

## 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 Defense.gov

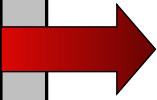
MID:

Date: 8/12/2009

**DoD Defense.gov MODEL QUESTION LIST**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>NOTE: All questions under each element are required.</b> Element questions are partitioned among surveys.</p>	<p>Satisfaction questions are required. Satisfaction questions appear on all surveys.</p>	<p>Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.</p>
<p><b>REQUIRED ELEMENTS (common to all websites)</b></p>		
<p><b>Content (1=Poor, 10=Excellent, Don't Know)</b></p>	<p><b>Satisfaction</b></p>	<p><b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b></p>
<p>1 Please rate the <b>accuracy of information</b> on this site.</p>	<p>24 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p>	<p>27 How likely are you to <b>return to this site</b>?</p>
<p>2 Please rate the <b>quality of information</b> on this site.</p>	<p>25 How well does this site <b>meet your expectations</b>? (1=Falls Short, 10=Exceeds)</p>	<p><b>Recommend (1=Not Very Likely, 10=Very Likely)</b></p>
<p>3 Please rate the <b>freshness of content</b> on this site.</p>	<p>26 How does this site <b>compare to your idea of an ideal website</b>? (1=Not Very Close, 10=Very Close)</p>	<p>28 How likely are you to <b>recommend this site to someone else</b>?</p>
<p><b>Functionality (1=Poor, 10=Excellent, Don't Know)</b></p>		<p><b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b></p>
<p>4 Please rate the <b>usefulness of the features provided</b> on this site.</p>		<p>29 How likely are you to use this site as your <b>primary resource</b> for gathering information about the Department of Defense and its policies, organizations, functions and operations?</p>
<p>5 Please rate the <b>convenience of the features</b> on this site.</p>		<p><b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b></p>
<p>6 Please rate the <b>variety of features</b> on this site.</p>		<p>30 I can count on this department to <b>act in my best interests</b>.</p>
<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b></p>		<p>31 I consider this department to be <b>trustworthy</b>.</p>
<p>7 Please rate the <b>visual appeal</b> of this site.</p>		<p>32 This department can be trusted to <b>do what is right</b>.</p>
<p>8 Please rate the <b>balance of graphics and text</b> on this site.</p>		<p><b>Future Participation (1=Very Unlikely, 10=Very Likely)</b></p>
<p>9 Please rate the <b>readability of the pages</b> on this site.</p>		<p>33 How likely are you to <b>express your thoughts or ideas to this department</b> in the next 90 days?</p>
<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b></p>		<p><b>Future Online Participation (1=Very Unlikely, 10=Very Likely)</b></p>
<p>10 Please rate <b>how well the site is organized</b>.</p>		<p>34 How likely are you to <b>participate in a discussion</b> with this department online using <b>chat, wikis, discussion boards, or blogs</b> in the next 90 days?</p>
<p>11 Please rate the <b>options available for navigating</b> this site.</p>		
<p>12 Please rate <b>how well the site layout helps you find what you are looking for</b>.</p>		
<p>13 Please rate the <b>number of clicks to get where you want</b> on this site.</p>		
<p><b>Search (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>14 Please rate the <b>relevance of search results</b> on this site.</p>		
<p>15 Please rate the <b>organization of search results</b> on this site.</p>		
<p>16 Please rate how well the <b>search results help you decide what to select</b>.</p>		
<p>17 Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.</p>		
<p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>18 Please rate how <b>quickly pages load</b> on this site.</p>		
<p>19 Please rate the <b>consistency of speed from page to page</b> on this site.</p>		
<p>20 Please rate the <b>ability to load pages without getting error messages</b> on this site.</p>		
<p><b>Online Transparency (1=Poor, 10=Excellent)</b></p>		
<p>21 Please rate how <b>thoroughly</b> this website <b>discloses information</b> about what this department is doing.</p>		
<p>22 Please rate how <b>quickly department information is made available</b> on this website.</p>		
<p>23 Please rate how well information about this department's actions <b>can be accessed by the public</b> on this website.</p>		



