

## 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:  
 America.gov Language Surveys  
 MID:  
 Date: 11/3/2008

**America.gov Language Surveys MODEL QUESTION LIST**

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

| ELEMENTS (drivers of satisfaction)  | CUSTOMER SATISFACTION   | FUTURE BEHAVIORS   |
|---|---|--|
| <b>Content</b> (1=Poor, 10=Excellent, Don't Know)   | <b>Satisfaction</b> (1=Poor, 10=Excellent)  | <b>Likelihood to Return</b> (1=Not Very Likely, 10=Very Likely)  |
| Please rate the <b>accuracy of information</b> on this site.<br>Please rate the <b>quality of information</b> on this site.<br>Please rate the <b>freshness of content</b> on this site.  | What is your <b>overall satisfaction</b> with this site?<br>How well does this site <b>meet your expectations</b> ?<br>How does this site <b>compare to your idea of an ideal website</b> ? | How likely are you to <b>return to this site</b> ?<br><b>Recommend</b> (1=Not Very Likely, 10=Very Likely)<br>How likely are you to <b>recommend this site to someone else</b> ? |
| <b>Functionality</b> (1=Poor, 10=Excellent, Don't Know)   |   |  |
| Please rate the <b>usefulness of the features</b> provided on this site.<br>Please rate the <b>convenience of the features</b> on this site.<br>Please rate the <b>variety of features</b> on this site.                                |   |  |
| <b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)   |   |  |
| Please rate the <b>visual appeal</b> of this site.<br>Please rate the <b>balance of graphics and text</b> on this site.<br>Please rate the <b>readability of the pages</b> on this site.  |   |  |
| <b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)  |   |  |
| Please rate <b>how well the site is organized</b> .<br>Please rate the <b>options available for navigating</b> this site.<br>Please rate <b>how well the site layout helps you find what you are looking for</b> .                      |   |  |
| Please rate the <b>number of clicks to get where you want</b> on this site.   |   |  |
| <b>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)  |   |  |
| Please rate how <b>quickly pages load</b> on this site.<br>Please rate the <b>consistency of speed from page to page</b> on this site.<br><br>Please rate the <b>ability to load pages without getting error messages</b> on this site. |   |  |
| <b>Search</b> (1=Poor, 10=Excellent, Don't Know)  |   |  |
| Please rate the <b>relevance of search results</b> on this site.<br>Please rate the <b>organization of search results</b> on this site.<br>Please rate <b>how well the search results help you decide what to select</b> .              |   |  |
| Please rate <b>how well the search feature helps you to narrow the results to find what you want</b> .  |   |  |
| <b>Image</b> (1=Poor, 10=Excellent, Don't Know)   |   |  |
| Please rate the degree to which this site <b>values you as a visitor</b> .<br>Please rate the degree to which this site is <b>trustworthy</b> .<br>Please rate the degree to which this site is <b>established</b> .                    |   |  |

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

America.gov Language Surveys 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 |
|-----|------------------|---|--|---------|-------------------------------|-----------------|--------------|----------------------|
|     |                  | How frequently do you visit this site?                                | First time<br>More than once a day<br>Daily<br>About once a week<br>About once a month<br>Every 6 months or less   |         | Drop down, select one         | single          | Y            |                      |
|     |                  | Where are you situated?   | United States<br>Canada<br>Africa<br>East Asia and Pacific<br>Europe and Eurasia<br>Latin America<br>Middle East and North Africa<br>South Asia  |         | Drop down, select one         | single          | Y            |                      |
|     |                  | What is your age range?   | Under 14<br>14 - 18<br>19 - 30<br>31 - 50<br>Over 50   |         | Drop down, select one         | single          | Y            |                      |
|     |                  | What best describes the result of your visit? (select all that apply) | Found article I was looking for<br>Found general information I was looking for<br>Printed out article<br>Emailed a friend an article<br>Subscribed to newsletter<br>Subscribed to RSS feed<br>Participated in a webchat<br>Participated in an online discussion<br>Listened to podcast<br>Subscribed to podcast<br>Watched video<br>Still looking for the information<br>Didn't find the information<br>Other, please specify: |         | Checkbox, one-up vertical     | multi           | Y            |                      |
|     |                  | Did you come to this site looking for specific information?           | Yes<br>No  | A       | Radio button, one-up vertical | single          | Y            |                      |
|     | A                | If "yes", what specifically were you trying to find?                  | Latest publications<br>Read latest news releases<br>View photo gallery or videos<br>Foreign policy information<br>US politics information<br>Learn about the American life<br>Democracy information<br>Science and health<br>Specific world regions information<br>Find US Embassy<br>Travel and visa information<br>Other, please specify:  |         | Drop down, select one         | single          | Y            |                      |
|     |                  | Would you share this information with others?                         | Yes<br>No  |         | Radio button, one-up vertical | single          | Y            |                      |
|     |                  | How do you mainly locate content within the site?                     | Use the bread crumb<br>Use the navigation buttons  |         | Drop down, select one         | single          | Y            |                      |

