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

Model Instance Name:
DHS Satisfaction Survey - Transparency
MID:

Date: 10/30/2009

			tisfaction Survey - Transparency MODEL QUESTION LIST ons utilize the ACSI methodology to determine scores and impa	acts	
	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)				Likelihood to Return (1= Very Unlikely, 10=Very Likely)
1	Please rate your perception of the accuracy of information on this site.	24	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	27	7 How likely are you to return to this site?
2	Please rate the quality of information on this site.	25	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.	26	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	28	How likely are you to recommend this site to someone else?
	Functionality (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1= Very Unlikely, 10=Very Likely)
4	Please rate the usefulness of the activities provided on this site.			29	How likely are you to use this site as your primary resource for homeland security information?
5	Please rate the convenience of the activities on this site .				Future Participation (1=Very Unlikely, 10=Very Likely)
6	Please rate the choices of activities on this site.			30	How likely are you to express your thoughts or ideas to this agency in the next 90 days?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Organization Satisfaction (1=Very Unlikely, 10=Very Likely)
7	Please rate the visual appeal of this site.			31	How satisfied are you with the Department of Homeland Security overall?
8	Please rate the balance of graphics and text on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
9	Please rate the readability of the pages on this site.				I can count on this agency to act in my best interests.
	Navigation (1=Poor, 10=Excellent, Don't Know)				I consider this agency to be trustworthy .
-	Please rate how well the site is organized.			34	This agency can be trusted to do what is right.
	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.				
	Search (1=Poor, 10=Excellent, Don't Know)				
14	Please rate the relevance of search results on this site.			7	l .
- 1	Please rate the organization of search results on this site.		"		l .
16	Please rate how well the search results help you decide what to select.				
17	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)				
-	Please rate how quickly pages load on this site.				l .
19	Please rate the consistency of speed from page to page on this site.				
20	Please rate the ability to load pages without getting error messages on this site.				

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MID:
Date: 10/30/2009

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING violet (bold): SKIP-LOGIC

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 Instruction
FB06121		How frequently do you visit this site?	First time		Drop down, select one		Υ	•
			More than once a day					
			Daily					
			About once a week					
			About once a month					
			Every 6 months or less					
B06122		What best describes your role when coming to this site?	General Public		Drop down, select one		Y	Skip Logic Group
			First Responder					
			Business Stakeholder					
			Federal, State, Local, Tribal Partner					
			Department of Homeland Security Employee or Contractor					
			Veteran					
			Congressional staff/member Media					
			Student / Educator					
			Researcher					
			Job Seeker					
			Other, please specify	Α				
B06123	Α	What is your role when coming to this site?	Surer, process opposity		Text field, <100 char		N	Skip Logic Group
B06124		What area of the site are you primarily visiting today?	Counterterrorism		Drop down, select one		Y	Skip Logic Grou
			Border Security					, ,
			Preparedness, Response and Recovery					
			Immigration					
			Unified DHS					
			Press Room					
			About Department of Homeland Security					
			Contact Us					
			Open for Business					
			Science and Technology					
			First Responders					
			Citizens					
			Careers					
			Government Business					
			Travelers					
			Leadership Journal					
			The Blog					
			Other, please specify	Α				
B06125	Α	What is the other reason you are visiting the site today?			Text field, <100 char		N	Skip Logic Group
B06126		What is your main reason for coming to this site today?	Find a form		Drop down, select one		Υ	Skip Logic Group
			Research activities and programs					, ,
			Report an incident					
			Find laws and regulations					
			Find news about the Department					
			Find grant information					
			Research training and technical assistance					
			Look up travel security procedures					
			Find information on port and border security					
			Find information about visiting the United States					
			Find information on preparing for disasters/emergencies					
			Research immigration benefits and information					
			Find contact information					
			Interact with the Department Look up contract opportunities					
			File a complaint					
			Find employment					
			Learn about Department of Homeland Security					
			Other, please specify	Α .				
				A		1		
B06127	Α	What is the other reason you came to this site today?			Text area, no char limit		N	Skip Logic Grou

