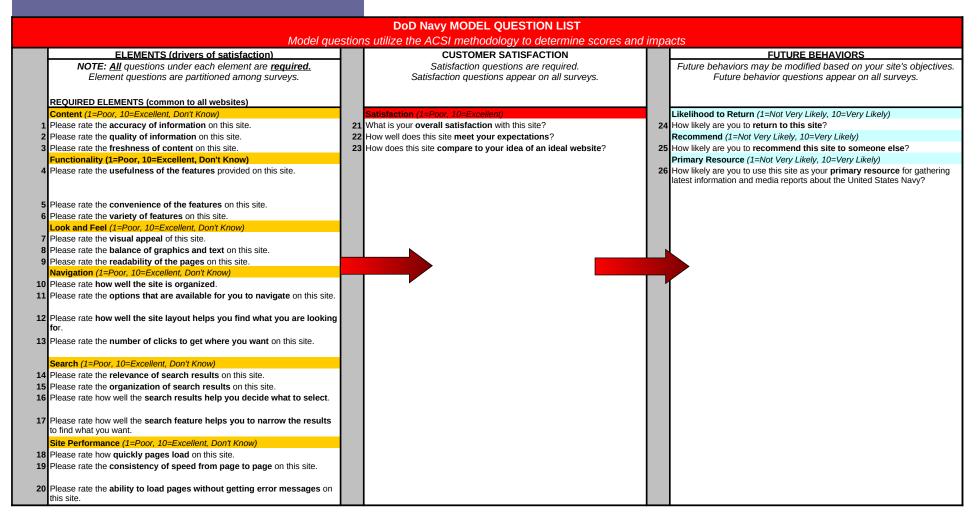**Questionnaire Management Guidelines**

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

DoD Navy MODEL QUESTION LIST
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	**CUSTOMER SATISFACTION**	**FUTURE BEHAVIORS**
*NOTE: **All** questions under each element are **required.*** *Element questions are partitioned among surveys.*	*Satisfaction questions are required.* *Satisfaction questions appear on all surveys.*	*Future behaviors may be modified based on your site's objectives.* *Future behavior questions appear on all surveys.*

REQUIRED ELEMENTS (common to all websites)

Content *(1=Poor, 10=Excellent, Don't Know)*

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.

Functionality (1=Poor, 10=Excellent, Don't Know)

4 Please rate the **usefulness of the features** provided on this site.

5 Please rate the **convenience of the features** on this site.
6 Please rate the **variety of features** on this site.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*

7 Please rate the **visual appeal** of this site.
8 Please rate the **balance of graphics and text** on this site.
9 Please rate the **readability of the pages** on this site.

Navigation *(1=Poor, 10=Excellent, Don't Know)*

10 Please rate **how well the site is organized**.
11 Please rate the **options that are available for you to navigate** on 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.
15 Please rate the **organization of search results** on this site.
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)*

18 Please rate how **quickly pages load** on this site.
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.

Satisfaction *(1=Poor, 10=Excellent)*

21 What is your **overall satisfaction** with this site?
22 How well does this site **meet your expectations**?
23 How does this site **compare to your idea of an ideal website**?

Likelihood to Return *(1=Not Very Likely, 10=Very Likely)*

24 How likely are you to **return to this site**?

Recommend *(1=Not Very Likely, 10=Very Likely)*

25 How likely are you to **recommend this site to someone else**?

Primary Resource *(1=Not Very Likely, 10=Very Likely)*

26 How likely are you to use this site as your **primary resource** for gathering latest information and media reports about the United States Navy?

Model Instance Name:
DoD Navy
MID: xx
Date: 12/22/2008

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underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING
violet (bold): SKIP-LOGIC

DoD Navy 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
		What best describes your **role** when visiting this site?	Sailor Sailor's family Navy Civilian Navy Veteran News/Media Other DoD Civilian Judicial and Executive Branch Sister service Partner Nation (navies) Potential Recruit Influencer for Potential Recruit American Public International Audience Other, please specify:		Checkbox One Up Vertical	Single	Y
		Which **area** of the site are you primarily visiting today?	US Navy Today About the Navy Navy Leadership Media Resources Links of Interest Information Index Careers About Us Contact Us Top Stories Chart Room All Hands Magazine Other, please specify:		Checkbox One Up Vertical	Single	Y
		What is your **primary reason** for visiting this site today?	Read the news articles Read the latest top stories View photo gallery View video gallery Watch All Hands Television Read Navy messages Listen to All Hands Radio Read All Hands Magazine View graphics gallery Search for jobs/careers Submit photo or story Look up specific information Learn about Navy Search FAQs		Checkbox One Up Vertical	Single	Y

