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** have to be submitted using this document

   SRA: 1) marks up changes and submits the entire document to DOT

   DOT: 1) archives change request on separate tab
               2) implements change(s)
               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 safeguards correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Questionnaire Skip Set Up Guidelines

Goals:
- **Ensure all skip setup included in the questionnaire is consistent with skip logic rules**
- **Decrease down time due to skip corrections within submitted surveys**

Basic Skip Rules:

"Other Please Specify" (OPS) Skip Rules:

Type 1 "Other Please Specify" Rules (Text box to the right of the answer choice "Other, please specify:") :

1 OPS questions must be set up as a radio-button or checkbox to have the text box appear as a tiny box under the answer choice "Other, please specify:" once it is clicked

2 The open ended text box for "Other Please Specify" has it's own question ID and needs **full question text** included in questionnaire.
(This will be used by clients, SRAs, etc, in the portal and comment cluster to differentiate between OPS questions within a measure)

3 The open ended text box has a character limit of 100. No exceptions! if more characters are needed, please request a Type 5 group.

4 In the special instructions column, indicate that this is a "OPS Group" for the PARENT and CHILD questions.

Type 5 "Other Please Specify" Rules (More than two questions within question group):

1 Open-ended boxes will not show up as a tiny text box under the answer choice "Other" in this type of skip logic. They will pop as separate question, with its own question text. Please include full question text.

2
  Radio-button, checkbox or drop-down CQs can have an "other please specify" in this type of skip set up but the text box will pop as a separate question.

3 In the special instructions column, indicate that this is a "Skip Logic Group" for the PARENT and CHILD questions.

Please refer to the Current Custom Qsts tab for examples (OPS Type 1 and OPS Type 5 are marked in the comment boxes)

General Skip Rules:

1 The parent question must come first, and child questions must immediately follow. Skip logic groups cannot be broken up by other questions that are not included within the skip.

2 A CQ can only have one parent question; a single question CANNOT be triggered by different questions.

3 Answers within one question can be set up so that different answer combinations trigger different questions, through the use of "answer groups".

4 A question can only be a part of ONE group type i.e. skip logic, matrix, or multiple lists

5 Horizontal scale questions CANNOT be parent CQs, but they can be child CQs. NOTE: By changing a horizontal scale question to a dropdown they can become parent questions.

6 Open End text questions cannot be a parent questions, but they can be child CQs.

7 Multi-select questions can be used in skip logic.

As a general tip for SRAs: The more complex the skip logic, the more difficult it is to keep the tabs and labels concise in SPRs.
It is important to know when to just use filters versus creating skip logic.

Caution: **Measures without enhanced/segmented reports might require intricate skip to gather necessary data for standard reports.**

DOI Main MODEL QUESTIONS
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	**Satisfaction**	**Likelihood to Return (1=Very Unlikely, 10=Very Likely)**
1 Please rate the **accuracy of information** on this site.	20 What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	23 How likely are you to **return to this site**?
2 Please rate the **quality of information** on this site.	21 How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*	**Recommend (1=Very Unlikely, 10=Very Likely)**
3 Please rate the **freshness of content** on this site.	22 How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	24 How likely are you to **recommend this site to someone else**?
Functionality (1=Poor, 10=Excellent, Don't Know)		**Future Participation (1=Very Unlikely, 10=Very Likely)**
4 Please rate the **usefulness of the features provided** on this site.		25 How likely are you to **express your thoughts or ideas to this Department** in the next 90 days?
5 Please rate the **convenience of the features** on this site.		**Trust (1=Strongly Disagree, 10=Strongly Agree)**
6 Please rate the **variety of features** on this site.		26 I can count on this Department to **act in my best interests.**
Look and Feel (1=Poor, 10=Excellent, Don't Know)		27 I consider this Department to be **trustworthy.**
7 Please rate the **visual appeal** of this site.		28 This Department can be trusted to **do what is right.**
8 Please rate the **balance of graphics and text** on this site.		
9 Please rate the **readability of 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 available for navigating** 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.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how **thoroughly** this website **discloses information** about what this Department is doing.		
15 Please rate how **quickly Department information is made available** on this website.		
16 Please rate how well information about this Department's actions **can be accessed by the public** on this website.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
17 Please rate how **quickly pages load** on this site.		
18 Please rate the **consistency of speed from page to page** on this site.		
19 Please rate the **ability to load pages without getting error messages** on this site.		