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			DHS Satisfaction Survey - Transparency 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
			No	Α				
			Partially					
			Still looking					
KFB06129	Α	What specifically were you trying to find?			Text area, no char limit		N	Skip Logic Group
KFB06130		Please select all of the choices that were true for you as you looked for information on the site today:	I didn't have any difficulty finding information		Checkbox, one-up vertical	Multi		Skip Logic Group
			I know you have a particular document, but I can't find it					
			I wasn't sure how to look for what I wanted	_				
			I found the document I needed, but it took too long to find it Other difficulty, please specify	Α				
KFB06131	Α	What other difficulty did you have finding information?	Other unificulty, please specify	_ ^	Text area, no char limit		Y	Skip Logic Group
KFB06131		Did you use the web site's search feature today?	Yes	C, D	Radio button, one-up		Y	Skip Logic Group
(1 D00102		bu you use the web site a search reducte today.		0, 5	vertical			Okip Logic Group
			No	Α				
KFB06133	Α	Why did you not use the search feature?	Prefer other method of navigation		Radio button, one-up			
VLD00133	<u> </u>	willy did you not use the search readure:	-		vertical			
			Did not need search, found information quickly Other, please specify	В				Skip Logic Group
KFB06134	В	What is the other reason you did not use the search feature?	Curer, piease specify	В	Text area, no char limit			Skip Logic Group
KFB06135	C	Did the top results answer your question?	Yes		Radio button, one-up			Skip Logic Group
			Partially		10.1.00			
			No					
KFB06136	D	What type of difficulty, if any, did you encounter with the search feature?	Encountered no difficulties		Radio button, one-up vertical		N	Skip Logic Group
			Returned too many results					
			Returned not enough or no results					
			Results were not relevant to my search terms or needs					
			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 needed					
			Search speed was too slow					
			Other, please specify	E				
KFB06137 KFB06138	E	What other search difficulty did you encounter today? What, if any, navigation issues did you encounter during your	I did not navigate to find information		Text area, no char limit Checkbox, one-up vertical			Skip Logic Group
		visit? (select all that apply)	Leavelers tell wheat I would not if I aliaked an a decompast link	_				
			I couldn't tell what I would get if I clicked on a document link Navigation links are not clear / too much Jargon					
			Navigation categories are not clear / too much Jargon					
			I did not experience any navigation difficulties	_				
			Too many links or navigational choices					
			Some links did not take me where I expected					
			I was able to navigate to the general area, but could not find the specific content I needed					
			I experienced broken links, error messages, or other technical difficulties					
			Other navigational issue, please specify	Α				
KFB06139	Α	What other navigational issues did you encounter?			Text area, no char limit		Υ	Skip Logic Group
KFB06140		What is your primary method of searching for information on this site?	Search feature of the site	Α	Drop down, select one		Y	Skip Logic Group
			Navigating through the web pages					
			Top navigation bar	-				
			Left navigation bar	_				
			Links in the pages	_				
			Site Map					
			Bookmarks	-				
			Internet search engine					
			Links from other websites Other, please specify	В				

