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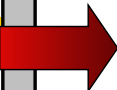- **All changes tracked and reflected in one document (DOT will help)**

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** has to be submitted using this documents

SRA: 1) marks up changes and submits the entire document to DOT

DOT: 1) archives change request on separate tab
                2) implement changes
                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 will safeguard correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Model Instance Name:
IRS Satisfaction Survey
MID: dh4QBcM8h8cYdN8hIFdIlQ==
Date: 8/5/09

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

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
*NOTE: **All** questions under each element are **required.*** *Element questions are partitioned among surveys.*	*Satisfaction questions are required.* *Satisfaction questions appear on all surveys.*	*Future behaviors may be modified based on your site's objectives.* *Future behavior questions appear on all surveys.*
REQUIRED ELEMENTS (common to all websites)		

Content *(1=Poor, 10=Excellent, Don't Know)*

1　Please rate the **accuracy of information** on this site.
2　Please rate the **quality of information** on this site.
3　Please rate the **freshness of content** on this site.

Functionality (1=Poor, 10=Excellent, Don't Know)

4　Please rate the **usefulness of the features provided** on this site.

5　Please rate the **convenience of the features** on this site.
6　Please rate the **variety of features** on this site.

Image (1=Poor, 10=Excellent, Don't Know)

7　Please rate how this site **values you as a visitor**.
8　Please rate how this site is **trustworthy**.
9　Please rate how well **established** this site is.

Look and Feel *(1=Poor, 10=Excellent, Don't Know)*

10　Please rate the **visual appeal** of this site.
11　Please rate the **balance of graphics and text** on this site.
12　Please rate the **readability of the pages** on this site.

Navigation *(1=Poor, 10=Excellent, Don't Know)*

13　Please rate **how well the site is organized**.
14　Please rate the **options available for navigating** this site.
15　Please rate **how well the site layout helps you find what you are looking for.**

16　Please rate the **number of clicks to get where you want** on this site.

Privacy *(1=Poor, 10=Excellent, Don't Know)*

17　Please rate the **ability to limit sharing of your personal information** on this site.

18　Please rate the **amount of personal information you are asked to submit** on this site.

19　Please rate the **site's commitment to protecting your personal information.**

Search *(1=Poor, 10=Excellent, Don't Know)*

20　Please rate the **relevance of search results** on this site.
21　Please rate the **organization of search results** on this site.
22　Please rate how well the **search results help you decide what to select**.
23　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)*

24　Please rate how **quickly pages load** on this site.
25　Please rate the **consistency of speed from page to page** on this site.
26　Please rate the **ability to load pages without getting error messages** on this site.

Tasks/ Transactions *(1=Poor, 10=Excellent, Don't Know)*

27　Please rate the **process for completing task(s)** on this site.
28　Please rate **your impression of the level of security in completing tasks** on this site.
29　Please rate the **verification of task completion** on this site.
30　Please rate the **clarity of instructions for completing task(s)** on this site.

Satisfaction *(1=Poor, 10=Excellent)*

31　What is your **overall satisfaction** with this site?
32　How well does this site **meet your expectations**?
33　How does this site **compare to your idea of an ideal website**?

