

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:

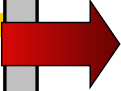

- 1 This questionnaire **has to match the live survey**
- 2 All changes to the live measure need to be tracked and archived in **one document**
- 3 **All CQ change requests** has to be submitted using this documents
 - SRA: 1) marks up changes and submits the entire document to DOT
 - DOT: 1) archives 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:
 IRS Satisfaction Survey
 MID: dh4QBcM8h8cYdN8hIFdIIQ==
 Date: 8/5/09

CURRENT ACSI QUESTIONS

IRS Satisfaction Survey MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>NOTE: All questions under each element are <u>required</u>. <i>Element questions are partitioned among surveys.</i></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>REQUIRED ELEMENTS (common to all websites)</p>		
<p>Content (1=Poor, 10=Excellent, Don't Know)</p>	<p>Satisfaction (1=Poor, 10=Excellent)</p>	<p>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</p>
<p>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.</p>	<p>31 What is your overall satisfaction with this site? 32 How well does this site meet your expectations? 33 How does this site compare to your idea of an ideal website?</p>	<p>34 How likely are you to return to this site? Recommend (1=Not Very Likely, 10=Very Likely)</p>
<p>Functionality (1=Poor, 10=Excellent, Don't Know)</p>		<p>35 How likely are you to recommend this site to someone else? Primary Resource (1=Not Very Likely, 10=Very Likely)</p>
<p>4 Please rate the usefulness of the features provided on this site.</p>		<p>36 How likely are you to use this site as your primary resource for tax information?</p>
<p>5 Please rate the convenience of the features on this site. 6 Please rate the variety of features on this site.</p>		
<p>Image (1=Poor, 10=Excellent, Don't Know)</p>		
<p>7 Please rate how this site values you as a visitor. 8 Please rate how this site is trustworthy. 9 Please rate how well established this site is.</p>		
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p>		
<p>10 Please rate the visual appeal of this site. 11 Please rate the balance of graphics and text on this site. 12 Please rate the readability of the pages on this site.</p>		
<p>Navigation (1=Poor, 10=Excellent, Don't Know)</p>		
<p>13 Please rate how well the site is organized. 14 Please rate the options available for navigating this site. 15 Please rate how well the site layout helps you find what you are looking for.</p>		
<p>16 Please rate the number of clicks to get where you want on this site.</p>		
<p>Privacy (1=Poor, 10=Excellent, Don't Know)</p>		
<p>17 Please rate the ability to limit sharing of your personal information on this site.</p>		
<p>18 Please rate the amount of personal information you are asked to submit on this site. 19 Please rate the site's commitment to protecting your personal information.</p>		
<p>Search (1=Poor, 10=Excellent, Don't Know)</p>		
<p>20 Please rate the relevance of search results on this site. 21 Please rate the organization of search results on this site. 22 Please rate how well the search results help you decide what to select. 23 Please rate how well the search feature helps you to narrow the results to find what you want.</p>		
<p>Site Performance (1=Poor, 10=Excellent, Don't Know)</p>		
<p>24 Please rate how quickly pages load on this site. 25 Please rate the consistency of speed from page to page on this site. 26 Please rate the ability to load pages without getting error messages on this site.</p>		
<p>Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know)</p>		
<p>27 Please rate the process for completing task(s) on this site. 28 Please rate your impression of the level of security in completing tasks on this site.</p>		
<p>29 Please rate the verification of task completion on this site. 30 Please rate the clarity of instructions for completing task(s) on this site.</p>		

