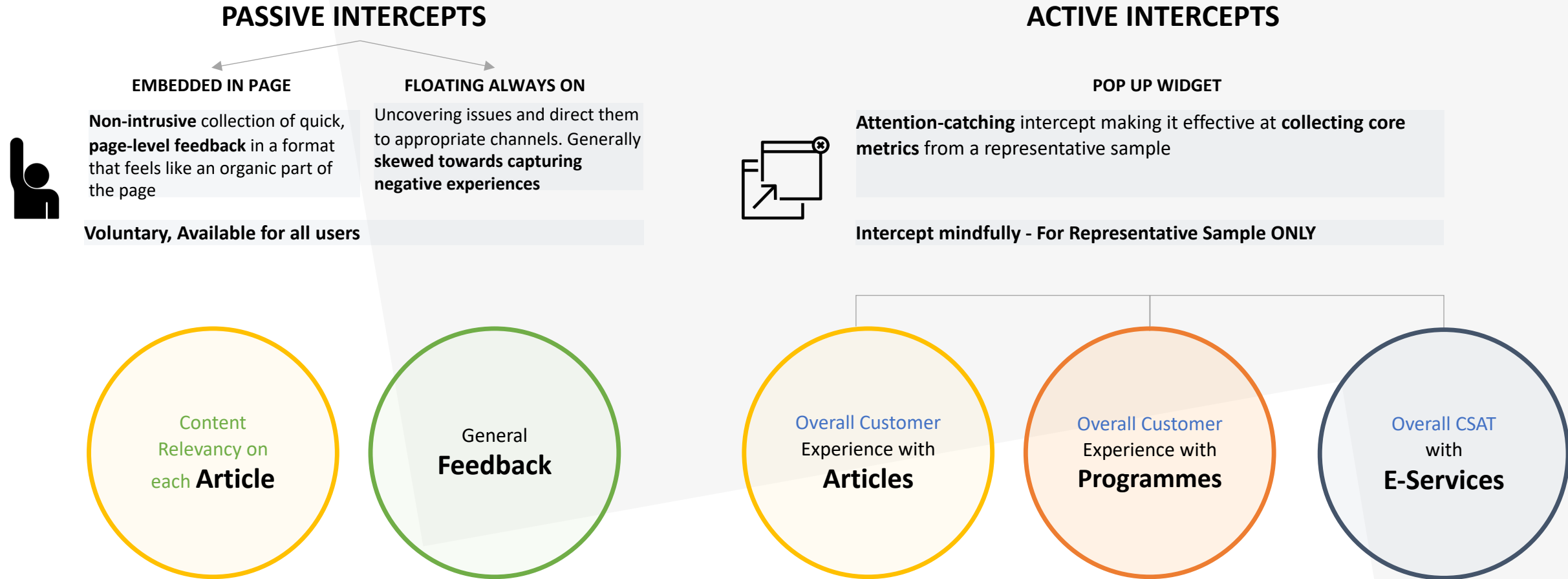
Post roll up of analytics properties - eservice with healthhub domain



Based on UA data – 1st Jan 2022 – 3rd April 2022
GA limits user level data to a window of 90 days only

Based on GA4 data – 1st March 2023 – 16th March 2023

Just 5 carefully implanted surveys to collect holistic feedback across all intent and experience types



Representative Response Size without Disrupting Experience

PASSIVE INTERCEPTS

EMBEDDED IN PAGE

FLOATING ALWAYS ON

RESPONSE RATE : 0.2-0.3% with 50% completions

Content
Relevancy on
each **Article**

General
Feedback

ACTIVE INTERCEPTS

POP UP WIDGET

RESPONSE RATE : 2-3% with 50% completions

RECOMMENDED SAMPLE SIZE :
500 Quality responses
ESTIMATED POPULATION SIZE :
5M*
ESTIMATED EXPOSED AUDIENCE :
50K (1% of Article Users)

RECOMMENDED SAMPLE SIZE :
500 Quality responses
ESTIMATED POPULATION SIZE :
7M*
ESTIMATED EXPOSED AUDIENCE :
50K (0.7% of Programme Users)

RECOMMENDED SAMPLE SIZE :
500 Quality responses
ESTIMATED POPULATION SIZE :
TBD (based on users who
complete eservices)

Overall Customer
Experience with
Articles

Overall Customer
Experience with
Programmes

Overall CSAT
with
E-Services

SURVEYS EXPOSED ONLY TO REPEAT & ENGAGED USERS ON SITE

2 STEP - CONSENT BASED PROGRESSIVE DISCLOSURE OF SURVEYS

**Based on Google Analytics data – 1st Jan 2022 – 31st December 2022*

Mutually exclusive survey objectives

PASSIVE INTERCEPTS

EMBEDDED IN PAGE

Survey Opportunity :

- Probe Detailed Feedback on each article
- Focussed insights on content elements

FLOATING ALWAYS ON

Survey Opportunity :

- To be empathetic towards our readers
- provide a channel to share voluntary feedback at all times.