Likelihood to Return *(1=Not Very Likely, 10=Very Likely)*

34　How likely are you to **return to this site**?

Recommend *(1=Not Very Likely, 10=Very Likely)*

35　How likely are you to **recommend this site to someone else**?

Primary Resource *(1=Not Very Likely, 10=Very Likely)*

36　How likely are you to use this site as your **primary resource** for tax information?

IRS Satisfaction Survey 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
C235		How **frequently** do you visit this site?	First time		Dropdown (Select-one)	Single	Y	
			More than once a day					
			Daily					
			About once a week					
			About once a month					
			Every 6 months or less					
C20248		Which category **best describes** you? Are you …?	An Individual Tax Payer		Dropdown (Select-one)	Single	Y	
			Representing a Business					
			Representing a Charity or Non-Profit Organization					
			Representing a Government Entity					
			A Tax Professional					
			An Academic/Researcher					
			A Student					
			An IRS Employee					
			A VITA/TCE Volunteer					
			Other, please specify:	A				
C20249	A	If you answered "Other" for "Which category best describes you?", please specify.			Open-ended		N	
C20251		What is your **primary reason** for coming to the IRS.gov site?	Obtain general tax information		Dropdown (Select-one)	Single	Y	
			Download a tax form, publication, or instructions					
			Learn more about Free file					
			Prepare my taxes via Free File on the IRS site					
			Obtain info on tax regulations or written determinations					
			Obtain info on revenue rulings or court cases					
			Obtain info on e-file					
			To sign-up for or login into e-services					
			Obtain info on the status of your tax refund					
			Obtain tax statistics					
			Obtain an EIN					
			Contact the IRS					
			Find mailing addresses for tax forms					
			Order forms from the IRS					
			Use online tax calculators					
			Link and Learn (VITA/TCE) training					
			Other	A				

Model Instance Name:			red & strike-through: DELETE		
IRS Satisfaction Survey			*underlined & italicized*: RE-ORDER		
MID: dh4QBcM8h8cYdN8hIFdIIQ==			pink: ADDITION		
Date: 7/30/09			blue + -->: REWORDING		
			violet (bold): SKIP-LOGIC		

IRS Satisfaction Survey CUSTOM QUESTION LIST

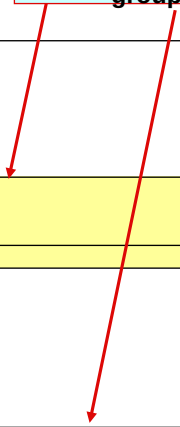| QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special instructions
C20252	A	If you answered "**Other**" or "**Obtain general tax information**" for "What is your primary reason for coming to the IRS.gov site?" Please specify.			Open-ended		N	
C7850		Were you able to **satisfy your Primary Reason** for using IRS.gov on **this** current visit to our web site?	Yes No Don't know / Not sure	**B,C** **A** **A**	Radio Button One Up Vertical	Single	Y	
AED02848	A	Why do you feel that your **Primary Reason** for coming to the site was **not completely resolved**?	The information was too difficult to locate on the IRS.gov website The information was too difficult to understand Other, please specify:	 **A2**	Radio Button One Up Vertical	Single	Y	
AED02849	A2	Please specify why do you feel that your **Primary Reason** for coming to the site was **not completely resolved**			Open-ended		N	
AED02850	B	Before visiting us today on the IRS web site, what IRS Service Channel(s) did you use to resolve your **Primary Reason**? (Please mark all that apply)	IRS.gov web site IRS Toll-Free telephone line IRS Office (Taxpayer Assistance Center, Walk-in Center) Mail Other, please specify:	 **B2**	Checkbox One Up Vertical	Multi	Y	
AED02851	B2	Please specify what IRS Service Channel(s) did you use to resolve your **Primary Reason.**			Open-ended		N	
AED02852	C	Including today, about how many times did you contact the IRS about your **Primary Reason** for using IRS.gov?	1 Time - Today was the first time 2 Times 3 Times 4 or more Times		Radio Button One Up Vertical	Single	Y	
C20253		How do you usually **find information** on our site?	IRS.gov Search Engine Forms and publications Navigation to the Web page Site Map Bookmarks Internet Search Engine (e.g., Google, MSN Search, Yahoo! Search, etc.) Links to IRS.gov from other websites Other, please specify:	 **A**	Checkbox One Up Vertical	Multi	Y	**change from single select radio button to multi select check boxes**
C20254	A	If you answered "Other" for "How do you usually find information on our site?", please specify.			Open-ended		N	
C20255		Did you **find** the information you were **looking for**?	Yes No Partially		Radio Button One Up Vertical	Single	Y	
C5885		If you answered "**No**" for "Did you find the information you were looking for", what **specific type** of information were you trying to find? Please specify.			Open-ended		N	
CWS01216		If you **found** the information you were looking for, was it easy to understand?	Yes No	 **A**	Radio Button One Up Vertical	single	Y	
CWS01217	A	If "no", please explain.			Open-ended		N	
C7545		**If you performed a search** on IRS.gov today, what type of difficulty, if any, did you encounter? Please choose one response only.	No problems were encountered, the IRS.gov search engine worked fine Returned too many results Returned no results Results were not relevant to my search terms 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 wanted Search speed was too slow Other, please specify:	 **A**	Dropdown (Select-one)	Single	N	
C7546	A	If you answered "Other" above, please specify other search difficulty.			Open-ended		N	
C7549		**How could we improve** the IRS.gov web site so that you could find the information that you were looking for more readily?			Open-ended		N	