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

IRS Satisfaction Survey 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	Special instructions
C235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Dropdown (Select-one)	Single	Y	
C20248		Which category best describes you? Are you ...?	An Individual Tax Payer Representing a Business Representing a Charity or Non-Profit Organization Representing a Government Entity A Tax Professional An Academic/Researcher A Student An IRS Employee A VITA/TCE Volunteer Other, please specify:	A	Dropdown (Select-one)	Single	Y	
C20249	A	If you answered "Other" for "Which category best describes you?", please specify.			Open-ended		N	
C20251		What is your primary reason for coming to the IRS.gov site?	Obtain general tax information Download a tax form, publication, or instructions Learn more about Free file Prepare my taxes via Free File on the IRS site Obtain info on tax regulations or written determinations Obtain info on revenue rulings or court cases Obtain info on e-file To sign-up for or login into e-services Obtain info on the status of your tax refund Obtain tax statistics Obtain an EIN Contact the IRS Find mailing addresses for tax forms Order forms from the IRS Use online tax calculators Link and Learn (VITA/TCE) training Other	A	Dropdown (Select-one)	Single	Y	

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C20252	A	If you answered "Other" or "Obtain general tax information" for "What is your primary reason for coming to the IRS.gov site?" Please specify.			Open-ended		N	
C7850		Were you able to satisfy your Primary Reason for using IRS.gov on this current visit to our web site?	Yes No Don't know / Not sure	B,C A A	Radio Button One Up Vertical	Single	Y	
AED02848	A	Why do you feel that your Primary Reason for coming to the site was not completely resolved ?	The information was too difficult to locate on the IRS.gov website The information was too difficult to understand Other, please specify:	A2	Radio Button One Up Vertical	Single	Y	
AED02849	A2	Please specify why do you feel that your Primary Reason for coming to the site was not completely resolved			Open-ended		N	
AED02850	B	Before visiting us today on the IRS web site, what IRS Service Channel(s) did you use to resolve your Primary Reason ? (Please mark all that apply)	IRS.gov web site IRS Toll-Free telephone line IRS Office (Taxpayer Assistance Center, Walk-in Center) Mail Other, please specify:	B2	Checkbox One Up Vertical	Multi	Y	
AED02851	B2	Please specify what IRS Service Channel(s) did you use to resolve your Primary Reason .			Open-ended		N	
AED02852	C	Including today, about how many times did you contact the IRS about your Primary Reason for using IRS.gov?	1 Time - Today was the first time 2 Times 3 Times 4 or more Times		Radio Button One Up Vertical	Single	Y	
C20253		How do you usually find information on our site?	IRS.gov Search Engine Forms and publications Navigation to the Web page Site Map Bookmarks Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other, please specify:	A	Checkbox One Up Vertical	Multi	Y	change from single select radio button to multi select checkboxes
C20254	A	If you answered "Other" for "How do you usually find information on our site?", please specify.			Open-ended		N	
C20255		Did you find the information you were looking for ?	Yes No Partially		Radio Button One Up Vertical	Single	Y	
C5885		If you answered "No" for "Did you find the information you were looking for", what specific type of information were you trying to find? Please specify.			Open-ended		N	
CWS01216		If you found the information you were looking for, was it easy to understand?	Yes No	A	Radio Button One Up Vertical	single	Y	
CWS01217	A	If "no", please explain.			Open-ended		N	
C7545		If you performed a search on IRS.gov today, what type of difficulty, if any, did you encounter? Please choose one response only.	No problems were encountered, the IRS.gov search engine worked fine Returned too many results Returned no results Results were not relevant to my search terms Results were too similar/redundant I was not sure what words to use in my search Search required too many refinements to get what I wanted Search speed was too slow Other, please specify:	A	Dropdown (Select-one)	Single	N	
C7546	A	If you answered "Other" above, please specify other search difficulty.			Open-ended		N	
C7549		How could we improve the IRS.gov web site so that you could find the information that you were looking for more readily?			Open-ended		N	

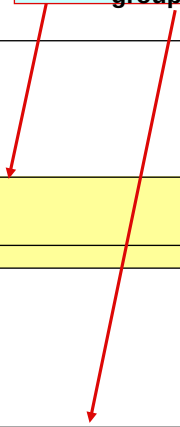
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How frequently do you visit this site?	Daily 2-3 times a week --> Two to three times per week About once a month Every few months Every 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
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

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

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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