

## 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:  
DoD Pentagon Channel  
MID:  
Date: 9/5/2008

**DoD Pentagon Channel MODEL QUESTION LIST**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>NOTE: All questions under each element are required.</b> 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><b>REQUIRED ELEMENTS (common to all websites)</b></p>		
<p><b>Functionality (1=Poor, 10=Excellent, Don't Know)</b></p>	<p><b>Satisfaction (1=Poor, 10=Excellent)</b></p>	<p><b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b></p>
<p>Please rate the <b>usefulness of the features provided</b> on this site. Please rate the <b>convenience of the features</b> on this site. Please rate the <b>variety of features</b> on this site.</p>	<p>What is your <b>overall satisfaction</b> with this site? How well does this site <b>meet your expectations</b>? How does this site <b>compare to your idea of an ideal website</b>?</p>	<p>How likely are you to <b>return to this site</b>? <b>Recommend (1=Not Very Likely, 10=Very Likely)</b> How likely are you to <b>recommend this site to someone else</b>?</p>
<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b></p>		<p><b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b></p>
<p>Please rate the <b>visual appeal</b> of this site.</p> <p>Please rate the <b>balance of videos and text</b> on this site. Please rate the <b>readability of the pages</b> on this site.</p>		<p>How likely are you to use this site as your <b>primary resource</b> for watching military video/podcast news? <b>Watch More Video/Podcast (1=Not Very Likely, 10=Very Likely)</b> How likely are you to <b>watch more videos/podcasts</b> in the future on this site?</p>
<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b></p>		<p><b>Subscribe (1=Not Very Likely, 10=Very Likely)</b></p>
<p>Please rate <b>how well the site is organized</b>.</p> <p>Please rate the <b>options available for navigating</b> this site. Please rate <b>how well the site layout helps you find what you are looking for</b>.</p>		<p>How likely are you to <b>subscribe to RSS video/podcast feeds</b> from this site?</p>
<p>Please rate the <b>number of clicks to get where you want</b> on this site.</p>		
<p><b>Video/Podcast Performance (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>Please rate <b>how quickly videos/podcasts load</b> on this site. Please rate the <b>visual quality of the videos/podcasts</b> on this site. Please rate the <b>quality of video/podcast sound</b> on this site.</p>		
<p><b>Videos/Podcasts (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>Please rate the extent to which the <b>videos/podcasts</b> on this site <b>appeal to you</b>.</p>		
<p>Please rate the <b>variety of videos/podcasts</b> offered on this site.</p>		
<p>Please rate the <b>availability of specific video topics</b> you were looking for on this site.</p>		



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

DoD Pentagon Channel CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)
		How <b>frequently</b> do you visit this site?	First time Daily Weekly Monthly Every 2 months or less often
		What best describes your <b>role</b> when visiting this site?	Serving Military Member Retired Military/Military Veteran DoD contractor DoD Civilian Military Family Member General Public News/Media Other, please specify:
		Which <b>area</b> of the site are you primarily visiting today?	Shows Video Podcasts Audio Podcasts Guide Get it About On Air Channels RSS Videos Live Feeds Special Features Other, please specify:
		What is your <b>primary reason</b> for visiting this site today?	View live feeds Search videos See what's on air Browse recent podcasts Download broadcast quality programming Watch top videos Get information about the Pentagon Channel satellite television service Learn about the Pentagon Channel website Just browsing Other, please specify:
		What <b>method</b> are you using to find the information on this site?	Video search By channels Links in the page

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DoD Pentagon Channel CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)
			A-Z show index By podcast type By date and time zone Other, please specify:
		Did you <b>find</b> what you were looking for?	Yes Partially Still looking No, please specify:
		If you watched a video/podcast today on the Pentagon Channel, please rate your <b>satisfaction</b> with it.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Does not apply
		What <b>medium</b> do you watch the Pentagon Channel on?	TV Internet Both
		Do you watch the Pentagon Channel on <b>broadcast television</b> , i.e. base cable, Dish Network, Fios, others?	Yes No
		What <b>program(s)</b> do you watch?	
		What <b>suggested programs/topics</b> would you like to see on the Pentagon Channel?	
		What would you <b>change</b> about the Pentagon Channel?	
		What sections are you <b>most interested in and why</b> ?	
		What sections could be <b>improved and how</b> ?	
		What <b>other features or information</b> would you like to see on this site?	
		If you could make <b>one improvement</b> to this site, what would it be?	
		Where are you <b>located</b> ?	Alabama Alaska Arizona Arkansas California Colorado

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)
			Connecticut
			Delaware
			Florida
			Georgia
			Hawaii
			Idaho
			Illinois
			Indiana
			Iowa
			Kansas
			Kentucky
			Louisiana
			Maine
			Maryland
			Massachusetts
			Michigan
			Minnesota
			Mississippi
			Missouri
			Montana
			Nebraska
			Nevada
			New Hampshire
			New Jersey
			New Mexico
			New York
			North Carolina
			North Dakota
			Ohio
			Oklahoma
			Oregon
			Pennsylvania
			Rhode Island
			South Carolina
			South Dakota
			Tennessee
			Texas
			Utah

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)
			Vermont Virginia Washington Washington D.C. West Virginia Wisconsin Wyoming Deployed location Stateside military base Overseas military base Outside of U.S.
		Please select the category that includes your <b>age</b> .	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond

<a href="#">Type (select from list)</a>	Single or Multi	Required Y/N
Dropdown (Select-one)	Single	Y
Checkbox One Up Vertical	Single	Y
Checkbox One Up Vertical	Single	Y
Checkbox One Up Vertical	Single	Y
Checkbox One Up Vertical	Single	Y

Type (select from list)	Single or Multi	Required Y/N
Checkbox One Up Vertical	Single	Y
Radio Button One Up Vertical	single	N
Radio Button One Up Vertical	single	Y
Radio Button One Up Vertical	single	Y
Open-ended		N
Open-ended		N
Open-ended		N
Open-ended		N
Open-ended		N
Open-ended		N
Open-ended		N
Dropdown (Select-one)	Single	N





<a href="#">Type (select from list)</a>	Single or Multi	Required Y/N

Type (select from list)	Single or Multi	Required Y/N
Dropdown (Select-one)	Single	N

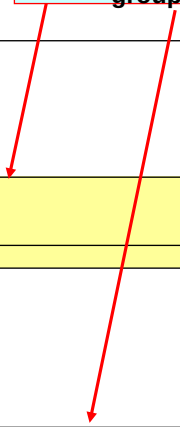
Model Instance Name:  
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Date: 6/25/2008

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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
<del>CQ0004444</del>		<del>Which best describes your primary role?</del>	<del>Registered project architect Project designer Unregistered architect Contractor Sub-contractor General consumer Other (please specify)</del>	<del>Radio Button One Up Vertical</del>
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?	GAD 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

Use cell shading to highlight question groups.

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