Model Instance Name:	
IRS Satisfaction Survey	
MID: dh4QBcM8h8cYdN8hIFdIIQ==	
Date: 3/1/2008	

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

IRS Satisfaction Survey CUSTOM QUESTION LIST

Use cell shading to highlight question groups.

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How **frequently** do you visit this site?	Daily	Dropdown (Select-one)
			2-3 times a week --> 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	
CQ0004444		Are you a **registered user** on this site?	I am registered	Radio Button One Up Vertical
			I am not registered, and do not intend to **(go to A)**	
			I am not registered, but intend to register during my visit today	
	A	Please explain why you do not intend to register?		Open-ended
CQ0004444		Which **best describes** your primary role?	Registered project architect	Radio Button One Up Vertical
			Project designer	
			Unregistered architect	
			Contractor	
			Sub-contractor	
			General consumer	
			Other (please specify)	
CQ0004444		What best describes your **primary reason** for visiting the site today?	Researching products for possible inclusion in a design (go to A)	Radio Button One Up Vertical
			Gathering information on a product or manufacturer specified in a design (go to B)	
			Other (please specify)	
	A	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD	Checkbox One Up Vertical
			Spec	
			3D models	
			Green information	
			Product application	
			Manufacturer's contacts	
			Cost	
			Other (please specify)	
	B	What type of information were you looking for when researching products for the **possible inclusion in a design**?	CAD	Checkbox One Up Vertical
			Spec	
			3D models	
			Green information	
			Product application	
			Manufacturer's contacts	
			Cost	
			Other (please specify)	

IRS Satisfaction Survey CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How were you primarily **seeking information** on sweets.com?	Search by keyword feature	Radio Button One Up Vertical
			Browse by master format feature	
			Other (please specify)	
CQ0004444		Were you able to **find what you were looking for** today?	Yes	Radio Button One Up Vertical
			No (go to A then B)	
			Not sure (go to C then D)	
	A	Why were you **not able to find** what you were looking for?	I could not find the manufacturer I was looking for	Radio Button One Up Vertical
			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 (please specify)	
	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	Dropdown (Select-one)
			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 (go to E)	
			Other (please specify)	
	C	Why were you **not sure**?	I haven't completed my search on sweets.com yet	Radio Button One Up Vertical
			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 (please specify)	
	D	Since you were not sure, **what do you plan to do next**?	Continue looking for the information at this site	Dropdown (Select-one)
			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 (go to F)	
			Other (please specify)	
	E	What other site(s) do you plan to visit?		Open-ended
	F	What other site(s) do you plan to visit?		Open-ended
CQ0004444		What **other sources** do you use to search for construction product information?	Google	Checkbox One Up Vertical
			Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)	
			Reed First Source	
			4specs	
			Arcat	
			Manufacturers websites	
			Sweets catalog	
			Other (please specify)	

Use cell shading to highlight question groups.

Single or Multi	Required Y/N
Single	Y
Single	Y
	N
~~Single~~	~~Y~~
Single	Y
Multi	Y
Multi	Y

Single or Multi	Required Y/N
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
	N
	N
Multi	Y