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Second Labe Question Text Ginnated 150 characters) Ginnated 150 characters Ginnated		Skip							
Which of the following social model services have you participated 1 on or turns occal models services 1 on or turns occal models services 1 on or turns occal models services 2 on or turns occal models services	QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Featbook	KFB06142		Which of the following social media services have you participated in during the last month? Select all that apply	I do not use social media services			Multi	Y	Skip Logic Group
Table					A. C				
No.									
March Marc									
Link odd C Scord Link C Scord Link C C C C C C C C C									
Figure F									
PR05143 B What other social media services have you used in the last									
Mate of the resocial media services have you used in the last month? May be found the resocial media services have you used in the last month? May be found the resocial media services have you used in the last month? Indeed to provide the m				Internet Forums	С				
Process and cate on which social media services you used in the last month?				Blogs	С				
FB06144 A Movillety are you to use Facebook for information about the Department of Homeland Security? FB06145 C Please indicate on which social media services you have seen a Department of Homeland Security presence (i.e. materials or links). Select all that apply. FB06145 D In which other social media services have you seen a Department of Homeland Security presence (i.e. materials or links). Select all that apply without the most seen a Homeland Security presence on any social media services with links or links					B, C				
Hebbit A provide legarment of Homeland Security? A browlieley's are you to use Facebook for information about the Department of Homeland Security? 2	KFB06143	В				Text area, no char limit			Skip Logic Group
FB06145 C Please indicate on which social media services you have seen a links). Select all that apply. FB06146 D In which other social media services have you seen a Department of Homeland Security presence (i.e. materials or links). Select all that apply. FB06147 D In which other social media services have you seen a Department of Homeland Security presence? FB06148 A Would you use your mobile phone to access Web Information? FB06149 Please select your age range. FB06149 Please select your age range. If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150 If you can make one improvement to this site, what would it be? FB06150	KFB06144	Α	How likely are you to use Facebook for information about the	1=Not very likely			Single	Y	Skip Logic Group
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Facebook MySpace Virtual Worlds Twitter You Trube Other, please specify PEB06146 A Would you use your mobile phone to access Web Information? FB06148 A Would you use your mobile phone to access homeland security information? FB06149 PEB06149 PEB06149 A Would you use your mobile phone to access homeland security information? No FB06149 Please select your age range. Please select your age r	KFB06145	С	Department of Homeland Security presence (i.e. materials or			Checkbox, one-up vertical	Multi	Y	Skip Logic Group
MySpace Virtual Worlds Twitter YouTube D									
FB06146 D in which other social media services have you seen a Department of Homeland Security presence? FB06147 Do you use your mobile phone to access Web Information? FB06148 A Would you use your mobile phone to access homeland security information? FB06149 Please select your age range. Please select your age range. Please select your age range. If you can make one improvement to this site, what would it be? Virtual Worlds Twitter Twitter Your Use Other, please specify Pes A Radio button, one-up vertical Prefer not to answer Text area, no char limit Redio button, one-up vertical FB06150 If you can make one improvement to this site, what would it be? Virtual Worlds Twitter Twitter Your Use D Text area, no char limit Redio button, one-up vertical FB06150 If you can make one improvement to this site, what would it be? Virtual Worlds Twitter Twitter Twitter To under Text area, no char limit In I Text area, no char limit II Te									
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FB06146 D In which other social media services have you seen a Department of Homeland Security presence? Text area, no char limit of Homeland Security presence. Text area, no char									
FB06146 D In which other social media services have you seen a Department of Homeland Security presence? Yes No No Radio button, one-up vertical No Radio button, one-up vertical Please select your age range. If you can make one improvement to this site, what would it be? If you can make one improvement to this site, what would it be? Other, please specify Other, please specify Other, please specify Other, please specify D Text area, no char limit Retar area, no char limit Retar area, no char limit Retar area, no char limit Skip Logic Group or vertical Preservation Radio button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical Skip Logic Group A Radio button, one-up vertical Radio button, one-up vertical Retar area, no char limit Text area, no char limit No Text area, no char limit									
FB06146 D In which other social media services have you seen a Department of Homeland Security presence? Do you use your mobile phone to access Web Information? Yes A Radio button, one-up vertical No Radio button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical Please select your age range. If you can make one improvement to this site, what would it be? If you can make one improvement to this site, what would it be? Prefer not to answer Text area, no char limit Skip Logic Group Y Ves Radio button, one-up vertical FRADIO button, one-up vertical FRADIO button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical FRADIO button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical FRADIO button, one-up vertical Radio button, one-up vertical FRADIO button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical FRADIO button, one-up vertical FRADIO button, one-up vertical FRADIO button, one-up vertical Text area, no char limit					_				
FB06147 Do you use your mobile phone to access Web Information? Yes A Radio button, one-up vertical No Radio button, one-up vertical Yes Radio button, one-up vertical No Please select your age range. 17 or under 18-24 25-34 35-44 45-54 55-64 65 or older Prefer not to answer If you can make one improvement to this site, what would it be? Text area, no char limit	/=====================================			Other, please specify	D				01: 1 : 0
FB06148 A Would you use your mobile phone to access homeland security information? No No Please select your age range. Please select your age range. Province 17 or under 18-24 25-34 35-44 45-54 55-64 65 or older Prefer not to answer FB06150 If you can make one improvement to this site, what would it be? Radio button, one-up vertical Radio button, one-up vertical Province Radio button, one-up vertical Province Single Y Y Text area, no char limit No Text area, no char limit	KFB06146	D				Text area, no char limit			Skip Logic Group
FB06148 A Would you use your mobile phone to access homeland security information? Please select your age range. Please select your age range. Please select your age range. 17 or under 18-24 25-34 35-44 45-54 55-64 65 or older Prefer not to answer FB06150 If you can make one improvement to this site, what would it be? Prefer not to answer Text area, no char limit No Radio button, one-up vertical Radio button, one-up vertical FRAGIO button, one-up vertical Radio button, one-up vertical FRAGIO button, one-up vertical Skip Logic Group on the provency of the provenc	(FB06147		Do you use your mobile phone to access Web Information?		Α			Y	Skip Logic Group
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Please select your age range.				No					
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45-54 55-64 65 or older Prefer not to answer FB06150 If you can make one improvement to this site, what would it be? Text area, no char limit n					1				
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Prefer not to answer FB06150 If you can make one improvement to this site, what would it be? Text area, no char limit n									
FB06150 If you can make one improvement to this site, what would it be? Text area, no char limit n				65 or older					
FB06150 If you can make one improvement to this site, what would it be? Text area, no char limit n				Prefer not to answer					
	KFB06150					Text area, no char limit		n	