Content
Relevancy on
each **Article**

General
Feedback

ACTIVE INTERCEPTS

POP UP WIDGET

Survey Opportunity :

- Overall Experience
 - Content
 - UX
 - NPS
- Identify consumer personas

Survey Opportunity:

- Measure service level satisfaction with the transactional services on HealthHub

Overall Customer
Experience with
Articles

Overall Customer
Experience with
Programmes

Overall CSAT
with
E-Services

Survey: 1 Content Relevancy (Article Feedback)

Objective :

- ✓ To assess the content's **usefulness** and **relevance**.
- ✓ To identify topics/articles that need **improvement** or **harmonisation**.

Was this article helpful?

Yes / No

If yes -

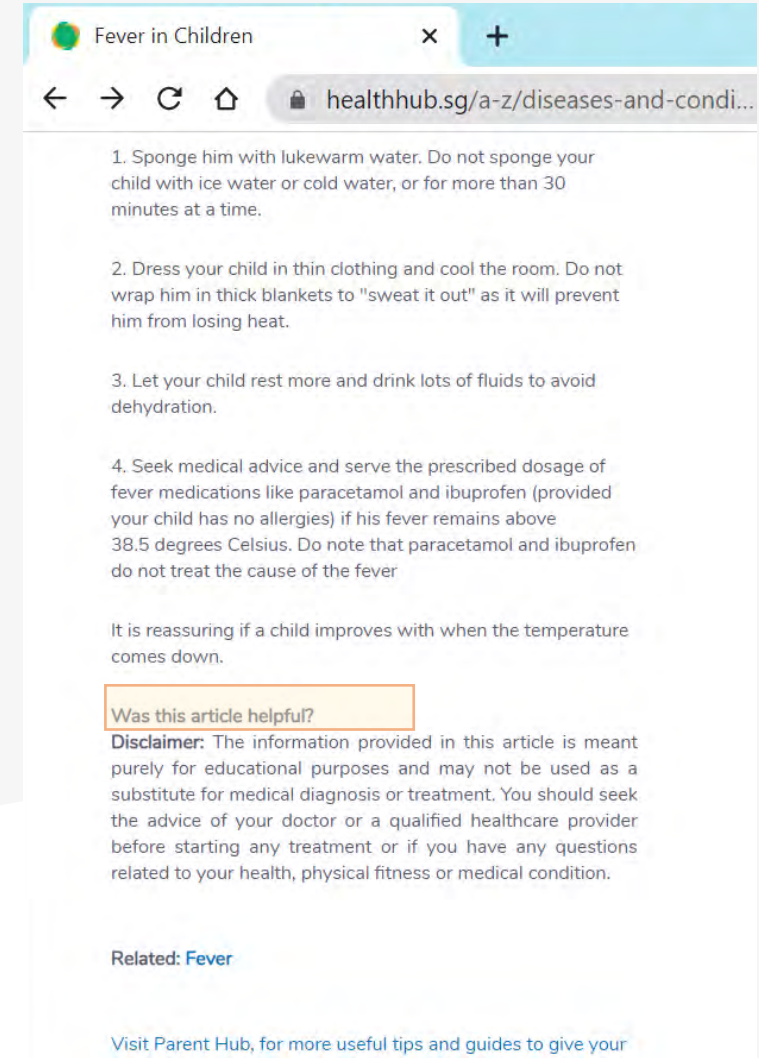
How was it helpful? (Select all that apply)

- ☐ Provided complete information in one place
- ☐ Language was easy to understand
- ☐ Visuals were relevant
- ☐ Information was relevant and helpful to my needs
- ☐ Based on well-researched facts
- ☐ Trustworthy source
- ☐ Others, please specify (free text)

If no -

How can we improve it? (Select all that apply)

- ☐ Provide more information so I don't need to look elsewhere
- ☐ Simplify the language and make it easier to understand
- ☐ Visuals were irrelevant
- ☐ Make the content more relevant to my needs
- ☐ Improve the research and sources cited
- ☐ Enhance the trustworthiness of the content
- ☐ Others, please specify (free text)



The screenshot shows a web browser window with the title "Fever in Children" and the URL "healthhub.sg/a-z/diseases-and-condi...". The article content includes numbered steps for treating a child with fever, such as "Sponge him with lukewarm water" and "Dress your child in thin clothing". A feedback survey overlay is positioned on the right side of the page, containing the question "Was this article helpful?" and a disclaimer: "The information provided in this article is meant purely for educational purposes and may not be used as a substitute for medical diagnosis or treatment. You should seek the advice of your doctor or a qualified healthcare provider before starting any treatment or if you have any questions related to your health, physical fitness or medical condition." Below the survey, there is a "Related: Fever" link and a "Visit Parent Hub" link.

Fever in Children

healthhub.sg/a-z/diseases-and-condi...

1. Sponge him with lukewarm water. Do not sponge your child with ice water or cold water, or for more than 30 minutes at a time.

2. Dress your child in thin clothing and cool the room. Do not wrap him in thick blankets to "sweat it out" as it will prevent him from losing heat.

3. Let your child rest more and drink lots of fluids to avoid dehydration.

4. Seek medical advice and serve the prescribed dosage of fever medications like paracetamol and ibuprofen (provided your child has no allergies) if his fever remains above 38.5 degrees Celsius. Do note that paracetamol and ibuprofen do not treat the cause of the fever

It is reassuring if a child improves with when the temperature comes down.

