

## 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 Air Force

MID: xx

Date: 2/3/2009

### DoD Air Force 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.	21 What is your <b>overall satisfaction</b> with this site?	24 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.	22 How well does this site <b>meet your expectations</b> ?	<b>Recommend (1=Not Very Likely, 10=Very Likely)</b>
3 Please rate the <b>freshness of content</b> on this site.	23 How does this site <b>compare to your idea of an ideal website</b> ?	25 How likely are you to <b>recommend this site to someone else</b> ?
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b>
4 Please rate the <b>usefulness of the features</b> provided on this site.		26 How likely are you to use this site as your <b>primary resource</b> for gathering official Air Force information?
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>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate the <b>visual appeal</b> of this site.		
8 Please rate the <b>balance of graphics and text</b> on this site.		
9 Please rate the <b>readability of 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 how <b>quickly 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 error messages</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 Air Force 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
		Other role		Open-ended		N
		Which area of the site are you primarily visiting today?	News TV Radio Photos Videos Art Letters Library Careers Heritage Websites Subscribe Questions Contact Us Publications Podcasts and RSS feeds Biographies Features AF Senior Leadership Commentary Fact Sheets	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
			Announcements Airman Magazine Other, please specify:			
		Other area		Open-ended		N
		What is your <b>primary reason</b> for visiting this site today?	Read the news articles Read the latest press releases Watch TV broadcasts Listen to the radio broadcasts Look at arts/images Read letters Look at photos View top story clips or videos Find magazines/journals Search for jobs/careers Find publication of interest Read heritage highlights/news Get answers to questions Sign up for email news feeds Get RSS news feeds Look up podcasts Just browsing Other, please specify:	Checkbox One Up Vertical	Single	Y
		Other reason		Open-ended		N
		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 Right 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
		Information not found		Open-ended		N
		Do you <b>use an RSS news reader</b> ?	Yes No Not sure	Dropdown (Select-one)	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
		Do you review <b>Airman Magazine</b> electronically only?	Yes No Not sure	Dropdown (Select-one)	Single	Y
		Do you <b>use social media sites</b> such as Blogging, MySpace, Facebook, etc.?	Yes No Not sure	Dropdown (Select-one)	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> ?	Deployed location Stateside military base Overseas military base Outside of U.S.	Dropdown (Select-one)	Single	N
		Please select the category that includes your <b>age</b> .	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:

Date: 6/25/2008

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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

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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