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**
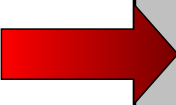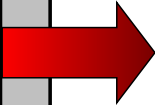- **All changes tracked and reflected in one document (DOT will help)**

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

DHS Satisfaction Survey - Transparency MODEL QUESTION LIST
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content *(1=Poor, 10=Excellent, Don't Know)*		**Likelihood to Return** *(1= Very Unlikely, 10=Very Likely)*
1 Please rate your perception of the **accuracy of information** on this site.	24 What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	27 How likely are you to **return to this site**?
2 Please rate the **quality of information** on this site.	25 How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*	**Recommend** *(1= Very Unlikely, 10=Very Likely)*
3 Please rate the **freshness of content** on this site.	26 How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	28 How likely are you to **recommend this site to someone else**?
Functionality (1=Poor, 10=Excellent, Don't Know)		**Primary Resource** *(1= Very Unlikely, 10=Very Likely)*
4 Please rate the **usefulness of the activities provided** on this site.		29 How likely are you to use this site as your **primary resource** for homeland security information?
5 Please rate the **convenience of the activities** on this site .		**Future Participation** *(1=Very Unlikely, 10=Very Likely)*
6 Please rate the **choices of activities** on this site.		30 How likely are you to **express your thoughts or ideas to this agency** in the next 90 days?
Look and Feel *(1=Poor, 10=Excellent, Don't Know)*		**Organization Satisfaction** *(1=Very Unlikely, 10=Very Likely)*
7 Please rate the **visual appeal** of this site.		31 How satisfied are you with the Department of Homeland Security overall?
8 Please rate the **balance of graphics and text** on this site.		**Trust** *(1=Strongly Disagree, 10=Strongly Agree)*
9 Please rate the **readability of the pages** on this site.		32 I can count on this agency to **act in my best interests.**
Navigation *(1=Poor, 10=Excellent, Don't Know)*		33 I consider this agency to be **trustworthy.**
10 Please rate **how well the site is organized**.		34 This agency can be trusted to **do what is right.**
11 Please rate the **options available for navigating** 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.		

Model Instance Name:			
DHS Satisfaction Survey - Transparency			
MID:			
Date:	10/30/2009		

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

<table>
<tr><td colspan="9" align="center">DHS Satisfaction Survey - Transparency CUSTOM QUESTION LIST</td></tr>
<tr>
<th>QID</th>
<th>Skip Logic Label</th>
<th>Question Text</th>
<th>Answer Choices
(limited to 50 characters)</th>
<th>Skip to</th>
<th>Type (select from list)</th>
<th>Single or Multi</th>
<th>Required Y/N</th>
<th>Special Instructions</th>
</tr>
<tr>
<td>KFB06121</td>
<td></td>
<td>How frequently do you visit this site?</td>
<td>First time
More than once a day
Daily
About once a week
About once a month
Every 6 months or less</td>
<td></td>
<td>Drop down, select one</td>
<td></td>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>KFB06122</td>
<td></td>
<td>What best describes your role when coming to this site?</td>
<td>General Public
First Responder
Business Stakeholder
Federal, State, Local, Tribal Partner
Department of Homeland Security Employee or Contractor
Veteran
Congressional staff/member
Media
Student / Educator
Researcher
Job Seeker
Other, please specify</td>
<td>A</td>
<td>Drop down, select one</td>
<td></td>
<td>Y</td>
<td>Skip Logic Group</td>
</tr>
<tr>
<td>KFB06123</td>
<td>A</td>
<td>What is your role when coming to this site?</td>
<td></td>
<td></td>
<td>Text field, <100 char</td>
<td></td>
<td>N</td>
<td>Skip Logic Group</td>
</tr>
<tr>
<td>KFB06124</td>
<td></td>
<td>What area of the site are you primarily visiting today?</td>
<td>Counterterrorism
Border Security
Preparedness, Response and Recovery
Immigration
Unified DHS
Press Room
About Department of Homeland Security
Contact Us
Open for Business
Science and Technology
First Responders
Citizens
Careers
Government
Business
Travelers
Leadership Journal
The Blog
Other, please specify</td>
<td>A</td>
<td>Drop down, select one</td>
<td></td>
<td>Y</td>
<td>Skip Logic Group</td>
</tr>
<tr>
<td>KFB06125</td>
<td>A</td>
<td>What is the other reason you are visiting the site today?</td>
<td></td>
<td></td>
<td>Text field, <100 char</td>
<td></td>
<td>N</td>
<td>Skip Logic Group</td>
</tr>
<tr>
<td>KFB06126</td>
<td></td>
<td>What is your main reason for coming to this site today?</td>
<td>Find a form
Research activities and programs
Report an incident
Find laws and regulations
Find news about the Department
Find grant information
Research training and technical assistance
Look up travel security procedures
Find information on port and border security
Find information about visiting the United States
Find information on preparing for disasters/emergencies
Research immigration benefits and information
Find contact information
Interact with the Department
Look up contract opportunities
File a complaint
Find employment
Learn about Department of Homeland Security
Other, please specify</td>
<td>A</td>
<td>Drop down, select one</td>
<td></td>
<td>Y</td>
<td>Skip Logic Group</td>
</tr>
<tr>
<td>KFB06127</td>
<td>A</td>
<td>What is the other reason you came to this site today?</td>
<td></td>
<td></td>
<td>Text area, no char limit</td>
<td></td>
<td>N</td>
<td>Skip Logic Group</td>
</tr>
<tr>
<td>KFB06128</td>
<td></td>
<td>Did you find the information you were looking for?</td>
<td>Yes</td>
<td></td>
<td>Radio button, one-up vertical</td>
<td></td>
<td>Y</td>
<td>Skip Logic Group</td>
</tr>
</table>

