

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

Questionnaire Skip Set Up Guidelines

Goals:

- Ensure all skip setup included in the questionnaire is consistent with skip logic rules
- Decrease down time due to skip corrections within submitted surveys

Basic Skip Rules:

"Other Please Specify" (OPS) Skip Rules:

Type 1 "Other Please Specify" Rules (Text box to the right of the answer choice "Other, please specify:") :

- 1 OPS questions must be set up as a radio-button or checkbox to have the text box appear as a tiny box under the answer choice "Other, please specify:" once it is clicked
- 2 The open ended text box for "Other Please Specify" has it's own question ID and needs **full question text** included in questionnaire. (This will be used by clients, SRAs, etc, in the portal and comment cluster to differentiate between OPS questions within a measure)
- 3 The open ended text box has a character limit of 100. No exceptions! if more characters are needed, please request a Type 5 group.
- 4 In the special instructions column, indicate that this is a "OPS Group" for the PARENT and CHILD questions.

Type 5 "Other Please Specify" Rules (More than two questions within question group):

- 1 Open-ended boxes will not show up as a tiny text box under the answer choice "Other" in this type of skip logic. They will pop as separate question, with its own question text. Please include full question text.
- 2 Radio-button, checkbox or drop-down CQs can have an "other please specify" in this type of skip set up but the text box will pop as a separate question.
- 3 In the special instructions column, indicate that this is a "Skip Logic Group" for the PARENT and CHILD questions.

Please refer to the Current Custom Qsts tab for examples (OPS Type 1 and OPS Type 5 are marked in the comment boxes)

General Skip Rules:

- 1 The parent question must come first, and child questions must immediately follow. Skip logic groups cannot be broken up by other questions that are not included within the skip.
- 2 A CQ can only have one parent question; a single question CANNOT be triggered by different questions.
- 3 Answers within one question can be set up so that different answer combinations trigger different questions, through the use of "answer groups".
- 4 A question can only be a part of ONE group type i.e. skip logic, matrix, or multiple lists
- 5 Horizontal scale questions CANNOT be parent CQs, but they can be child CQs. NOTE: By changing a horizontal scale question to a dropdown they can become parent questions.
- 6 Open End text questions cannot be a parent questions, but they can be child CQs.
- 7 Multi-select questions can be used in skip logic.

As a general tip for SRAs: The more complex the skip logic, the more difficult it is to keep the tabs and labels concise in SPRs. It is important to know when to just use filters versus creating skip logic.

Caution: Measures without enhanced/segmented reports might require intricate skip to gather necessary data for standard reports.

Model Instance Name:

DOI Main

MID: Fg8tw5JVUEc881skM4oNtw==

Date: 9/29/2009

DOI Main MODEL QUESTIONS

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)	Satisfaction	Likelihood to Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	20 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	21 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.		
4 Please rate the usefulness of the features provided on this site.		24 How likely are you to recommend this site to someone else ?
5 Please rate the convenience of the features on this site.	22 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	Future Participation (1=Very Unlikely, 10=Very Likely)
6 Please rate the variety of features on this site.		25 How likely are you to express your thoughts or ideas to this Department in the next 90 days?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Trust (1=Strongly Disagree, 10=Strongly Agree)
7 Please rate the visual appeal of this site.		26 I can count on this Department to act in my best interests .
8 Please rate the balance of graphics and text on this site.		27 I consider this Department to be trustworthy .
9 Please rate the readability of the pages on this site.		28 This Department can be trusted to do what is right .
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized .		
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.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how thoroughly this website discloses information about what this Department is doing.		
15 Please rate how quickly Department information is made available on this website.		
16 Please rate how well information about this Department's actions can be accessed by the public on this website.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
17 Please rate how quickly pages load on this site.		
18 Please rate the consistency of speed from page to page on this site.		
19 Please rate the ability to load pages without getting error messages on this site.		

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 Date: 9/29/2009

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

DOI Main CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS02624		How often do you visit this site?	This is my first time Daily Weekly Monthly Quarterly Every 6 months or less often		Drop down, select one	Single	Y
CWS02625		Which best describes your role in visiting the site today?	General Public Government Official or Employee Student or Educator Media or Press Member of a Tribe Tourist Job Seeker	B	Radio button, one-up vertical	Single	Y

