

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)

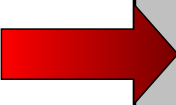
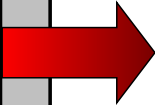
Basic rules:

- 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

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

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	27
2	Please rate the quality of information on this site.	25	
3	Please rate the freshness of content on this site.	26	Recommend (1= Very Unlikely, 10=Very Likely)
Functionality (1=Poor, 10=Excellent, Don't Know)			28
4	Please rate the usefulness of the activities provided on this site.		
5	Please rate the convenience of the activities on this site .		Primary Resource (1= Very Unlikely, 10=Very Likely)
6	Please rate the choices of activities on this site.		29
Look and Feel (1=Poor, 10=Excellent, Don't Know)			Future Participation (1=Very Unlikely, 10=Very Likely)
7	Please rate the visual appeal of this site.		30
8	Please rate the balance of graphics and text on this site.		Organization Satisfaction (1=Very Unlikely, 10=Very Likely)
9	Please rate the readability of the pages on this site.		31
Navigation (1=Poor, 10=Excellent, Don't Know)			Trust (1=Strongly Disagree, 10=Strongly Agree)
10	Please rate how well the site is organized .		32
11	Please rate the options available for navigating this site.		33
12	Please rate how well the site layout helps you find what you are looking for .		34
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.		



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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
KFB06121		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		Drop down, select one		Y	
KFB06122		What best describes your role when coming to this site?	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		Drop down, select one		Y	Skip Logic Group
KFB06123	A	What is your role when coming to this site?			Text field, <100 char		N	Skip Logic Group
KFB06124		What area of the site are you primarily visiting today?	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		Drop down, select one		Y	Skip Logic Group
KFB06125	A	What is the other reason you are visiting the site today?			Text field, <100 char		N	Skip Logic Group
KFB06126		What is your main reason for coming to this site today?	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		Drop down, select one		Y	Skip Logic Group
KFB06127	A	What is the other reason you came to this site today?			Text area, no char limit		N	Skip Logic Group
KFB06128		Did you find the information you were looking for?	Yes		Radio button, one-up vertical		Y	Skip Logic Group

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			No Partially Still looking	A				
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 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	Checkbox, one-up vertical	Multi		Skip Logic Group
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 No	C, D A	Radio button, one-up vertical		Y	Skip Logic Group
KFB06133	A	Why did you not use the search feature?	Prefer other method of navigation Did not need search, found information quickly Other, please specify	B	Radio button, one-up vertical			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 Partially No		Radio button, one-up vertical			Skip Logic Group
KFB06136	D	What type of difficulty, if any, did you encounter with the search feature?	Encountered no difficulties 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	Radio button, one-up vertical		N	Skip Logic Group
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 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	Checkbox, one-up vertical			Skip Logic Group
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 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	A B	Drop down, select one		Y	Skip Logic Group
KFB06141	B	What other method did you use to find information?			Text area, no char limit			Skip Logic Group

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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 Facebook Twitter YouTube MySpace LinkedIn Second Life Internet Forums Blogs Other, please specify:	A, C C C C C C C C B, C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
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 2 3 4 5 6 7 8 9 10=Extremely likely Don't Know		Radio button, scale, has don't know	Single	Y	Skip Logic Group
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 Blogs Facebook MySpace Virtual Worlds Twitter YouTube Other, please specify	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
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 No	A	Radio button, one-up vertical		Y	Skip Logic Group
KFB06148	A	Would you use your mobile phone to access homeland security information?	Yes No		Radio button, one-up vertical			Skip Logic Group
KFB06149		Please select your age range.	17 or under 18-24 25-34 35-44 45-54 55-64 65 or older Prefer not to answer		Radio button, one-up vertical	Single	Y	
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	

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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
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 <i>Green information</i> 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

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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
CQ0004444		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
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	