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

			DHS Satisfaction Survey - Transparency 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**
			No	A				
			Partially					
			Still looking					
KFB06129	A	What specifically were you trying to find?			Text area, no char limit		N	Skip Logic Group
KFB06130		Please select all of the choices that were true for you as you looked for information on the site today:	I didn't have any difficulty finding information		Checkbox, one-up vertical	Multi		Skip Logic Group
			I know you have a particular document, but I can't find it					
			I wasn't sure how to look for what I wanted					
			I found the document I needed, but it took too long to find it					
			Other difficulty, please specify	A				
KFB06131	A	What other difficulty did you have finding information?			Text area, no char limit		Y	Skip Logic Group
KFB06132		Did you use the web site's search feature today?	Yes	C, D	Radio button, one-up vertical		Y	Skip Logic Group
			No	A				
KFB06133	A	Why did you not use the search feature?	Prefer other method of navigation		Radio button, one-up vertical			
			Did not need search, found information quickly					
			Other, please specify	B				Skip Logic Group
KFB06134	B	What is the other reason you did not use the search feature?			Text area, no char limit			Skip Logic Group
KFB06135	C	Did the top results answer your question?	Yes		Radio button, one-up vertical			Skip Logic Group
			Partially					
			No					
KFB06136	D	What type of difficulty, if any, did you encounter with the search feature?	Encountered no difficulties		Radio button, one-up vertical		N	Skip Logic Group
			Returned too many results					
			Returned not enough or no results					
			Results were not relevant to my search terms or needs					
			Results were too similar/redundant					
			I was not sure what words to use in my search					
			Search required too many refinements to get what I needed					
			Search speed was too slow					
			Other, please specify	E				
KFB06137	E	What other search difficulty did you encounter today?			Text area, no char limit			
KFB06138		What, if any, navigation issues did you encounter during your visit? (select all that apply)	I did not navigate to find information		Checkbox, one-up vertical			Skip Logic Group
			I couldn't tell what I would get if I clicked on a document link					
			Navigation links are not clear / too much Jargon					
			Navigation categories are not clear / too much Jargon					
			I did not experience any navigation difficulties					
			Too many links or navigational choices					
			Some links did not take me where I expected					
			I was able to navigate to the general area, but could not find the specific content I needed					
			I experienced broken links, error messages, or other technical difficulties					
			Other navigational issue, please specify	A				
KFB06139	A	What other navigational issues did you encounter?			Text area, no char limit		Y	Skip Logic Group
KFB06140		What is your primary method of searching for information on this site?	Search feature of the site	A	Drop down, select one		Y	Skip Logic Group
			Navigating through the web pages					
			Top navigation bar					
			Left navigation bar					
			Links in the pages					
			Site Map					
			Bookmarks					
			Internet search engine					
			Links from other websites					
			Other, please specify	B				
KFB06141	B	What other method did you use to find information?			Text area, no char limit			Skip Logic Group