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DoD Navy	underlined & italicized: RE-ORDER
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DoD Navy 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
			Find other Navy websites				
			Sign up for email news feeds				
			Get podcast/RSS news feeds				
			Contact Us				
			Just browsing				
			Other, please specify:				
		What **method** are you using to find the information on this site?	Site's search feature		Dropdown (Select-one)	Single	Y
			Advanced search				
			Links in the page				
			Top navigation bar				
			Just navigating thru the web pages				
			Other				
		Did you **find** what you were looking for?	Yes		Checkbox One Up Vertical	Single	Y
			Partially				
			Still looking				
			No, please specify:				
		What best describes the Navy information you find of **greatest use**?	Pay and Benefits		Checkbox One Up Vertical	Multi	Y
			Personnel Policy				
			Leadership Messages				
			Uniform Matters				
			Promotion/Advancement				
			Education				
			Ceremonies				
			Community Relations				
			Observances				
			History and Heritage				
			Maritime strategy				
			Wounded warrior				
			Navy Ethos				
			IA				
			Safety				
			Fitness				
			Family readiness				
			Environmental/energy-saving initiatives				
			Future Readiness/Fleet of the Future				
			Current Readiness				
			21st Century Sailors				
			Diversity				
			Don't know				
		What best describes the Navy information you find of **least use**?	Pay and Benefits		Checkbox One Up Vertical	Multi	Y
			Personnel Policy				

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DoD Navy 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
			Leadership Messages				
			Uniform Matters				
			Promotion/Advancement				
			Education				
			Ceremonies				
			Community Relations				
			Observances				
			History and Heritage				
			Maritime strategy				
			Wounded warrior				
			Navy Ethos				
			IA				
			Safety				
			Fitness				
			Family readiness				
			Environmental/energy-saving initiatives				
			Future Readiness/Fleet of the Future				
			Current Readiness				
			21st Century Sailors				
			Diversity				
			Don't know				
		What **other features or information** would you like to see on this site?			Open-ended		N
		If you could make **one improvement** to this site, what would it be?			Open-ended		N
		Do you **subscribe to RSS news feeds**?	Yes		Radio Button One Up Vertical	Single	Y
			No				
			Not sure				
		What social media site do you use most often?	Digg		Checkbox One Up Vertical	Multi	Y
			MySpace				
			Facebook				
			Yahoo Buzz				
			Del.icio.us				
			Linkedin				
			Twitter				
			Other				
			I don't use any				
		Do you **share content** from Navy.mil using the social media tool?	Yes		Radio Button One Up Vertical	Single	Y
			No				
		What **media format** do you prefer using on Navy.mil?	Navy News Service		Checkbox One Up Vertical	Multi	Y
			Daily News Update (DNU)				

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DoD Navy 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
			All Hands Radio				
			All Hands Television				
			All Hands Magazine				
			Navy Photo Gallery				
			Podcasts				
			Multi-Media Productions				
			Don't know				
N		What is your **rank/grade**?	Military	A	Dropdown (Select-one)	Single	N
			Government Service	B			
			Not applicable				
	A	If **military**, please specify:	E-1		Dropdown (Select-one)	Single	N
			E-2				
			E-3				
			E-4				
			E-5				
			E-6				
			E-7				
			E-8				
			E-9				
			O-1				
			O-2				
			O-3				
			O-4				
			O-5				
			O-6				
			O-7				
			O-8				
			O-9				
			O-10				
	B	If **government service**, please specify:	YA-1		Dropdown (Select-one)	Single	N
			YA-2				
			YA-3				
			YC-1				
			YC-2				
			YC-3				
			GS-3				
			GS-4				
			GS-5				
			GS-6				
			GS-7				
			GS-8				