Was this article helpful?

Disclaimer: The information provided in this article is meant purely for educational purposes and may not be used as a substitute for medical diagnosis or treatment. You should seek the advice of your doctor or a qualified healthcare provider before starting any treatment or if you have any questions related to your health, physical fitness or medical condition.

Related: [Fever](#)

[Visit Parent Hub](#), for more useful tips and guides to give your

Survey: 1 Content Relevancy (Article Feedback)

SURVEY MECHANICS

How Frequently?	Always on at the end of an article
Who?	Users who have read the article
When?	Always on
Response Format	Embedded inline every article with questions of <ul style="list-style-type: none">• single selection (yes/no)• multiple selections• free texts
Why? (Supporting data)	Get users' feedback on content from the specific perspective ~25% of HealthHub users view article pages and the average scroll depth on HealthHub is 25% <i>(MS Clarity, last 3 months)</i>
Expected Responses	240K Responses across all articles p.a.

Survey: 2.1 Customer Experience Survey (Article Readers)

Objective :

- ✓ To understand **who are the consumers** of our national programmes (demographics & representation)
- ✓ To **build a stronger understanding of how can we improve non incentivised article readership and engagement**
- ✓ To understand which area impacted the NPS score – content, UX, demographics

STEP 1:

Q1 . Rate your overall experience with the website today
What made you choose this score? (Optional Free Text)



Please help us improve by answering a short survey

STEP 2

1. Was the website information useful for you? Yes/No

2. What is the reason for this particular HealthHub visit?

Wellness Enthusiast, Planning for family, Established family, Occasional Patient, Care-giver, Chronic Illness, Suddenly ill

*Detailed Statements in the next slide**

3. Age (18-24, 25-34, 35-44, 45-54, 55-65, 65 Above)

4. Gender (Man, Woman, Non-Binary, Others - Please specify, Prefer not to disclose)

5 point rating scale(Likert Scale – Strongly Disagree – Strongly Agree) :

5. It was easy to find information that interests me

6. The website was visually appealing

NPS :

7. How likely are you to recommend HealthHub to your family and friends?



Open ended :

8. What are your most preferred topics on HealthHub?

9. What other topics would you like HealthHub to add?

Survey: 2.1 Customer Experience Survey (Article Readers)

Statements for Q2 to identify personas from reason for visit :

What is the reason for this particular HealthHub visit?

- Get information to support my active lifestyle (**Wellness Enthusiast**)
- Read up on my minor illness (**Occasional Patient**)
- Know more about my condition that requires regular medication and check-ups (**Chronic Patient**)
- Look for information/support on the serious illness I have just been diagnosed with (**Suddenly Ill**)
- Look for support as I care for a family member that is unable to care for themselves (**Caregiver**)
- Find information to help in my family planning journey (**Planning for Family**)
- Find content/support to help me take care of my family (**Established Family**)

(**Persona Names**) in statements are for internal use only, not meant to be written in actual survey

Survey: 2.1 Customer Experience Survey (Article Readers)

SURVEY MECHANICS

How Frequently ?	Once per user per year
Who?	Repeat Users on Article Pages.(i.e. URLs containing healthhub.sg/live-healthy OR healthhub.sg/a-z) Exit intent on Article URLs in repeat sessions
When ?	Survey should pop-up on exit intent for three subsequent sessions until a response is recorded. Survey to be refreshed annually
Response Format	ACTIVE INTERCEPT
Why ? (Supporting data)	We want to improve article readership (non-incentivised) content on HealthHub. Survey insights will help us improve the overall experience of consumers particularly reading articles. Currently approximately 20% of all users are visiting article pages. Average Page View Per Article User = 2
Expected Responses	385 (Representative Sample Size)

Survey: 2.2 Customer Experience Survey (Programme Followers)

Objective :

- ✓ To understand **who are the consumers** of our national programmes (demographics & representation)
- ✓ To **understand the awareness, understanding and engagement level** of users with the programmes per user segment
- ✓ To understand which area impacted the NPS score – content, UX, demographics

STEP 1:

Q1 . Rate your overall experience with the website today

What made you choose this score? (Optional Free Text)



Please help us improve your experience by taking a short survey

STEP 2

1. Age (18-24, 25-34, 35-44, 45-54, 55-65, 65 Above)

2. Gender (Man, Woman, Non-Binary, Others pls specify, Prefer not to disclose)

3. What is the reason for this particular HealthHub visit?

Wellness Enthusiast, Planning for family, Established family, Occasional Patient, Care-giver, Chronic Illness, Suddenly ill

*Detailed Statements in the next slide**

5 point rating scale(Likert Scale – Strongly Disagree – Strongly Agree) :



4. The Health Programmes are relevant to my health needs

5. The programmes' features and benefits related information is easy to comprehend

6. It was easy to find information of my interest

7. The website was visually appealing

NPS :

8. How likely are you to recommend HealthHub to your family and friends?



Survey: 2.2 Customer Experience Survey (Programme Followers)

Statements for Q2 to identify personas from reason for visit :

What is the reason for this particular HealthHub visit?