Model Instance Name:		
DHS Satisfaction Survey - Transparency		
MID:		
Date:	10/30/2009	

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

DHS Satisfaction Survey - Transparency 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
KFB06142		Which of the following social media services have you participated in during the last month? Select all that apply	I do not use social media services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			Facebook	**A, C**				
			Twitter	**C**				
			YouTube	**C**				
			MySpace	**C**				
			LinkedIn	**C**				
			Second Life	**C**				
			Internet Forums	**C**				
			Blogs	**C**				
			Other, please specify:	**B, C**				
KFB06143	**B**	What other social media services have you used in the last month?			Text area, no char limit			Skip Logic Group
KFB06144	**A**	How likely are you to use Facebook for information about the Department of Homeland Security?	1=Not very likely		Radio button, scale, has don't know	Single	Y	Skip Logic Group
			2					
			3					
			4					
			5					
			6					
			7					
			8					
			9					
			10=Extremely likely					
			Don't Know					
KFB06145	**C**	Please indicate on which social media services you have seen a Department of Homeland Security presence (i.e. materials or links). Select all that apply.	I have not seen a Homeland Security presence on any social media services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			Blogs					
			Facebook					
			MySpace					
			Virtual Worlds					
			Twitter					
			YouTube					
			Other, please specify	**D**				
KFB06146	**D**	In which other social media services have you seen a Department of Homeland Security presence?			Text area, no char limit			Skip Logic Group
KFB06147		Do you use your mobile phone to access Web Information?	Yes	**A**	Radio button, one-up vertical		Y	Skip Logic Group
			No					
KFB06148	**A**	Would you use your moblie phone to access homeland security information?	Yes		Radio button, one-up vertical			Skip Logic Group
			No					
KFB06149		Please select your age range.	17 or under		Radio button, one-up vertical	Single	Y	
			18-24					
			25-34					
			35-44					
			45-54					
			55-64					
			65 or older					
			Prefer not to answer					
KFB06150		If you can make **one improvement** to this site, what would it be?			Text area, no char limit		n	
KFB06151		Do you have any **other comments** about this site?			Text area, no char limit		n	

Model Instance Name:			red & strike-through: DELETE			
DHS Satisfaction Survey - Transparency			*underlined & italicized*: RE-ORDER			
MID:			pink: ADDITION			
Date:	3/1/2008		blue + -->: REWORDING			
			violet (bold): SKIP-LOGIC			

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How **frequently** do you visit this site?	Daily 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)	Single
CQ0004444		Are you a **registered user** on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	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 Gathering information on a product or manufacturer specified in a design Other (please specify)	B C 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 3D models Product application *Green information* Manufacturer's contacts Cost 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 Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

Model Instance Name:		
DHS Satisfaction Survey - Transparency		
MID:		
Date:	3/1/2008	

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

DHS Satisfaction Survey - Transparency CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Other			
CQ0004444		How were you primarily **seeking information** on sweets.com?	Search by keyword feature Browse by master format feature 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 **find what you were looking for** today?	Yes No Not sure	B C,D	Radio button, one-up vertical	Single
CQ0004444	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		Radio button, one-up vertical	Single
CQ0004444	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 Other	E	Drop down, select one	Single
CQ0004444	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		Radio button, one-up vertical	Single
CQ0004444	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 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 **other sources** do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical	Multi

Required Y/N	Special Instructions
Y	
Y	Randomize
N	
Y	
N	
Y	
Y	

Required Y/N	Special Instructions
Y	
N	
Y	
Y	
Y	
Y	
Y	
N	
N	
Y	