

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 P1](#)
- 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](#)
- 7 [Foreign Language Survey Instructions](#)

Model Instance Name:

red & strike-through: DELETE

#REF! underlined & italicized: RE-ORDER

#REF! pink: ADDITION

blue + -->: REWORDING

Date: 9/17/2010

#REF!

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
EDO06480		How frequently do you visit this site?	This is my first time Daily Weekly Monthly Every couple of months or less often		Drop down, select one	S
EDO06481		How did you find out about this site?	Search engine Another website/link Media/news story Other government site Site bookmarked Referral from a friend/family/colleague/banker Brochure, flyer, poster, or other printed material Other		Drop down, select one	S
EDO06482		What best describes your role when coming to this site today?	Young adult Teacher Parent or caregiver Employer Military Retiree Researcher Financial education provider/Non-Profits Other, please specify:	A	Radio button, one-up vertical	S
EDO06483	A	Other role, please specify:			Text field, <100 char	
EDO06484		What area of the site are you primarily visiting today?	Life Events My Resources Tools Popular Topics Featured Articles About Us Contact Us Español Other, please specify:	A	Radio button, one-up vertical	S
EDO06485	A	Other area, please specify:			Text field, <100 char	
EDO06486		What is your primary reason for coming to the site today?	Set up spending plan/program Manage debt and credit Deal with mortgage issues Plan for a retirement Conduct research Get a loan Get insured Learn about your consumer rights Learn about scams/fraud Research information for a specific life event Look up resources for a specific audience Use a financial planning calculator Use a budgeting worksheet Learn about MyMoney.gov Check out other resources that offer financial education information Request your FREE Personal Financial Toolkit Look up information in Spanish Contact MyMoney.gov Other, please specify:	A	Radio button, one-up vertical	S

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
EDO06487	A	Other reason, please specify:			Text field, <100 char	
EDO06488		What method(s) did you use today to find your information?	Top navigation bar Links in the page Site's search feature Just browsing the pages Site map Other	A A B A A	Drop down, select one	M
EDO06489	A	If you used navigational methods to find information today, which of the following best describes your experience?	Found the information with no difficulty Could not determine the best link on most pages Links/labels are difficult to understand Too many links or navigational choices Links did not take me where I expected Could not navigate back to previous information Would often feel lost, not know where I was Had difficulty finding detailed information Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Other, please specify:		Radio button, one-up vertical	S
EDO06490	C	Other navigational experience, please specify:		C	Text area, no char limit	
EDO06491	B	If you used the site's search feature to find information today, which of the following best describes your experience?	Search results were helpful Returned too many results Returned not enough or no results Search required too many refinements to get what I wanted Search results were not relevant to my search terms/needs I was not sure what words to use in my search Other, please specify:		Radio button, one-up vertical	S
EDO06492	D	Other search experience, please specify:		D	Text area, no char limit	
EDO06493		Did you find what you were looking for?	Yes Partially No	B,C A	Drop down, select one	S
EDO06494	A	If " no ", please describe the information you were trying to find?			Text area, no char limit	
EDO06495	B	How useful was the information you found?	Very useful Somewhat useful Not very useful Not at all useful Don't know		Drop down, select one	S
EDO06496	C	As a result of the information found, what action(s) do you plan to take?			Text area, no char limit	
EDO06497		If you could make one improvement to this site, what would it be?			Text area, no char limit	

Required Y/N	Special Instructions	CQ Label
Y		Frequency
Y		Source
Y		Role
N		Other role
Y		Area
N		Other area
Y		Reason

Required Y/N	Special Instructions	CQ Label
N		Other reason
Y		Method
N		Navigational experience
N		Other navigational experience
N		Search experience
N		Other search experience
Y		Find
N		Info not found
N		Usefulness
N		Action
N		Improvement

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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	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	23 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	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 ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 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 ? (1=Not Very Close, 10=Very Close)	27 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 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

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

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
Y	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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QID (Group ID)	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 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	

Social Value Questions Setup

!-DO NOT MODIFY THE TEXT/ROWS IN GREEN-!

NOTE THAT NEW QUESTION WORDING UPDATED 8-9-2010

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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
		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y
		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from the company on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising		Drop down, select one	Single	N



Special Instructions

Rank Group

Adjust Template/Style Sheet
Randomize

Anchor Answer Choice
Anchor Answer Choice

Rank Group

Adjust Template/Style Sheet
Randomize



FORESEE™
RESULTS



Special Instructions

Anchor Answer Choice
Anchor Answer Choice

Rank Group

Adjust Template/Style Sheet
Randomize



Anchor Answer Choice
Anchor Answer Choice