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DoD Navy 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
			GS-9				
			GS-10				
			GS-11				
			GS-12				
			GS-13				
			GS-14				
			GS-15				
			SES-2				
			SES-3				
			SES-4				
			Elected/appointed Official				
		Please select the category that includes your **age**.	17 and under		Dropdown (Select-one)	Single	N
			18 - 24				
			25 - 34				
			35 - 44				
			45 - 54				
			55 - 64				
			65 and over				
			I prefer not to respond				
		What is your **country of origin**?	Afghanistan		Dropdown (Select-one)	Single	N
			Albania				
			Algeria				
			Andorra				
			Angola				
			Anguilla				
			Antigua and Barbuda				
			Argentina				
			Armenia				
			Australia				
			Austria				
			Azerbaijan				
			Bahamas				
			Bahrain				
			Bangladesh				
			Barbados				
			Belarus				
			Belgium				
			Belize				
			Benin				
			Bermuda				
			Bhutan				

Model Instance Name: *DoD Navy* **MID: xx** **Date: 12/22/2008**			red & strike-through: DELETE *underlined & italicized*: RE-ORDER pink: ADDITION blue + -->: REWORDING **violet (bold):** SKIP-LOGIC				

			DoD Navy 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
			Bolivia				
			Bosnia/Herzegovina				
			Botswana				
			Brazil				
			British Virgin Islands				
			British West Indies				
			Brunei				
			Bulgaria				
			Burkina Faso				
			Burma				
			Burundi				
			Cambodia				
			Cameroon				
			Canada				
			Cape Verde				
			Cayman Islands				
			Central African Republic				
			Chad				
			Chile				
			China				
			Colombia				
			Congo				
			Cook Islands				
			Costa Rica				
			Côte d'Ivoire				
			Croatia				
			Cuba				
			Cyprus				
			Czech Republic				
			Democratic Republic of Congo				
			Denmark				
			Djibouti				
			Dominica				
			Dominican Republic				
			East Timor				
			Ecuador				
			Egypt				
			El Salvador				
			Equatorial Guinea				
			Eritrea				
			Estonia				

DoD Navy 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
			Ethiopia				
			Falkland Islands				
			Fiji				
			Finland				
			France				
			French Guiana				
			French West Indies				
			Gabon				
			Gambia				
			Gaza				
			Georgia				
			Germany				
			Ghana				
			Greece				
			Grenada				
			Guadeloupe				
			Guatemala				
			Guinea				
			Guinea-Bissau				
			Guyana				
			Haiti				
			Holy See				
			Honduras				
			Hong Kong				
			Hungary				
			Iceland				
			India				
			Indonesia				
			Iran				
			Iraq				
			Ireland				
			Israel				
			Italy				
			Jamaica				
			Japan				
			Jordan				
			Kazakhstan				
			Kenya				
			Kiribati				
			Kosovo				
			Kuwait				

Model Instance Name:	
DoD Navy	red & strike-through: DELETE
MID: xx	*underlined & italicized*: RE-ORDER
Date: 12/22/2008	pink: ADDITION
	blue + -->: REWORDING
	violet (bold): SKIP-LOGIC

DoD Navy 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
			Kyrgyz Republic				
			Laos				
			Latvia				
			Lebanon				
			Lesotho				
			Liberia				
			Liechtenstein				
			Lithuania				
			Luxembourg				
			Macao				
			Macedonia (FYROM)				
			Madagascar				
			Malawi				
			Malaysia				
			Maldives				
			Mali				
			Malta				
			Marshall Islands				
			Martinique				
			Mauritania				
			Mauritius				
			Mexico				
			Micronesia				
			Moldova				
			Monaco				
			Mongolia				
			Montserrat				
			Morocco				
			Mozambique				
			Namibia				
			Nauru				
			Nepal				
			Netherlands				
			Netherlands Antilles				
			New Zealand				
			Newfoundland				
			Nicaragua				
			Niger				
			Nigeria				
			North Korea				
			Norway				

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DoD Navy	underlined & italicized: RE-ORDER
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DoD Navy 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
			Oman				
			Pakistan				
			Palau				
			Panama				
			Papua New Guinea				
			Paraguay				
			Peru				
			Philippines				
			Poland				
			Portugal				
			Qatar				
			Romania				
			Russia				
			Rwanda				
			Samoa				
			San Marino				
			Sao Tome/Principe				
			Saudi Arabia				
			Scotland				
			Senegal				
			Serbia and Montenegro				
			Seychelles				
			Sierra Leone				
			Singapore				
			Slovak Republic				
			Slovenia				
			Solomon Islands				
			Somalia				
			South Africa				
			South Korea				
			Spain				
			Sri Lanka				
			St. Kitts and Nevis				
			St. Lucia				
			St. Vincent and the Grenadines				
			Sudan				
			Suriname				
			Swaziland				
			Sweden				
			Switzerland				
			Syria				