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|-----|------------------|---|---|---------|-------------------------------|-----------------|--------------|----------------------|
|     |                  |   | Use the search feature                    |         |                               |                 |              |                      |
|     |                  |   | Use the site map                          |         |                               |                 |              |                      |
|     |                  | Do you use <b>social networking and bookmarks</b> ?                       | Yes                                       |         | Radio button, one-up vertical | single          | Y            |                      |
|     |                  |   | No  |         |                               |                 |              |                      |
|     |                  | How did you <b>learn</b> about this site?                                 | Web page ad                               |         | Checkbox, one-up vertical     | multi           | Y            |                      |
|     |                  |   | Brochure (Print)                          |         |                               |                 |              |                      |
|     |                  |   | Email hyperlink                           |         |                               |                 |              |                      |
|     |                  |   | Blog                                      |         |                               |                 |              |                      |
|     |                  |   | Link from another site                    |         |                               |                 |              |                      |
|     |                  |   | Internet search engine                    |         |                               |                 |              |                      |
|     |                  |   | Word of mouth                             |         |                               |                 |              |                      |
|     |                  | What <b>other types of information</b> would you like to see on the site? |   |         | Text area, no char limit      |                 | N            |                      |

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**Date:** 3/1/2008

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| QID       | Skip Logic Label | Question Text   | Answer Choices<br>(limited to 50 characters)  | Skip to     | Type (select from list)       | Single or Multi |
|-----------|------------------|---|---|-------------|-------------------------------|-----------------|
| CQ0004444 |                  | How frequently do you visit this site?  | Daily<br>Two to three times per week<br>About once a month<br>Every few months<br>Every 6 months or less often<br>This is my first time visiting this site    |             | Dropdown (Select-one)         | Single          |
| CQ0004444 |                  | Are you a registered user on this site?   | I am registered<br>I am not registered, and do not intend to<br><del>I am not registered, but intend to register during my visit today</del>                  | A           | Radio button, one-up vertical | Single          |
| CQ0004444 | A                | 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<br>Gathering information on a product or manufacturer specified in a design<br>Other (please specify) | B<br>C<br>A | Radio button, one-up vertical | Single          |
| CQ0004444 | A                | Other primary reason  |   |             | Text area, no char limit      | Single          |
| CQ0004444 | B                | What type of information were you looking for when researching products for the possible inclusion in a design? | Spec<br>3D models<br>Product application<br><i>Green information</i><br>Manufacturer's contacts<br>Cost<br>Other  |             | Checkbox, one-up vertical     | Multi           |
| CQ0004444 | C                | What type of information were you looking for when researching products for the possible inclusion in a design? | CAD<br>Spec<br>3D models<br>Green information<br>Product application<br>Manufacturer's contacts<br>Cost   |             | Checkbox, one-up vertical     | Multi           |

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| QID       | Skip Logic Label | Question Text   | Answer Choices<br>(limited to 50 characters)   | Skip to  | Type (select from list)       | Single or Multi |
|-----------|------------------|---|--|----------|-------------------------------|-----------------|
| CQ0004444 |                  | How were you primarily <b>seeking information</b> on sweets.com?                        | Other<br>Search by keyword feature<br>Browse by master format feature<br>Other (please specify)  | A        | Radio button, one-up vertical | Single          |
| CQ0004444 | A                | Other reason seeking information  |  |          | Text field, <100 char         | Single          |
| CQ0004444 |                  | Were you able to <b>find what you were looking for</b> today?                           | Yes<br>No<br>Not sure  | B<br>C,D | Radio button, one-up vertical | Single          |
| CQ0004444 | A                | Why were you <b>not able to find</b> what you were looking for?                         | I could not find the manufacturer I was looking for<br>I could not find the product I was looking for<br>I haven't completed my search on sweets.com yet<br>The search results did not appear relevant<br>Other  |          | Radio button, one-up vertical | Single          |
| CQ0004444 | B                | Since you could not find what you were looking for, <b>what do you plan to do next?</b> | Continue looking for the information at this site<br>Call Sweets.com customer service<br>E-mail Sweets.com customer service<br>Return to this site later and try again<br>Conduct a new internet search<br>Visit other building product sites<br>Other     | E        | Drop down, select one         | Single          |
| CQ0004444 | C                | Why were you <b>not sure?</b>   | I haven't completed my search on sweets.com yet<br>I am not sure how to find the product I am looking for<br>Could not find the product I was looking for under the division it should be listed in<br>The search results did not appear relevant<br>Other |          | Radio button, one-up vertical | Single          |
| CQ0004444 | D                | Since you were not sure, <b>what do you plan to do next?</b>                            | Continue looking for the information at this site<br>Call Sweets.com customer service<br>E-mail Sweets.com customer service<br>Return to this site later and try again<br>Conduct a new internet search<br>Visit other building product sites<br>Other     | F        | Drop down, select one         | Single          |
| CQ0004444 | E                | What other site(s) do you plan to visit?  |  |          | Text area, no char limit      | Single          |
| CQ0004444 | F                | What other site(s) do you plan to visit?  |  |          | Text area, no char limit      | Single          |
| CQ0004444 |                  | What <b>other sources</b> do you use to search for construction product information?    | Google<br>Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)<br>Reed First Source<br>4specs<br>Arcat<br>Manufacturers websites   |          | Checkbox, one-up vertical     | Multi           |



| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| Y               |                         |
| Y               | Randomize               |
| N               |                         |
| Y               |                         |
| N               |                         |
| Y               |                         |
| Y               |                         |



| Required<br>Y/N | Special<br>Instructions |
|-----------------|-------------------------|
| Y               |                         |
| N               |                         |
| Y               |                         |
| Y               |                         |
| Y               |                         |
| Y               |                         |
| Y               |                         |
| N               |                         |
| N               |                         |
| Y               |                         |