

Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Basic rules:

- 1 This questionnaire **has to match the live survey**
- 2 All changes to the live measure need to be tracked and archived in **one document**
- 3 **All CQ change requests** have to be submitted using this document
 - SRA: 1) marks up changes and submits the entire document to DOT
 - DOT: 1) archives change request on separate tab
2) implements change(s)
3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes
- 4 DOT safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Model Instance Name:
 America.gov Language Surveys
 MID:
 Date: 11/3/2008

America.gov Language Surveys MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Content (1=Poor, 10=Excellent, Don't Know) Please rate the accuracy of information on this site. Please rate the quality of information on this site. Please rate the freshness of content on this site.</p> <p>Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided on this site. Please rate the convenience of the features on this site. Please rate the variety of features on this site.</p> <p>Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site. Please rate the balance of graphics and text on this site. Please rate the readability of the pages on this site.</p> <p>Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized. Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for.</p> <p>Please rate the number of clicks to get where you want on this site.</p> <p>Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site. Please rate the consistency of speed from page to page on this site.</p> <p>Please rate the ability to load pages without getting error messages on this site.</p> <p>Search (1=Poor, 10=Excellent, Don't Know) Please rate the relevance of search results on this site. Please rate the organization of search results on this site. Please rate how well the search results help you decide what to select.</p> <p>Please rate how well the search feature helps you to narrow the results to find what you want.</p> <p>Image (1=Poor, 10=Excellent, Don't Know) Please rate the degree to which this site values you as a visitor. Please rate the degree to which this site is trustworthy. Please rate the degree to which this site is established.</p>	<p>Satisfaction (1=Poor, 10=Excellent) What is your overall satisfaction with this site? How well does this site meet your expectations? How does this site compare to your idea of an ideal website?</p>	<p>Likelihood to Return (1=Not Very Likely, 10=Very Likely) How likely are you to return to this site?</p> <p>Recommend (1=Not Very Likely, 10=Very Likely) How likely are you to recommend this site to someone else?</p>

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red & strike-through: DELETE
 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

America.gov Language Surveys CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	single	Y	
		Where are you situated?	United States Canada Africa East Asia and Pacific Europe and Eurasia Latin America Middle East and North Africa South Asia		Drop down, select one	single	Y	
		What is your age range?	Under 14 14 - 18 19 - 30 31 - 50 Over 50		Drop down, select one	single	Y	
		What best describes the result of your visit? (select all that apply)	Found article I was looking for Found general information I was looking for Printed out article Emailed a friend an article Subscribed to newsletter Subscribed to RSS feed Participated in a webchat Participated in an online discussion Listened to podcast Subscribed to podcast Watched video Still looking for the information Didn't find the information Other, please specify:		Checkbox, one-up vertical	multi	Y	
		Did you come to this site looking for specific information?	Yes No	A	Radio button, one-up vertical	single	Y	
	A	If "yes", what specifically were you trying to find?	Latest publications Read latest news releases View photo gallery or videos Foreign policy information US politics information Learn about the American life Democracy information Science and health Specific world regions information Find US Embassy Travel and visa information Other, please specify:		Drop down, select one	single	Y	
		Would you share this information with others?	Yes No		Radio button, one-up vertical	single	Y	
		How do you mainly locate content within the site?	Use the bread crumb Use the navigation buttons		Drop down, select one	single	Y	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Use the search feature					
			Use the site map					
		Do you use social networking and bookmarks ?	Yes		Radio button, one-up vertical	single	Y	
			No					
		How did you learn about this site?	Web page ad		Checkbox, one-up vertical	multi	Y	
			Brochure (Print)					
			Email hyperlink					
			Blog					
			Link from another site					
			Internet search engine					
			Word of mouth					
		What other types of information would you like to see on the site?			Text area, no char limit		N	

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America.gov Language Surveys CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	A	Radio button, one-up vertical	Single
CQ0004444	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004444		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004444	A	Other primary reason			Text area, no char limit	Single
CQ0004444	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Product application <i>Green information</i> Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004444	C	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004444	A	Other reason seeking information			Text field, <100 char	Single
CQ0004444		Were you able to find what you were looking for today?	Yes No Not sure	B C,D	Radio button, one-up vertical	Single
CQ0004444	A	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004444	B	Since you could not find what you were looking for, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one	Single
CQ0004444	C	Why were you not sure?	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical	Single
CQ0004444	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one	Single
CQ0004444	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444		What other sources do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi



Required Y/N	Special Instructions
Y	
Y	Randomize
N	
Y	
N	
Y	
Y	



Required Y/N	Special Instructions
Y	
N	
Y	
Y	
Y	
Y	
Y	
N	
N	
Y	