Model Instance Name:	
DOI Main	
MID: Fg8tw5JVUEc881skM4oNtw==	
Date: 9/29/2009	

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

DOI Main 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
CWS02624		How **often do you visit** this site?	This is my first time		Drop down, select one	Single	Y
			Daily				
			Weekly				
			Monthly				
			Quarterly				
			Every 6 months or less often				
CWS02625		Which **best describes your role** in visiting the site today?	General Public	B	Radio button, one-up vertical	Single	Y
			Government Official or Employee				
			Student or Educator				
			Media or Press				
			Member of a Tribe				
			Tourist				
			Job Seeker				

DOI Main 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
			Other	A			
CWS02626	A	Please tell us your role in visiting the site today.			Text field, <100 char		Y
CWS02627	B	In which **area of the government** are you an official or employee?	DOI		Radio button, one-up vertical	Single	Y
			Other Federal				
			State				
			Local				
			Tribal				
			Other	C			
CWS02628	C	Please tell us which area of government.			Text field, <100 char		Y
CWS02629		What was your **primary reason** for visiting this site today?	Learn more about DOI	E	Radio button, one-up vertical	Single	Y
			Research a particular Bureau or Service within DOI				
			Read news				
			Find a job				
			School project or assignment				
			Watch a video/Listen to Audio				
			Other	D			
CWS02630	D	Please tell us the primary reason you were visiting today.			Text area, no char limit		Y
CWS02631	E	What **Bureau or Service** were you researching?	National Park Service		Radio button, one-up vertical	Single	Y
			U.S. Fish and Wildlife Service				
			Bureau of Indian Affairs				
			Bureau of Land Management				
			Office of Surface Mining				
			Minerals Management Service				
			U.S. Geological Survey				
			Bureau of Reclamation				
			Other	F			
CWS02632	F	Please tell us which Bureau or Service.			Text field, <100 char		Y
CWS02633		Were you **able to find** the information you were looking for?	Yes	G	Drop down, select one	Single	Y
			No				
			I wasn't looking for anything in particular				
CWS02634	G	Please tell us what you were looking for.			Text area, no char limit		Y
CWS02635		How did you **primarily look for information** on the site today?	Top navigation bar		Radio button, one-up vertical	Single	Y
			Left-hand side navigation bar				
			Links within page text				
			Site map				
			Search box				
CWS02636		Please describe your **site experience** today.	I had no problem browsing through the site		Radio button, one-up vertical	Single	Y
			I found the general area but could not find specific information				
			Links did not take me to what I was looking for				
			Too many links or navigational choices				
			I found links that did not work				
			Other	H			
CWS02637	H	Please tell us about your experience on the site.			Text area, no char limit		Y
CWS02638		How would you rate your **familiarity with** social media on the web?	View and contribute often		Drop down, select one	Single	N
			View often and contribute occasionally				

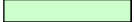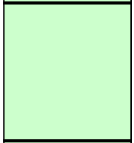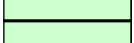| Model Instance Name:		
DOI Main		
MID: Fg8tw5JVUEc881skM4oNtw==		
Date: 9/29/2009		

DOI Main 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
		Flickr	View often but don't contribute				
			View and contribute occasionally				
			View occasionally but don't contribute				
			No familiarity				
CWS02639		Facebook	View and contribute often		Drop down, select one	Single	N
			View often and contribute occasionally				
			View often but don't contribute				
			View and contribute occasionally				
			View occasionally but don't contribute				

Special Instructions
Skip Logic Group

Special Instructions
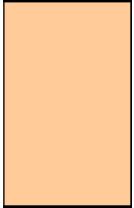
Skip Logic Group
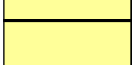
Skip Logic Group

Skip Logic Group
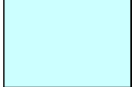
Adjust Template/Style

Special Instructions Sheet
Adjust Template/Style Sheet

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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS

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 this site.

8 Please rate the **balance of graphics and text** on this site.
9 Please rate the **readability of 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 available for navigating** 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.

Site Performance *(1=Poor, 10=Excellent, Don't Know)*
14 Please rate how **quickly pages load** on this site.
15 Please rate the **consistency of speed from page to page** on this site.
16 Please rate the **ability to load pages without getting error messages** on this site.

