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**
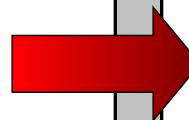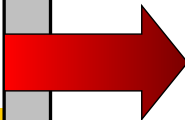- **All changes tracked and reflected in one document (DOT will help)**

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

Dept of State - Travel.State MODEL QUESTION LIST
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
NOTE: __All__ questions under each element are __required.__ *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.*

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.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*

4. Please rate the **visual appeal** of this site.
5. Please rate the **balance of graphics and text** on this site.
6. Please rate the **readability of the pages** on this site.

Navigation *(1=Poor, 10=Excellent, Don't Know)*

7. Please rate **how well the site is organized**.
8. Please rate the **options available for navigating** this site.
9. Please rate **how well the site layout helps you find what you are looking for.**
10. Please rate the **number of clicks to get where you want** on this site.

Search *(1=Poor, 10=Excellent, Don't Know)*

11. Please rate the **relevance of search results** on this site.
12. Please rate the **organization of search results** on this site.
13. Please rate how well the **search results help you decide what to select**.
14. 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)*

15. Please rate how **quickly pages load** on this site.
16. Please rate the **consistency of speed from page to page** on this site.
17. Please rate the **ability to load pages without getting error messages** on this site.

Satisfaction *(1=Poor, 10=Excellent)*

18. What is your **overall satisfaction** with this site?
19. How well does this site **meet your expectations**?
20. How does this site **compare to your idea of an ideal website**?

Likelihood to Return *(1=Not Very Likely, 10=Very Likely)*

21. How likely are you to **return to this site**?

Recommend *(1=Not Very Likely, 10=Very Likely)*

22. How likely are you to **recommend this site to someone else**?

Primary Resource *(1=Not Very Likely, 10=Very Likely)*

23. How likely are you to use this site as your **primary resource** for travel information and requirements?

Model Instance Name: Dept of State - Travel.State MID: Date: 5/4/09			red & strike-through: DELETE _underlined & italicized_: RE-ORDER pink: ADDITION blue + -->: REWORDING **violet (bold):** SKIP-LOGIC				

Dept of State - Travel.State 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
		How **frequently** do you visit this site?	First time		Dropdown (Select-one)	Single	Y
			More than once a day				
			Daily				
			About once a week				
			About once a month				
			Every 6 months or less				
		Which **citizenship** status describes you?	U.S. citizen		Dropdown (Select-one)	Single	Y
			Non-U.S. citizen				
			Dual citizen of the U.S. and another country				
			Not sure				
			Prefer not to answer				
		Which of the following describe your **role** when visiting this site (**check all that apply**)?	Tourist		Checkbox One Up Vertical	Multi	Y
			Business person				
			Student				
			Parent				
			Employer				
			Immigrant to the U.S. or Legal Permanent Resident				
			Part of a mixed-nationality family				
			Work in Education				
			Work in Travel industry				
			Work in Law enforcement				
			Government official or employee				
			Legal/judicial professional				
			Journalist/media				
			Retiree				
			Other, please specify:	A			
	A	Other role:			Open-ended		N
		Where do you **live** primarily now?	In the U.S.		Dropdown (Select-one)	Single	Y
			Outside of the U.S.				
			Prefer not to answer				
		Which **area** of the site are you primarily visiting today?	International Travel		Radio Button One Up Vertical	Single	Y
			Passports				
			Visas				
			Children & Family				
			Law & Policy				
			Contact Us				
			Other, please specify:	A			
	A	Other area:			Open-ended		N
		What is your **primary reason** for visiting this site today?	Apply for or renew U.S. passport		Radio Button One Up Vertical	Single	Y
			Learn about/apply for U.S. passport card				
			Check passport application status				
			Get travel warnings/information				

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Dept of State - Travel.State
MID:
Date: 5/4/09

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Dept of State - Travel.State 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
			Register travel plans with a U.S. Embassy				
			Get services for Americans abroad				
			Help an American abroad in an emergency				
			Find out if a visa is needed to enter the U.S.				
			Find out how to apply for a visa to visit the U.S.				
			Apply for a visa to visit the U.S.				
			Find out how to apply for U.S. immigration visa				
			Apply for a visa to immigrate to the U.S.				
			Help family member(s) immigrate to the U.S.				
			Help someone else with visa application				
			Find information on intercountry adoption				
			Learn how to prevent parental child abduction				
			Get help because of a parental child abduction				
			Locate/contact U.S. Embassy or Consulate abroad				
			Contact the Department of State				
			Obtain statistics and/or reports				
			Just browsing				
			Other, please specify:	A			
	A	Other reason:			Open-ended		N
		What **method** did you use the most to find information on this site today?	Top navigation bar		Radio Button One Up Vertical	Single	Y
			Left navigation bar				
			Links within the pages				
			Most requested feature				
			Site's search feature				
			External search engine (ex: Google, Yahoo!, MSN)				
			Other, please specify:	A			
	A	Other method:			Open-ended		N
		Did you **find** what you were looking for?	Yes		Radio Button One Up Vertical	Single	Y
			Partially				
			No, please specify:	A			
	A	Information not found:			Open-ended		N
		Did you think the writing on this site was **easy to understand**?	Very easy to understand		Dropdown (Select-one)	Single	Y
			Somewhat easy to understand				
			Not easy to understand at all				
		What **brought** you to this site?	Internet search engine (ex: Google, Yahoo!, MSN)		Radio Button One Up Vertical	Single	Y
			Referred by a friend or colleague				
			Referred by someone in the travel industry				
			Referred by someone at a school or university				
			Link from a U.S. Embassy web site				
			Link from another web site				
			Other, please specify:	A			
	A	Other source:			Open-ended		N

Model Instance Name: Dept of State - Travel.State **MID:** **Date: 5/4/09**				red & strike-through: DELETE			
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				pink: ADDITION			
				blue + -->: REWORDING			
				violet (bold): SKIP-LOGIC			

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Dept of State - Travel.State 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**
		If you could make **one improvement** to this site, what would it be?			Open-ended		N

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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	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)	

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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	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