Model Instance Name:
DoD Navy
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Date: 12/22/2008

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DoD Navy 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
			Taiwan				
			Tajikistan				
			Tanzania				
			Thailand				
			Tibet				
			Togo				
			Tonga				
			Trinidad and Tobago				
			Tunisia				
			Turkey				
			Turkmenistan				
			Tuvalu				
			Uganda				
			Ukraine				
			United Arab Emirates				
			United Kingdom				
			United States				
			Uruguay				
			Uzbekistan				
			Vanuatu				
			Venezuela				
			Vietnam				
			Wales				
			West Bank				
			Yemen				
			Zambia				
			Zimbabwe				
		Where are you **located**?	Alabama		Dropdown (Select-one)	Single	N
			Alaska				
			Arizona				
			Arkansas				
			California				
			Colorado				
			Connecticut				
			Delaware				
			Florida				
			Georgia				
			Hawaii				
			Idaho				
			Illinois				
			Indiana				

Model Instance Name:
DoD Navy
MID: xx
Date: 12/22/2008

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violet (bold): SKIP-LOGIC

DoD Navy 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
			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				
			Vermont				
			Virginia				
			Washington				
			Washington D.C.				
			West Virginia				
			Wisconsin				
			Wyoming				
			Deployed location				
			Stateside military base				
			Overseas military base				
			Outside of U.S.				

Model Instance Name:	red & strike-through: DELETE
DoD Navy	*underlined & italicized*: RE-ORDER
MID: xx	pink: ADDITION
Date: 12/22/2008	blue + -->: REWORDING
	violet (bold): SKIP-LOGIC

DoD Navy 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		Dropdown (Select-one)	Single	Y
			Daily				
			Weekly				
			Monthly				
			Every 2 months or less often				

Model Instance Name:		red & strike-through: DELETE
		underlined & italicized: RE-ORDER
		pink: ADDITION
Date:	**6/25/2008**	blue + -->: REWORDING
		violet (bold): SKIP-LOGIC

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	Dropdown (Select-one)
			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	
CQ0004444		Are you a **registered user** on this site?	I am registered	Radio Button One Up Vertical
			I am not registered, and do not intend to **(go to A)**	
			I am not registered, but intend to register during my visit today	
	A	Please explain why you do not intend to register?		Open-ended
CQ0004444		Which **best describes** your primary role?	Registered project architect	Radio Button One Up Vertical
			Project designer	
			Unregistered architect	
			Contractor	
			Sub-contractor	
			General consumer	
			Other (please specify)	
CQ0004444		What best describes your **primary reason** for visiting the site today?	Researching products for possible inclusion in a design (go to A)	Radio Button One Up Vertical
			Gathering information on a product or manufacturer specified in a design (go to B)	
			Other (please specify)	
	A	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD	Checkbox One Up Vertical
			Spec	
			3D models	
			Green information	
			Product application	
			Manufacturer's contacts	
			Cost	
			Other (please specify)	
	B	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD	Checkbox One Up Vertical
			Spec	
			3D models	
			Green information	
			Product application	
			Manufacturer's contacts	
			Cost	
			Other (please specify)	

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	Radio Button One Up Vertical
			Browse by master format feature	
			Other (please specify)	
CQ0004444		Were you able to **find what you were looking for** today?	Yes	Radio Button One Up Vertical
			No (go to A then B)	
			Not sure (go to C then D)	
	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
			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)	
	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	Dropdown (Select-one)
			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)	
	C	Why were you **not sure**?	I haven't completed my search on sweets.com yet	Radio Button One Up Vertical
			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)	
	D	Since you were not sure, **what do you plan to do next**?	Continue looking for the information at this site	Dropdown (Select-one)
			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)	
	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	Checkbox One Up Vertical
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)	
			Reed First Source	
			4specs	
			Arcat	
			Manufacturers websites	
			Sweets catalog	
			Other (please specify)	

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
	N
	N
Multi	Y