

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)

Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)

Model Instance Name:
Embassy Enterprise

MID:

Date: 1/4/2010

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	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the perception of accuracy of information on this site.	17 What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	20 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	18 How well does this site meet your expectations ?	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	19 How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	21 How likely are you to recommend this site to someone else ?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Trust (1=Strongly Disagree, 10=Strongly Agree)
4 Please rate the visual appeal of this site.		22 I can count on this Embassy to act in my best interests .
5 Please rate the balance of graphics and text on this site.		23 I consider this Embassy to be trustworthy .
6 Please rate the readability of the pages on this site.		24 This Embassy can be trusted to do what is right .
Navigation (1=Poor, 10=Excellent, Don't Know)		Future Participation (1=Very Unlikely, 10=Very Likely)
7 Please rate how well the site is organized .		25 How likely are you to express your thoughts or ideas to this Embassy in the next 90 days?
8 Please rate the options available for navigating this site.		
9 Please rate how well the site layout helps you find what you are looking for .		
10 Please rate the number of clicks to get where you want on this site.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
11 Please rate how thoroughly this website discloses information about what this Embassy is doing.		
12 Please rate how quickly Embassy information is made available on this website.		
13 Please rate how well information about this Embassy's actions can be accessed by the public on this website.		
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.		



#REF!
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 Date: 1/4/2010

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

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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
		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertic	Single	Y
		How do you locate content?	Use the bread crumb Use the navigation buttons Use the search feature Use the site map		Radio button, one-up vertical	Single	Y
		How did you learn about this site?	Web page ad Brochure (Print) Email hyperlink Blog Link from another site Internet search engine Word of mouth		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
		Did you find what you were looking for?	Yes No		Radio button, one-up vertical	Single	Y
		Did you come to the Embassy website today to find information about passports or visas?	Yes No	C	Radio button, one-up vertical	Single	Y
	C	What was your purpose for coming to site today?			Text area, no char limit		N
		Where are you located?	Africa East Asia and Pacific Europe and Eurasia Latin America Middle East and North Africa North America South Asia		Radio button, one-up vertical	Single	Y
		In what country are you located?			Text field, <100 char	Single	N
		What is your gender?	Female Male Prefer not to respond		Radio button, one-up vertical	Single	Y
		What is your age range?	Under 14 14 - 18 19 - 30 31 - 50 Over 50 Prefer not to respond		Radio button, one-up vertical	Single	Y
		By coming to this website today, did you learn something about life in the United States?	Yes No		Radio button, one-up vertical	Single	Y
		By coming to this website today, did you learn something about U.S. foreign policy?	Yes No		Radio button, one-up vertical	Single	Y
		Did you learn something today on this website that you will share with someone else?	Yes No		Radio button, one-up vertical	Single	Y
		By coming to this website today, did you learn something about the values of the U.S. people?	Yes No		Radio button, one-up vertical	Single	Y
		Do you read books, newspapers, or magazines from the United States?	Yes No		Radio button, one-up vertical	Single	Y
		Do you watch U.S. television shows or movies?	Yes No		vertical	Single	Y
		Do you listen to U.S. music?	Yes		Radio button, one-up vertical	Single	Y

Special Instructions



**Special
Instructions**

OPS Group

OPS Group

OPS Group

OPS Group



**Special
Instructions**

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Types

Text field, <100 char
Text area, no char limit
Drop down, select one
Radio button, one-up vertical
Radio button, two-up vertical
Radio button, three-up vertical
Radio button, scale, has don't know
Radio button, scale, no don't know
Checkbox, one-up vertical
Checkbox, two-up vertical
Checkbox, three-up vertical

Instructions

Randomize
Shared
OPS Group
Matrix Group
Rank Group
Comparative Matrix Group
Skip Logic Group
Multiple Lists Group
Anchor Answer Choice
Partitioned
Adjust Template/Style Sheet