- Get information to support my active lifestyle (**Wellness Enthusiast**)
- Read up on my minor illness (**Occasional Patient**)
- Know more about my condition that requires regular medication and check-ups (**Chronic Patient**)
- Look for information/support on the serious illness I have just been diagnosed with (**Suddenly Ill**)
- Look for support as I care for a family member that is unable to care for themselves (**Caregiver**)
- Find information to help in my family planning journey (**Planning for Family**)
- Find content/support to help me take care of my family (**Established Family**)

(**Persona Names**) in statements are for internal use only, not meant to be written in actual survey

Survey: 2.2 Customer Experience Survey (Programme Followers)

SURVEY MECHANICS






How Frequently ?	Once per user per year
Who?	Repeat Users on “Programme Pages” i.e. coming to healthhub.sg/programmes/ more than once Exclude users who have been shown Article Survey pop-up in the same session. Exclude users who have filled the Article Survey pop-up Exit intent on programme URLs in repeat sessions
When ?	Survey should pop-up on exit intent for three subsequent sessions until a response is recorded. Survey to be refreshed annually
Response Format	Active Intercept
Why ? (Supporting data)	Almost half of all users come to the website ONLY for programmes . It is hence important to complete the feedback loop on relevancy, efficacy and overall experience of our consumers with the various national programmes running. Average Page View Per Programme User = 2
Expected Responses	385 (Representative Sample Size)

Survey 3: Customer Satisfaction CSAT Scores (eService Users)

Objective :

- ✓ To measure how satisfied customers are with **online services** and **overall customer experience**.
- ✓ To identify **areas for improvement** in meeting customer needs.

How satisfied are you with HealthHub eServices?

1. How would you rate your overall experience in completing eServices?

2. How easy was it to find your preferred eServices? (Ease of navigation)

3. How easy was it to complete the eService? (Ease of use)

4. Are you confident that your personal and medical information is secure and protected when using eServices? (Security and privacy)

5. How easily did you complete all your health related services using this portal? (Integration of all services)

6. How can we improve your experience?
Free text, optional for users to fill in.

Survey 3: Customer Satisfaction CSAT Scores (eService Users)

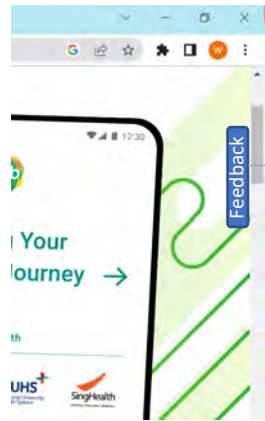
SURVEY MECHANICS

How Frequently?	Once per user per transactional eService completion
Who?	Users who complete an eServices, e.g. appointment, on HealthHub eServices website or the app
When?	Active pop-up, upon completion of transactional eServices It will be shown to the same user (by browser cookie) only once per visit and once within X days.
Response Format	Widget – 5 Point Rating Scale (Semantic Differential Scale), Free Text
Why? (Supporting data)	Get users' feedback on eServices from the specific perspective 22% of all HealthHub users visited eServices (GA4, last 2 weeks)

Survey 4: Always On Feedback

Objective :

- ✓ To **always be available and listening** for users in general to report any issue or trouble during their website experience



What is your feedback about ?

- ☐ Visual appeal of the site
- ☐ Content on the site
- ☐ Navigation on the site
- ☐ Speed of site
- ☐ Other issues

Please rate the **visual appeal** of the site

★★★★★

Which of these areas affected your rating today ?

- ☐ Look and feel of the site
- ☐ Colours & Fonts used on the site
- ☐ Layout of the content
- ☐ Images used
- ☐ Others

Next

Please rate the **content** on the site

★★★★★

Which of these areas affected your rating today ?

- ☐ Clarity of content
- ☐ Quality of Information
- ☐ Usefulness of Information
- ☐ Length of article
- ☐ Cited sources/authors
- ☐ Others

Next

Please rate the **navigation experience** on the site

★★★★★

Which of these areas affected your rating today ?

- ☐ Ease of finding information on the site
- ☐ Ease of navigating from page to page
- ☐ Smooth reading experience
- ☐ Categorization of articles in the menu
- ☐ Others

Next

Please rate the **speed of site** today

★★★★★

Next

Please describe your experience in detail

Open Text Box..

Submit

Survey 4: Always On Feedback

SURVEY MECHANICS

How Frequently?	Always available on all pages
Who?	Anyone
When?	Always on
Response Format	Passive - Floating Sticky – opens a widget when user clicks on it
Why? (Supporting data)	To act as listening ear always on for all users in case of trouble with website experience

