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

DoD Marine Corps MODEL QUESTION LIST
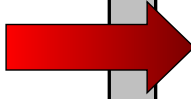*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)

*NOTE: **All** questions under each element are **required.**
Element questions are partitioned among surveys.*

REQUIRED ELEMENTS (common to all websites)

Content *(1=Poor, 10=Excellent, Don't Know)*
1. Please rate the **accuracy of information** on this site.
2. Please rate the **quality of information** on this site.
3. Please rate the **freshness of content** on this site.

Functionality (1=Poor, 10=Excellent, Don't Know)
4. Please rate the **usefulness of the features** provided on this site.
5. Please rate the **convenience of the features** on this site.
6. Please rate the **variety of features** on this site.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*
7. Please rate the **visual appeal** of the site.
8. Please rate the **amount of graphics and text** on each page of the site.
9. Please rate the **ease of reading the pages** on this site.

Navigation *(1=Poor, 10=Excellent, Don't Know)*
10. Please rate **how well the site is organized**.
11. Please rate the **options that are available for you to navigate** on this site.
12. Please rate **how well the site layout helps you find what you are looking for**.
13. Please rate the **number of clicks to get where you want** on this site.

Search *(1=Poor, 10=Excellent, Don't Know)*
14. Please rate the **relevance of search results** on this site.
15. Please rate the **organization of search results** on this site.
16. Please rate how well the **search results help you decide what to select**.
17. Please rate how well the **search feature helps you to narrow the results** to find what you want.

Site Performance *(1=Poor, 10=Excellent, Don't Know)*
18. Please rate the **speed that pages load** on this site.
19. Please rate the **consistency of speed from page-to-page** on this site.
20. Please rate the **ability to load pages without getting errors** on this site.

CUSTOMER SATISFACTION

*Satisfaction questions are required.
Satisfaction questions appear on all surveys.*

Satisfaction *(1=Poor, 10=Excellent)*
21. What is your **overall satisfaction** with this site?
22. How well does this site **meet your expectations**?
23. How does this site **compare to your idea of an ideal website**?

FUTURE BEHAVIORS

*Future behaviors may be modified based on your site's objectives.
Future behavior questions appear on all surveys.*

Likelihood to Return *(1=Not Very Likely, 10=Very Likely)*
24. How likely are you to **return to this site**?

Recommend *(1=Not Very Likely, 10=Very Likely)*
25. How likely are you to **recommend this site to someone else**?

Primary Resource *(1=Not Very Likely, 10=Very Likely)*
26. How likely are you to use this site as your **primary resource** for gathering information and latest news releases about the United States Marine Corps?

Model Instance Name:
DoD Marine Corps
MID: xx
Date: 12/17/2008

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 **frequently** 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 **role** 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 **area** 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 **primary reason** 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

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
			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 **method** are you using to find the information on this site?	Site's search feature	Dropdown (Select-one)	Single	Y
			Advanced search			
			Links in the page			
			Top navigation bar			
			Left navigation bar			
			Bottom navigation bar			
			Just navigating thru the web pages			
			Other			
		Did you **find** what you were looking for?	Yes	Checkbox One Up Vertical	Single	Y
			Partially			
			Still looking			
			No, please specify:			
		Do you **use an RSS news reader**?	Yes	Radio Button One Up Vertical	Single	Y
			No			
			Not sure			
		Do you **use social media sites** such as MySpace, Facebook, LinkedIn, etc.?	Yes	Radio Button One Up Vertical	Single	Y
			No			
			Not sure			
		What **other features or information** would you like to see on this site?		Open-ended		N
		If you could make **one improvement** to this site, what would it be?		Open-ended		N
		Where are you **located**?	Alabama	Dropdown (Select-one)	Single	N
			Alaska			
			Arizona			
			Arkansas			
			California			
			Colorado			
			Connecticut			
			Delaware			
			Florida			
			Georgia			

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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
			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.			

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
			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	Dropdown (Select-one)	Single	N
			18 - 24			
			25 - 34			
			35 - 44			
			45 - 54			
			55 - 64			
			65 and over			
			I prefer not to respond			

Model Instance Name:						

Model Instance Name:

Date: 6/25/2008

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

<div style="background:red; color:white; text-align:center">**CUSTOM QUESTION LIST**</div>

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	Dropdown (Select-one)
			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	
CQ0004444		Are you a **registered user** on this site?	I am registered	Radio Button One Up Vertical
			I am not registered, and do not intend to **(go to A)**	
			I am not registered, but intend to register during my visit today	
	A	Please explain why you do not intend to register?		Open-ended
~~CQ0004444~~		~~Which **best describes** your primary role?~~	~~Registered project architect~~	~~Radio Button One Up Vertical~~
			~~Project designer~~	
			~~Unregistered architect~~	
			~~Contractor~~	
			~~Sub-contractor~~	
			~~General consumer~~	
			~~Other (please specify)~~	
CQ0004444		What best describes your **primary reason** for visiting the site today?	Researching products for possible inclusion in a design (go to A)	Radio Button One Up Vertical
			Gathering information on a product or manufacturer specified in a design (go to B)	
			Other (please specify)	
	A	What type of information were you looking for when researching products for the **possible inclusion in a design**?	~~CAD~~	Checkbox One Up Vertical
			Spec	
			3D models	
			Green information	
			Product application	
			Manufacturer's contacts	
			Cost	
			Other (please specify)	
	B	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD	Checkbox One Up Vertical
			Spec	
			3D models	
			Green information	
			Product application	
			Manufacturer's contacts	
			Cost	
			Other (please specify)	

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	Radio Button One Up Vertical
			Browse by master format feature	
			Other (please specify)	
CQ0004444		Were you able to **find what you were looking for** today?	Yes	Radio Button One Up Vertical
			No (go to A then B)	
			Not sure (go to C then D)	
	A	Why were you **not able to find** what you were looking for?	I could not find the manufacturer I was looking for	Radio Button One Up Vertical
			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)	
	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	Dropdown (Select-one)
			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)	
	C	Why were you **not sure**?	I haven't completed my search on sweets.com yet	Radio Button One Up Vertical
			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)	
	D	Since you were not sure, **what do you plan to do next**?	Continue looking for the information at this site	Dropdown (Select-one)
			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)	
	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	Checkbox One Up Vertical
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)	
			Reed First Source	
			4specs	
			Arcat	
			Manufacturers websites	
			Sweets catalog	
			Other (please specify)	

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
	N
	N
Multi	Y