Model Instance Name:

DHS Satisfaction Survey - Transparency

MID:

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING
violet (bold): SKIP-LOGIC

DHS Satisfaction Survey - Transparency 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 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)	Single
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	A	Radio button, one-up vertical	Single
CQ0004444	Α	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004444		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004444	Α	Other primary reason	(posico spesso)		Text area, no char limit	Single
CQ0004444 CQ0004444	В	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			
CQ0004444	С	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:

DHS Satisfaction Survey - Transparency

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pink: ADDITION

blue + -->: REWORDING
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DHS Satisfaction Survey - Transparency CUSTOM QUESTION LIST

	Skip Logic		Answer Choices			Single or
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi
			Other			
CQ0004444		How were you primarily seeking information on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Drawas by master formet feature		Tradio button, one-up vertical	
			Browse by master format feature Other (please specify)	Α		
CQ0004444	A	Other reason seeking information	Otter (prease specify)		Text field, <100 char	Single
CQ0004444		Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
CQUUUTTT		l l l l l l l l l l l l l l l l l l l	No	В		Jingic
			Not sure	C,D		
CQ0004444	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			
CQ0004444	В	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			
CQ0004444	С	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			
22222444		0:	Other		Drop down, select one	0: :
CQ0004444	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	i i		
CQ0004444	E	What other site(s) do you plan to visit?	Caro		Text area, no char limit	Single
CO0004444	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444		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.)	1		1
			Reed First Source	1		
			4specs			
			Arcat	1		1
			Manufacturers websites	1		

Required Y/N	Special Instructions
Υ	
Y	Randomize
N	
Y	
N	
Y	
Y	

Required Y/N	Special Instructions
Y	
N Y	
Y	
Y	
Y	
Y	
N N	
Y	