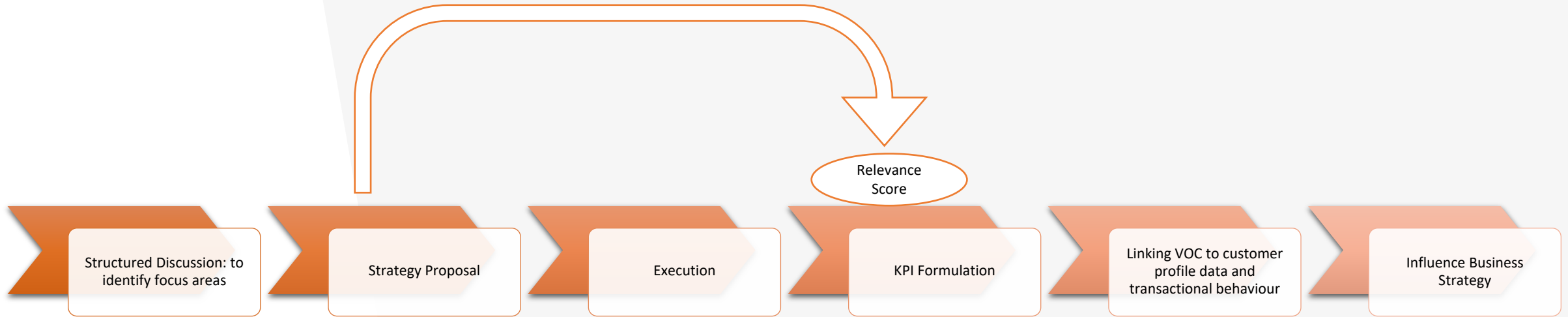
VOC strategy is designed to validate and analyse key strengths & issues:



And inform the DPL program ambition:

To uplift National Health Literacy through a **trusted, relevant & personalized** digital health platform for Singapore's resident population by 2025

Next Steps



VOC Implementation for HealthHub

3 VOC Surveys to Be Implemented



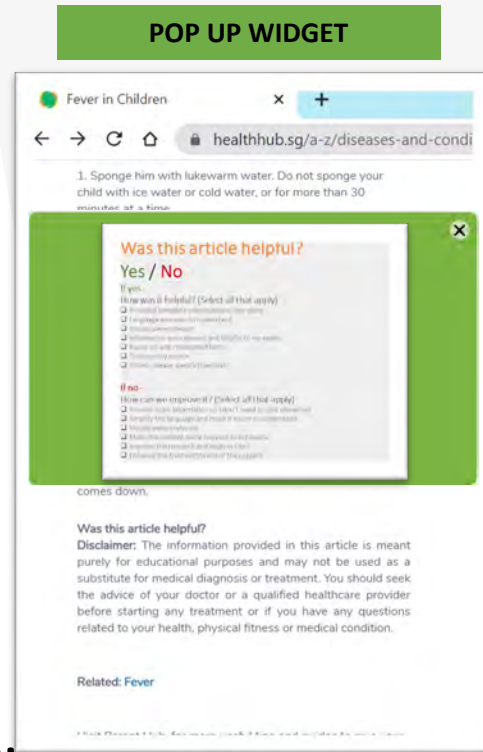
Passive Intercept with response rate at **0.2-0.3%**

Active Intercept with response rate at **2-3%**

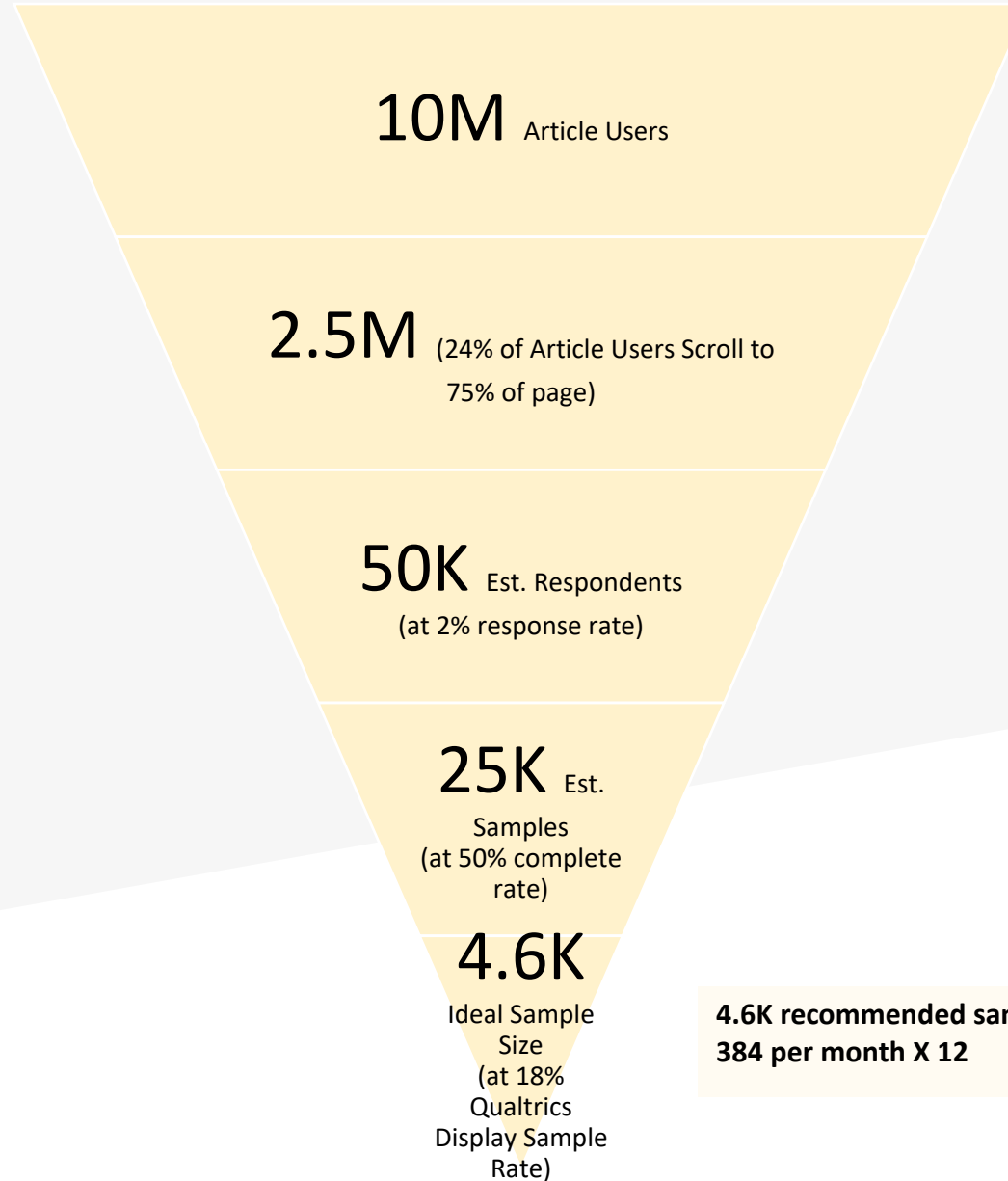
** **Yearly estimation** based on Google Analytics data – 1st Jun 2023 – 31st Aug 2022
Ideal Sample size is based on Conf. Level = 95%, Margin of Err = 5%
Completion rate is estimated at 50%.*

