

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)

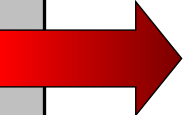
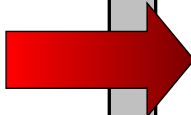
Basic rules:

- 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:
 Dept of State - Travel.State
 MID:
 Date: 5/4/2009

Dept of State - Travel.State 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>. 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>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>18 What is your overall satisfaction with this site? 19 How well does this site meet your expectations? 20 How does this site compare to your idea of an ideal website?</p>	<p>21 How likely are you to return to this site? Recommend (1=Not Very Likely, 10=Very Likely)</p>
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p>		<p>22 How likely are you to recommend this site to someone else?</p>
<p>4 Please rate the visual appeal of this site. 5 Please rate the balance of graphics and text on this site. 6 Please rate the readability of the pages on this site.</p>		<p>Primary Resource (1=Not Very Likely, 10=Very Likely) 23 How likely are you to use this site as your primary resource for travel information and requirements?</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know)</p>		
<p>7 Please rate how well the site is organized. 8 Please rate the options available for navigating this site. 9 Please rate how well the site layout helps you find what you are looking for. 10 Please rate the number of clicks to get where you want on this site.</p>		
<p>Search (1=Poor, 10=Excellent, Don't Know)</p>		
<p>11 Please rate the relevance of search results on this site. 12 Please rate the organization of search results on this site. 13 Please rate how well the search results help you decide what to select.</p>		
<p>14 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>15 Please rate how quickly pages load on this site. 16 Please rate the consistency of speed from page to page on this site.</p>		
<p>17 Please rate the ability to load pages without getting error messages on this site.</p>		

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

Dept of State - Travel.State 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
		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
		Which citizenship status describes you?	U.S. citizen Non-U.S. citizen Dual citizen of the U.S. and another country Not sure Prefer not to answer		Dropdown (Select-one)	Single	Y
		Which of the following describe your role when visiting this site (check all that apply)?	Tourist Business person Student Parent Employer Immigrant to the U.S. or Legal Permanent Resident Part of a mixed-nationality family Work in Education Work in Travel industry Work in Law enforcement Government official or employee Legal/judicial professional Journalist/media Retiree Other, please specify:	A	Checkbox One Up Vertical	Multi	Y
	A	Other role:			Open-ended		N
		Where do you live primarily now?	In the U.S. Outside of the U.S. Prefer not to answer		Dropdown (Select-one)	Single	Y
		Which area of the site are you primarily visiting today?	International Travel Passports Visas Children & Family Law & Policy Contact Us Other, please specify:	A	Radio Button One Up Vertical	Single	Y
	A	Other area:			Open-ended		N
		What is your primary reason for visiting this site today?	Apply for or renew U.S. passport Learn about/apply for U.S. passport card Check passport application status Get travel warnings/information		Radio Button One Up Vertical	Single	Y

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Register travel plans with a U.S. Embassy Get services for Americans abroad Help an American abroad in an emergency Find out if a visa is needed to enter the U.S. Find out how to apply for a visa to visit the U.S. Apply for a visa to visit the U.S. Find out how to apply for U.S. immigration visa Apply for a visa to immigrate to the U.S. Help family member(s) immigrate to the U.S. Help someone else with visa application Find information on intercountry adoption Learn how to prevent parental child abduction Get help because of a parental child abduction Locate/contact U.S. Embassy or Consulate abroad Contact the Department of State Obtain statistics and/or reports Just browsing Other, please specify:	A			
	A	Other reason:			Open-ended		N
		What method did you use the most to find information on this site today?	Top navigation bar Left navigation bar Links within the pages Most requested feature Site's search feature External search engine (ex: Google, Yahoo!, MSN) Other, please specify:	A	Radio Button One Up Vertical	Single	Y
	A	Other method:			Open-ended		N
		Did you find what you were looking for?	Yes Partially No, please specify:	A	Radio Button One Up Vertical	Single	Y
	A	Information not found:			Open-ended		N
		Did you think the writing on this site was easy to understand ?	Very easy to understand Somewhat easy to understand Not easy to understand at all		Dropdown (Select-one)	Single	Y
		What brought you to this site?	Internet search engine (ex: Google, Yahoo!, MSN) Referred by a friend or colleague Referred by someone in the travel industry Referred by someone at a school or university Link from a U.S. Embassy web site Link from another web site Other, please specify:	A	Radio Button One Up Vertical	Single	Y
	A	Other source:			Open-ended		N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		If you could make one improvement to this site, what would it be?			Open-ended		N

Model Instance Name:

Date: 6/25/2008

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CUSTOM QUESTION LIST

Use cell shading to highlight question groups.

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 This is my first time visiting this site	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 am not registered, but intend to register during my visit today	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

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CUSTOM QUESTION LIST

Use cell shading to highlight question groups.

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

Single or Multi	Required Y/N
Single	Y
Single	Y
	N
Single	Y
Single	Y
Multi	Y
Multi	Y

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Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
	N
	N
Multi	Y