

## 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)

### Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks\\_SRA](#)
- 5 [Model and Custom Question Checks\\_Team LeadManager](#)
- 6 [Model and Custom Question Checks\\_DOT](#)

Model Instance Name:  
 DHS CBP Satisfaction Survey  
 MID: ssYEIM9JpFIIEg5kc4gY4w==  
 Date: 4/329/2010

**DHS CBP Satisfaction Survey**  
*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Please rate the <b>accuracy of information</b> on this site.	21 What is your <b>overall satisfaction</b> with this site?	24 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.	22 How well does this site <b>meet your expectations</b> ?	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Please rate the <b>freshness of content</b> on this site.	23 How does this site <b>compare to your idea of an ideal website</b> ?	25 How likely are you to <b>recommend this site to someone else</b> ?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate the <b>visual appeal</b> of this site.		26 How likely are you to use this site as your <b>primary resource</b> for information about CBP?
5 Please rate the <b>balance of graphics and text</b> on this site.		
6 Please rate the <b>readability of the pages</b> on this site.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
7 Please rate <b>how well the site is organized</b> .		
8 Please rate the <b>options available for navigating</b> this site.		
9 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
10 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Search (1=Poor, 10=Excellent, Don't Know)</b>		
11 Please rate the <b>relevance of search results</b> on this site.		
12 Please rate the <b>organization of search results</b> on this site.		
13 Please rate how well the <b>search results help you decide what to select</b> .		
14 Please rate how well the <b>search feature helps you to narrow the results to find what you want</b> .		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
15 Please rate how <b>quickly pages load</b> on this site.		
16 Please rate the <b>consistency of speed from page to page</b> on this site.		
17 Please rate the <b>ability to load pages without getting error messages</b> on this site.		
<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>		
18 Please rate how <b>thoroughly this website discloses information</b> about what this agency is doing.		
19 Please rate how <b>quickly agency information is made available</b> on this website.		
20 Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this website.		

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

DHS CBP Satisfaction Survey 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
KFB08416		How frequently do you visit the site?	First time More than once a day Daily About once a week About once a month Every few months Every 6 months or less		Drop down, select one	S	Y		Frequency
KFB08417		What best describes <b>your role</b> when coming to this site?	U.S. Citizen/Legal Permanent Resident International visitor CBP employee Homeland Security employee (non-CBP) Other government employee (non-DHS) Customs broker Importer/Exporter		Checkbox, one-up vertical	M	Y		Role

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			Job seeker Student/Educator/Researcher Elected official or staffer Other						
KFB08418		What <b>area(s) of the site</b> did you visit today?	About CBP Newsroom Border Security Travel Trade Careers Alerts/Advisories Tip Lines Questions/Comments Forms En Espanol What's New Contacts Ports FOIA Other		Checkbox, one-up vertical	M	Y		Area Visited
KFB08419		What was your <b>primary reason for visiting</b> the site today?	General information Travel process, requirements Trade regulations Border security progress Agency accomplishments/news Career opportunities Importing/exporting requirements How to file a complaint Cargo security Contact a port Trade notices, rulings, decisions Other		Radio button, one-up vertical	S	Y		Primary Reason
KFB08420		Did you <b>find what you were looking for</b> today?	Yes Partially No		Drop down, select one	S	Y		Find info
KFB08421		What <b>method did you use to find information</b> on this site?	Site's search features Advanced search Top navigation bar Left navigation bar Quick links Links in the page Site map By browsing		Checkbox, one-up vertical	M	Y		Method