Content Relevancy – Popup Widget

Content
Relevancy on
each **Article**



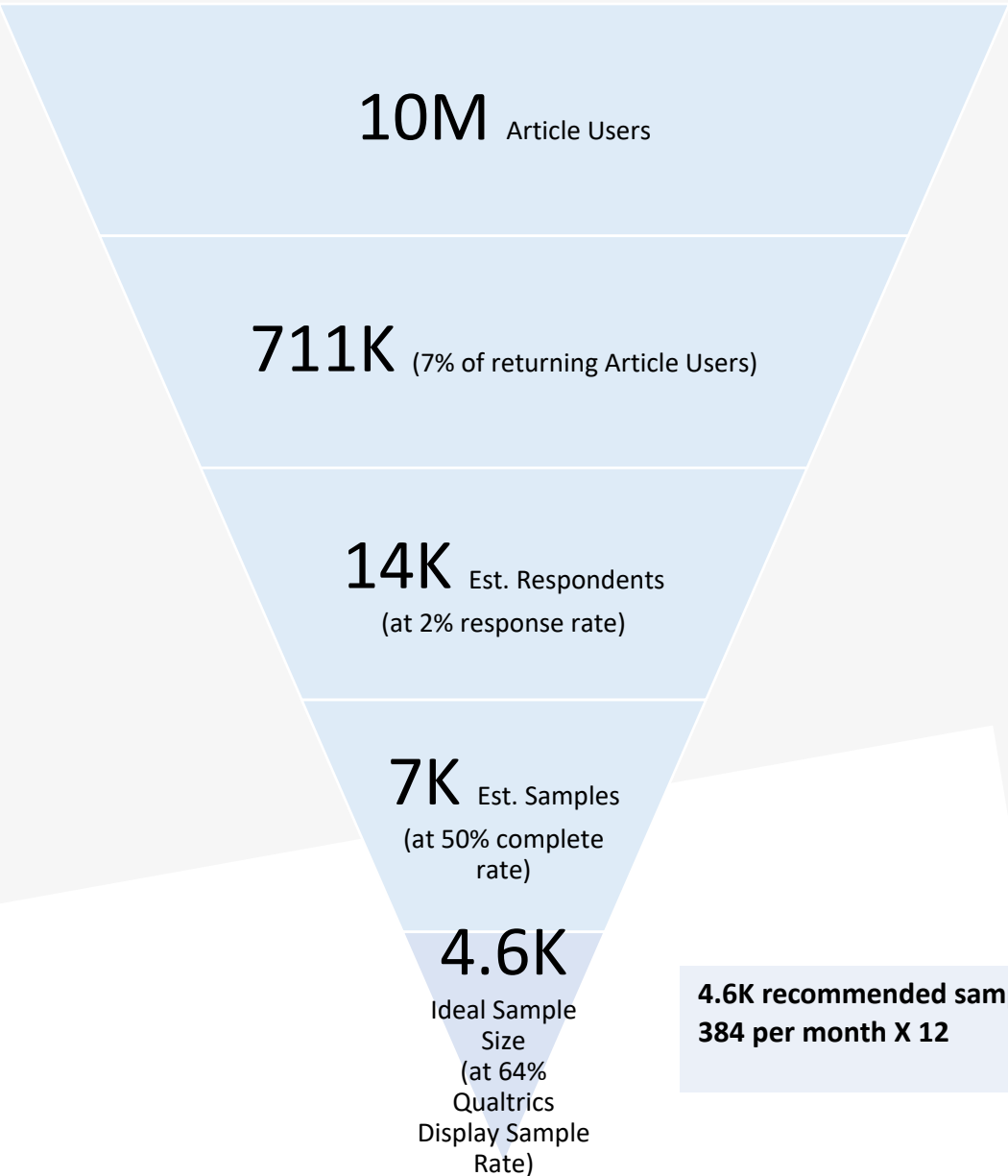
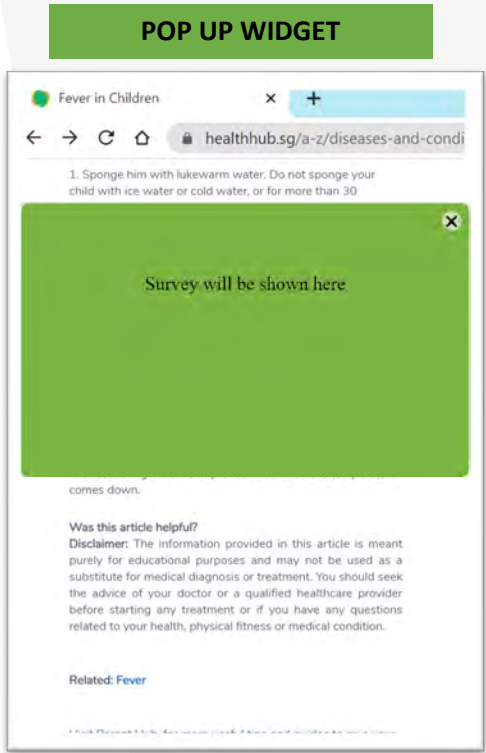
Note for implementation:
Exclude users who have been exposed to Article Experience Survey



