

## 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** has to be submitted using this documents
  - SRA: 1) marks up changes and submits the entire document to DOT
  - DOT: 1) archives change request on separate tab  
2) implement changes  
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 will safeguard correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Model Instance Name:

DoD Marine Corps

MID: xx

Date: 12/17/2008

### DoD Marine Corps MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>NOTE: All questions under each element are required.</b> Element questions are partitioned among surveys.	Satisfaction questions are required. Satisfaction questions appear on all surveys.	Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.
<b>REQUIRED ELEMENTS (common to all websites)</b>		
<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction (1=Poor, 10=Excellent)</b>	<b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b>
1 Please rate the <b>accuracy of information</b> on this site. 2 Please rate the <b>quality of information</b> on this site. 3 Please rate the <b>freshness of content</b> on this site.	21 What is your <b>overall satisfaction</b> with this site? 22 How well does this site <b>meet your expectations</b> ? 23 How does this site <b>compare to your idea of an ideal website</b> ?	24 How likely are you to <b>return to this site</b> ? <b>Recommend (1=Not Very Likely, 10=Very Likely)</b>
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		25 How likely are you to <b>recommend this site to someone else</b> ?
4 Please rate the <b>usefulness of the features</b> provided on this site.  5 Please rate the <b>convenience of the features</b> on this site. 6 Please rate the <b>variety of features</b> on this site.		<b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b> 26 How likely are you to use this site as your <b>primary resource</b> for gathering information and latest news releases about the United States Marine Corps?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate the <b>visual appeal</b> of the site. 8 Please rate the <b>amount of graphics and text</b> on each page of the site.  9 Please rate the <b>ease of reading the pages</b> on this site.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
10 Please rate <b>how well the site is organized</b> . 11 Please rate the <b>options that are available for you to navigate</b> on this site.  12 Please rate <b>how well the site layout helps you find what you are looking for</b> . 13 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Search (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate the <b>relevance of search results</b> on this site. 15 Please rate the <b>organization of search results</b> on this site. 16 Please rate how well the <b>search results help you decide what to select</b> .  17 Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
18 Please rate the <b>speed that pages load</b> on this site. 19 Please rate the <b>consistency of speed from page-to-page</b> on this site.  20 Please rate the <b>ability to load pages without getting errors</b> on this site.		

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~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
pink: ADDITION  
blue + -->: REWORDING  
violet (bold): SKIP-LOGIC

DoD Marine Corps CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Required Y/N
		How <b>frequently</b> do you visit this site?	First time Daily Weekly Monthly Every 2 months or less often	Dropdown (Select-one)	Single	Y
		What best describes your <b>role</b> when visiting this site?	Military Member Retired Military/Military Veteran DoD contractor DoD Civilian Military Family Member General Public Congress News/Media Non U.S. Government Affiliated Civilian International Audience Other, please specify:	Checkbox One Up Vertical	Single	Y
		Which <b>area</b> of the site are you primarily visiting today?	News Units Recruiting Training and Education Careers Marine Services In the community Press releases Marines TV Marines Magazine Photo gallery Messages Contact Us Publications Podcasts and RSS feeds Other, please specify:	Checkbox One Up Vertical	Single	Y
		What is your <b>primary reason</b> for visiting this site today?	Join the Corps Read the news articles Read the latest press releases Read MARADMINS or ALMARS Look at photos View top story clips or videos	Checkbox One Up Vertical	Single	Y

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)	Single or Multi	Required Y/N
			Learn about training and education information Find Marine Corps Orders, publications Read Marines magazine Find community events or outreach programs Search for jobs/careers Get RSS news feeds Just browsing Other, please specify:			
		What <b>method</b> are you using to find the information on this site?	Site's search feature Advanced search Links in the page Top navigation bar Left navigation bar Bottom navigation bar Just navigating thru the web pages Other	Dropdown (Select-one)	Single	Y
		Did you <b>find</b> what you were looking for?	Yes Partially Still looking No, please specify:	Checkbox One Up Vertical	Single	Y
		Do you <b>use an RSS news reader</b> ?	Yes No Not sure	Radio Button One Up Vertical	Single	Y
		Do you <b>use social media sites</b> such as MySpace, Facebook, LinkedIn, etc.?	Yes No Not sure	Radio Button One Up Vertical	Single	Y
		What <b>other features or information</b> would you like to see on this site?		Open-ended		N
		If you could make <b>one improvement</b> to this site, what would it be?		Open-ended		N
		Where are you <b>located</b> ?	Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware Florida Georgia	Dropdown (Select-one)	Single	N

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			Hawaii			
			Idaho			
			Illinois			
			Indiana			
			Iowa			
			Kansas			
			Kentucky			
			Louisiana			
			Maine			
			Maryland			
			Massachusetts			
			Michigan			
			Minnesota			
			Mississippi			
			Missouri			
			Montana			
			Nebraska			
			Nevada			
			New Hampshire			
			New Jersey			
			New Mexico			
			New York			
			North Carolina			
			North Dakota			
			Ohio			
			Oklahoma			
			Oregon			
			Pennsylvania			
			Rhode Island			
			South Carolina			
			South Dakota			
			Tennessee			
			Texas			
			Utah			
			Vermont			
			Virginia			
			Washington			
			Washington D.C.			

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			West Virginia Wisconsin Wyoming Stateside military base Overseas military base Deployed location Outside of U.S.			
		Please select the category that includes your age.	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond	Dropdown (Select-one)	Single	N

Model Instance Name:

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CUSTOM QUESTION LIST

Use cell shading to highlight question groups.

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How frequently do you visit this site?	Daily 2-3 times a week --> 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)
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to (go to A) I am not registered, but intend to register during my visit today	Radio Button One Up Vertical
	A	Please explain why you do not intend to register?		Open-ended
CQ0004444		Which best describes your primary role?	Registered project architect Project designer Unregistered architect Contractor Sub-contractor General consumer Other (please specify)	Radio Button One Up Vertical
CQ0004444		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design (go to A) Gathering information on a product or manufacturer specified in a design (go to B) Other (please specify)	Radio Button One Up Vertical
	A	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 Other (please specify)	Checkbox One Up Vertical
	B	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 Other (please specify)	Checkbox One Up Vertical

Model Instance Name:

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CUSTOM QUESTION LIST

Use cell shading to highlight question groups.

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How were you primarily seeking information on sweets.com?	Search by keyword feature Browse by master format feature Other (please specify)	Radio Button One Up Vertical
CQ0004444		Were you able to find what you were looking for today?	Yes No (go to A then B) Not sure (go to C then D)	Radio Button One Up Vertical
	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 (please specify)	Radio Button One Up Vertical
	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 (go to E) Other (please specify)	Dropdown (Select-one)
	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 (please specify)	Radio Button One Up Vertical
	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 (go to F) Other (please specify)	Dropdown (Select-one)
	E	What other site(s) do you plan to visit?		Open-ended
	F	What other site(s) do you plan to visit?		Open-ended
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 4specc Arcat Manufacturers websites Sweets catalog Other (please specify)	Checkbox One Up Vertical



Single or Multi	Required Y/N
Single	Y
Single	Y
	N
Single	Y
Single	Y
Multi	Y
Multi	Y

Single or Multi	Required Y/N
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
	N
	N
Multi	Y