Product Browsing *(1=Poor, 10=Excellent, Don't Know)*
17 Please rate the ability to **sort products by criteria that are important to you** on this
18 Please rate the **ability to narrow choices to find the product(s) you are looking for**
19 Please rate how well the **features on the site help you find the product(s) you are**

Product Descriptions *(1=Poor, 10=Excellent, Don't Know)*
20 Please rate the **thoroughness of product descriptions** on this site.
21 Please rate how **understandable the product descriptions are** on this site.
22 Please rate how well the **product descriptions provide answers to your questions.**

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

CUSTOMER SATISFACTION

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

FUTURE BEHAVIORS

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

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

Primary Resource *(1=Not Very Likely, 10=Very Likely)*
How likely are you to use this site as your **primary resource for obtaining information from this organization?**

Model Instance Name:
Fill-in Measure Name
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 3/1/2008

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

			Fill-in Measure Name CUSTOM QUESTION LIST			

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How **frequently** do you visit this site?	Daily		Dropdown (Select-one)	Single
			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			
CQ0004445		Are you a **registered user** on this site?	I am registered	A	Radio button, one-up vertical	Single
			I am not registered, and do not intend to			
			~~I am not registered, but intend to register during my visit today~~			
CQ0004446	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004447		What best describes your **primary reason** for visiting the site today?	Researching products for possible inclusion in a design	B	Radio button, one-up vertical	Single
			Gathering information on a product or manufacturer specified in a design	C		
			Other (please specify)	A		
CQ0004448	A	Other primary reason			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the **possible inclusion in a design**?	Spec		Checkbox, one-up vertical	Multi
			3D models			
			Product application			
			Green information			
			Manufacturer's contacts			
			Cost			
			Other			
CQ0004450	C	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD		Checkbox, one-up vertical	Multi
			Spec			
			3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			

Fill-in Measure Name CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Other			
CQ0004451		How were you primarily **seeking information** on sweets.com?	Search by keyword feature	A	Radio button, one-up vertical	Single
			Browse by master format feature			
			Other (please specify)			
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to **find what you were looking for** today?	Yes	A,B C,D	Radio button, one-up vertical	Single
			No			
			Not sure			
CQ0004454	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	Single
			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			
CQ0004455	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	E	Drop down, select one	Single
			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			
			Other			
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you **not sure**?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			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			
CQ0004457	D	Since you were not sure, **what do you plan to do next**?	Continue looking for the information at this site	F	Drop down, select one	Single
			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			
			Other			
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What **other sources** do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
			Manufacturers websites			

Required Y/N	Special Instructions
Y	
Y	Randomize OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group Randomize Anchor Answer Choice

Required Y/N	Special Instructions
	Anchor Answer Choice
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	

Model Instance Name:
Fill-in Measure Name
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 3/1/2008

red & strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING

	Fill-in Measure Name 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
CQ0004444		How **frequently** do you visit this site?	Daily		Dropdown (Select-one)	Single
			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			
CQ0004445		Are you a **registered user** on this site?	I am registered		Radio button, one-up vertical	Single
			I am not registered, and do not intend to	A		
			I am not registered, but intend to register during my visit today			
CQ0004446	A	Please explain why you do not intend to register?			Text field, <100 char	Single
CQ0004447		What best describes your **primary reason** for visiting the site today?	Researching products for possible inclusion in a design	B	Radio button, one-up vertical	Single
			Gathering information on a product or manufacturer specified in a design	C		
			Other (please specify)	A		
CQ0004448	A	Please specify your other primary reason.			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the **possible inclusion in a design**?	Spec		Checkbox, one-up vertical	Multi
			3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			
			Other			
CQ0004450	C	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD		Checkbox, one-up vertical	Multi
			Spec			
			3D models			
			Green information			
			Product application			
			Manufacturer's contacts			
			Cost			

Model Instance Name:
Fill-in Measure Name
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 3/1/2008

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Fill-in Measure Name 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
			Other			
CQ0004451		How were you primarily **seeking information** on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Browse by master format feature			
			Other (please specify)	A		
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to **find what you were looking for** today?	Yes	A,B	Radio button, one-up vertical	Single
			No	C,D		
			Not sure			
CQ0004454	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	Single
			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			
CQ0004455	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		Drop down, select one	Single
			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	E		
			Other			
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	C	Why were you **not sure**?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			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			
CQ0004457	D	Since you were not sure, **what do you plan to do next**?	Continue looking for the information at this site		Drop down, select one	Single
			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	F		
			Other			
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		What **other sources** do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)			
			Reed First Source			
			4specs			
			Arcat			
			Manufacturers websites			

Required Y/N	Special Instructions
Y	
Y	Randomize OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group

Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	