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS02626	A	Please tell us your role in visiting the site today.	Other	A	Text field, <100 char		Y
CWS02627	B	In which area of the government are you an official or employee?	DOI Other Federal State Local Tribal Other	C	Radio button, one-up vertical	Single	Y
CWS02628	C	Please tell us which area of government.			Text field, <100 char		Y
CWS02629		What was your primary reason for visiting this site today?	Learn more about DOI Research a particular Bureau or Service within DOI Read news Find a job School project or assignment Watch a video/Listen to Audio Other	E D	Radio button, one-up vertical	Single	Y
CWS02630	D	Please tell us the primary reason you were visiting today.			Text area, no char limit		Y
CWS02631	E	What Bureau or Service were you researching?	National Park Service U.S. Fish and Wildlife Service Bureau of Indian Affairs Bureau of Land Management Office of Surface Mining Minerals Management Service U.S. Geological Survey Bureau of Reclamation Other	F	Radio button, one-up vertical	Single	Y
CWS02632	F	Please tell us which Bureau or Service.			Text field, <100 char		Y
CWS02633		Were you able to find the information you were looking for?	Yes No I wasn't looking for anything in particular	G	Drop down, select one	Single	Y
CWS02634	G	Please tell us what you were looking for.			Text area, no char limit		Y
CWS02635		How did you primarily look for information on the site today?	Top navigation bar Left-hand side navigation bar Links within page text Site map Search box		Radio button, one-up vertical	Single	Y
CWS02636		Please describe your site experience today.	I had no problem browsing through the site I found the general area but could not find specific information Links did not take me to what I was looking for Too many links or navigational choices I found links that did not work Other	H	Radio button, one-up vertical	Single	Y
CWS02637	H	Please tell us about your experience on the site.			Text area, no char limit		Y
CWS02638		How would you rate your familiarity with social media on the web?	View and contribute often View often and contribute occasionally		Drop down, select one	Single	N

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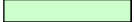
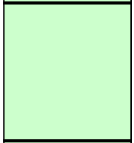
DOI Main CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
		Flickr	View often but don't contribute View and contribute occasionally View occasionally but don't contribute No familiarity				
CWS02639		Facebook	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute		Drop down, select one	Single	N

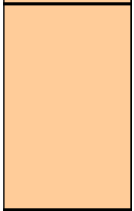
Special Instructions
Skip Logic Group



**Special
Instructions**



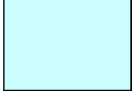
Skip Logic
Group



Skip Logic
Group



Skip Logic
Group



Adjust
Template/Style



Special Instructions Sheet
Adjust Template/Style Sheet

Model Instance Name:

Fill-in Measure Name

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: Fill In Date

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)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	23 What is your overall satisfaction with this site?	26 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	24 How well does this site meet your expectations ?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate the freshness of content on this site.	25 How does this site compare to your idea of an ideal website ?	27 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Not Very Likely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		How likely are you to use this site as your primary resource for obtaining information from this organization ?
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 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.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how quickly pages load on this site.		
15 Please rate the consistency of speed from page to page on this site.		
16 Please rate the ability to load pages without getting error messages on this site.		
Product Browsing (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the ability to sort products by criteria that are important to you on this		
18 Please rate the ability to narrow choices to find the product(s) you are looking for		
19 Please rate how well the features on the site help you find the product(s) you are		
Product Descriptions (1=Poor, 10=Excellent, Don't Know)		
20 Please rate the thoroughness of product descriptions on this site.		
21 Please rate how understandable the product descriptions are on this site.		
22 Please rate how well the product descriptions provide answers to your questions .		
Search (1=Poor, 10=Excellent, Don't Know)		
23 Please rate the relevance of search results on this site.		
24 Please rate the organization of search results on this site.		
25 Please rate how well the search results help you decide what to select .		
26 Please rate how well the search feature helps you to narrow the results to find		

Model Instance Name:

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Date: 3/1/2008

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Fill-in Measure Name CUSTOM QUESTION LIST

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
CQ0004445		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
CQ0004446	A	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004447		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
CQ0004448	A	Other primary reason			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Product application <i>Green information</i> Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	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

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Fill-in Measure Name CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004451		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	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
CQ0004455	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
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	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
CQ0004457	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
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		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 OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group Randomize Anchor Answer Choice



Required Y/N	Special Instructions
	Anchor Answer Choice
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	

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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
CQ0004445		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
CQ0004446	A	Please explain why you do not intend to register?			Text field, <100 char	Single
CQ0004447		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
CQ0004448	A	Please specify your other primary reason.			Text area, no char limit	Single
CQ0004449	B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Green information Product application Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004450	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

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Fill-in Measure Name CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004451		How were you primarily seeking information on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical	Single
CQ0004452	A	Other reason seeking information			Text field, <100 char	Single
CQ0004453		Were you able to find what you were looking for today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical	Single
CQ0004454	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
CQ0004455	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
CQ0004458	E	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004456	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
CQ0004457	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
CQ0004459	F	What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004460		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 OPS Group
N	OPS Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group



Required Y/N	Special Instructions
Y	OPS Group
N	OPS Group
Y	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Y	