Model Instance Name:  
DoD Defense.gov  
MID:  
Date: 8/12/2009

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

DoD Defense.gov CUSTOM QUESTION LIST

QID (Group ID)	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	CQ Label
		How frequently do you visit this site?	First time Daily Weekly Monthly Every 2 months or less often		Dropdown (Select-one)	S	Y		
		What best describes your <b>role</b> when visiting this site?	Military Member Retired Military/Military Veteran Military Family Member DoD Civilian DoD contractor Congress News/Media Student General Public Non U.S. Government Affiliated Civilian International Audience Other, please specify:	A            C	Checkbox One Up Vertical	S	Y		
	A	If military member, please clarify <b>military service</b> .	Army Air Force Navy Marines Other, please specify:		Radio Button One Up Vertical	S	Y		
	D	Other service.			Open-ended		N		
	B	If student, please clarify <b>level</b> .	High school Undergrad Graduate		Radio Button One Up Vertical	S	Y		
	C	Other role.			Open-ended		N		
		Which <b>area</b> of the site are you primarily visiting today?	We Want to Hear from You Social Networking/Multimedia & Photos Leaders DoD Sites/News FAQ/Contact US Other, please specify:		Checkbox One Up Vertical	S	Y		
	A	Other area.			Open-ended		N		
		What is your <b>primary reason</b> for visiting this site today?	To participate interactively To get information To read news To watch videos/browse photos Other, please specify:		Checkbox One Up Vertical	S	Y		
	A	Other reason.			Open-ended		N		
		What <b>method</b> are you using to find the information on this site?	Site's search feature Links in the page Top navigation bar Left navigation bar Bottom navigation bar Just navigating thru the web pages Other		Dropdown (Select-one)	S	Y		
	A	If you used the <b>search feature</b> of the site today to find your information, what type of difficulty, if any, did you encounter	I did not encounter any difficulties Search results were helpful		Radio Button One Up Vertical	S	Y		

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		with the search functionality?	Search results were not helpful Returned too many results Returned not enough results Returned no results Returned results that were too similar/redundant Results were not relevant to my search terms or needs Search speed was too slow Other, please specify:	A					
	A	Other, search difficulty encountered.			Open-ended		N		
		Did you <b>find</b> what you were looking for?	Yes Partially No, please specify:	A	Checkbox One Up Vertical	S	Y		
	A	Information not found			Open-ended		N		
		Do you <b>use an RSS news reader</b> ?	Yes No Not sure		Radio Button One Up Vertical	S	Y		
		Do you <b>use social networking sites</b> such as MySpace, Facebook, LinkedIn, etc.?	Yes No Not sure		Radio Button One Up Vertical	S	Y		
		How would you rate <b>your familiarity</b> with the following? FaceBook	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	S	Y	Multiple Lists Group	
		Twitter	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	S	Y	Multiple Lists Group	
		Flickr	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	S	Y	Multiple Lists Group	
		MySpace	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	S	Y	Multiple Lists Group	
		YouTube	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	S	Y	Multiple Lists Group	

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		Del.icio.us	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity		Drop down, select one	S	Y	Multiple Lists Group	
		How would you <b>most like to interact</b> with the DoD? (Please select all that apply)	Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog None Other (please specify)		Checkbox, one-up vertical	M	Y		
		Other interaction			Text area, no char limit		N		
		What other <b>features or information</b> would you like to see on this site?			Text area, no char limit		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> ?	Stateside military base Overseas military base Deployed location Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts		Dropdown (Select-one)	Single	N		

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			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. West Virginia Wisconsin Wyoming Outside of U.S.						
		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		
		Please rate your impression of how well this department <b>encourages citizen participation</b> in government.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent		Radio button, scale, has don't know	Single	Y		

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			Don't know						
		Please rate how well this website <b>provides opportunities for you to participate</b> in policymaking.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	Single	Y		
		Please rate how well this website <b>solicits public input on important issues</b> this department addresses.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	Single	Y		
		Based on information you have seen on this website, please rate <b>how well this department collaborates</b> with other parts of the <b>government</b> .	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	Single	Y		
		Please rate how well this website provides <b>tools that facilitate interactive discussions</b> with the public.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	Single	Y		

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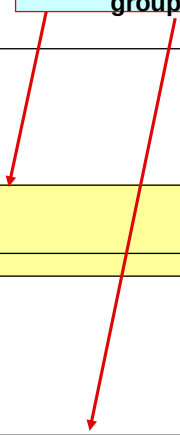
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How frequently do you visit this site?	Daily 2-3 times a week --> Two to three times per week About once a month Every few months Every 6 months or less often <i>This is my first time visiting this site</i>	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>I am not registered, but intend to register during my visit today</i>	Radio Button One Up Vertical
	A	Please explain why you do not intend to register?		Open-ended
<del>CQ0004444</del>		<del>Which best describes your primary role?</del>	<del>Registered project architect</del> <del>Project designer</del> <del>Unregistered architect</del> <del>Contractor</del> <del>Sub-contractor</del> <del>General consumer</del> <del>Other (please specify)</del>	<del>Radio Button One Up Vertical</del>
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

Use cell shading to highlight question groups.





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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

Use cell shading to highlight question groups.

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