4.6K recommended sample size per year = 384 per month X 12

Customer Experience Survey (Article Readers) – Popup Widget

Overall Customer
Experience with
Articles



Notes for implementation:
Exclude users who have been
exposed to Content Relevancy
Survey

4.6K recommended sample size per year =
384 per month X 12

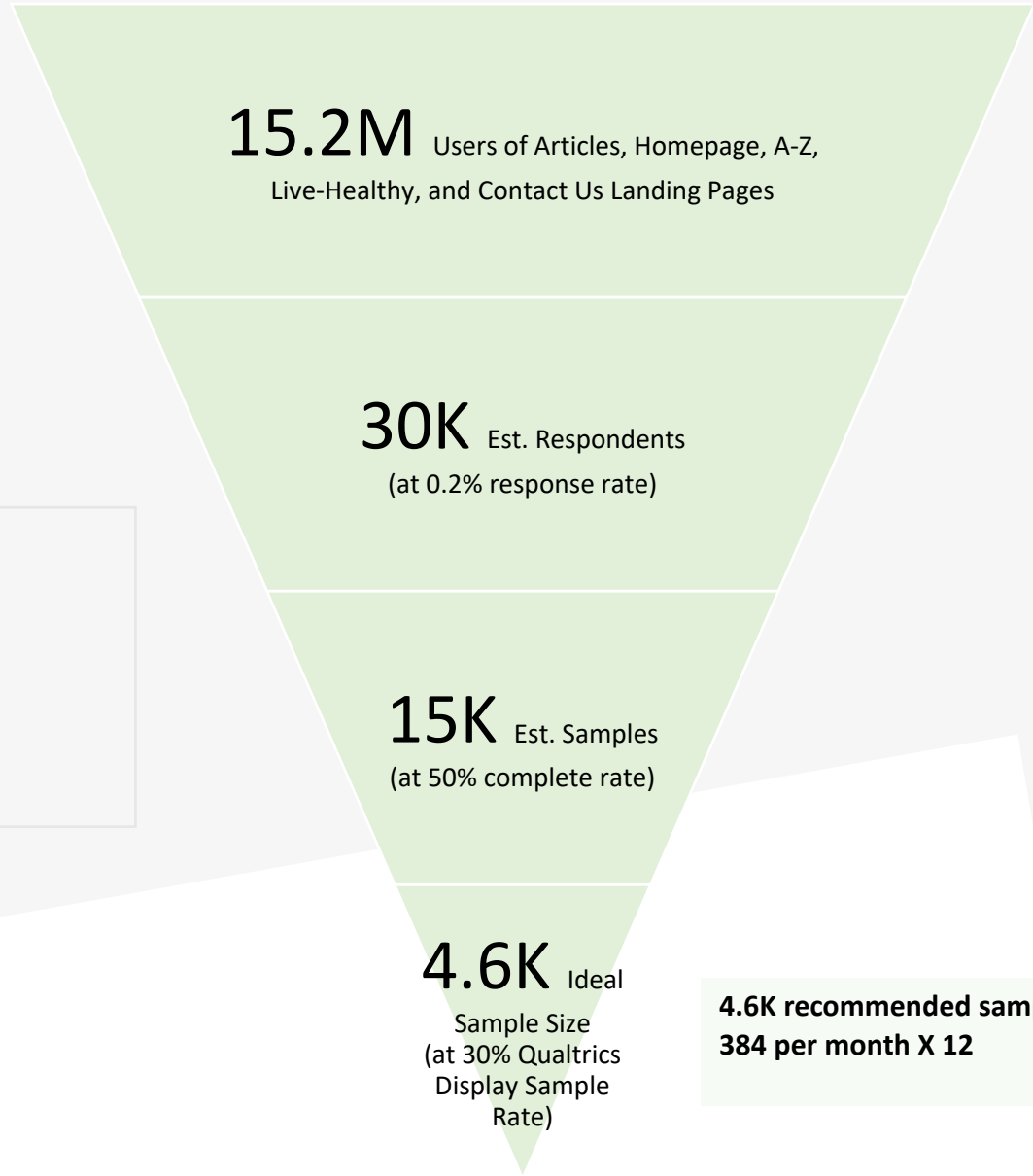
General Feedback – Floating Always On



FLOATING ALWAYS ON

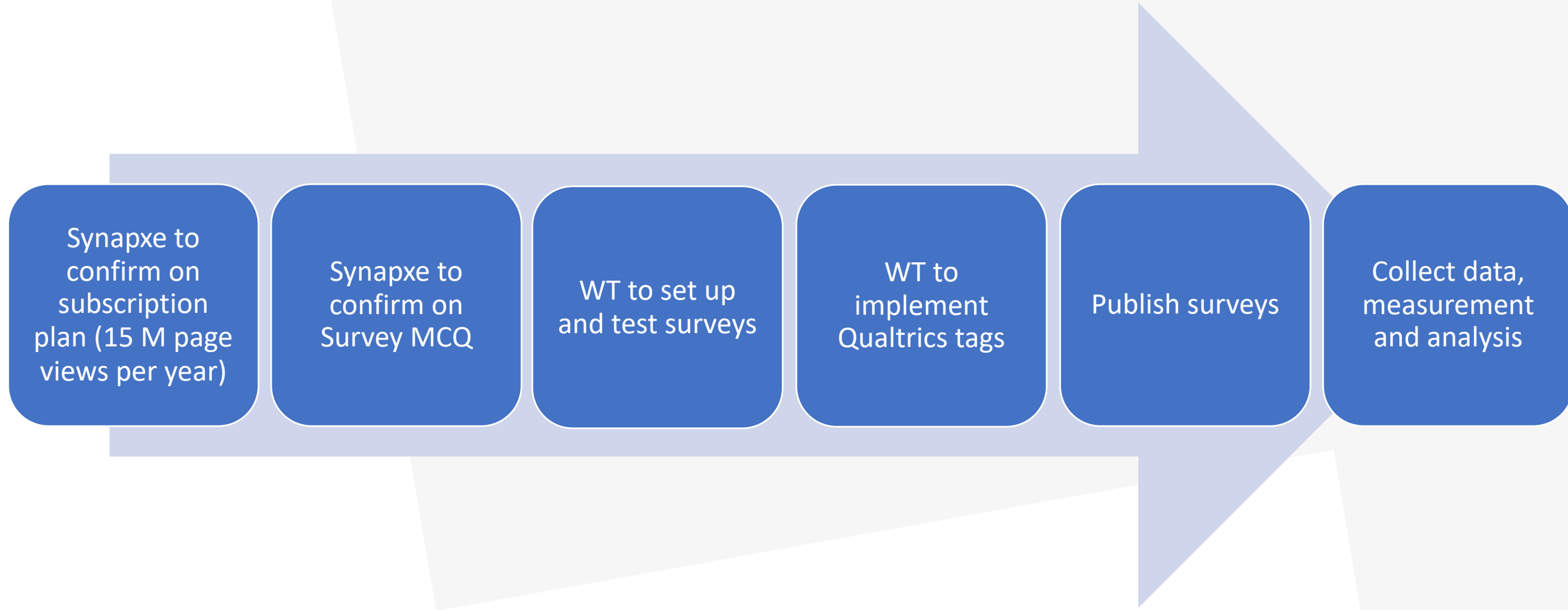
What is your feedback about ?

- ☐ Visual appeal of the site
- ☐ Content on the site
- ☐ Navigation on the site
- ☐ Speed of site
- ☐ Other issues



4.6K recommended sample size per year = 384 per month X 12

Next Steps...



Thanks 😊

Assumptions of Expected Responses Per Survey

SURVEY1 : OVERALL EXPERIENCE (ARTICLE FEEDBACK)

- A. 9.8M Unique Article Page Views
- B. Factors in calculation :
 - 25% (average scroll rate)
 - 0.2% (passive survey response rate)
 - 50% (survey completion rate)
- Expected Response Rate = $A \times B = 240K$

SURVEY 2.1 : OVERALL EXPERIENCE (ARTICLE READERS)

- A. 5M Users who read “Article Pages”
- B. Statistical Factors in calculation :
 - 95% Significance Level
 - 5% Margin of error
- Recommended Sample Size = 385

SURVEY 2.2 : OVERALL EXPERIENCE (PROGRAMME FOLLOWERS)

- A. 7M Users who read “Programme Pages”
- B. Statistical Factors in calculation :
 - 95% Significance Level
 - 5% Margin of error
- Recommended Sample Size = 385

[Source : Qualtrics Sample Size Calculator](#)