

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:

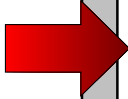
- 1 [Questionnaire Design and Approval Pr](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)
- 7 [Foreign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

Model Instance Name:
 EXIM Bank
 Partitioned (Y/N)? Et4lwBZE4RoMJwYMoUIkMQ==
 MID: NEW MEASURE
 Date: 1/18/2011

EXIM Bank
 Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Look and Feel (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the visual appeal of 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 balance of graphics and text 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 readability of the pages 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 ?
Content (1=Poor, 10=Excellent, Don't Know)		Request information (1=Very Unlikely, 10=Very Likely)
4 Please rate the accuracy of information on this site.		28 How likely are you to request product / service information from Ex-Im Bank in the next 6 months?
5 Please rate the quality of information on this site.		Banking - Use more services (1=Very Unlikely, 10=Very Likely)
6 Please rate the freshness of content on this site.		29 How likely are you to utilize additional products or services offered by Ex-Im Bank in the next 6 months?
Navigation (1=Poor, 10=Excellent, Don't Know)		
7 Please rate how well the site is organized .		
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.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
11 Please rate how quickly pages load on this site.		
12 Please rate the consistency of speed from page to page on this site.		
13 Please rate the ability to load pages without getting error messages on this		
Functionality (1=Poor, 10=Excellent, Don't Know)		
14 Please rate the usefulness of the features provided on this site.		
15 Please rate the convenient placement of the features on this site.		
16 Please rate the variety of features on this site.		
Product Descriptions (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the thoroughness of product descriptions on this site.		
18 Please rate how understandable the product descriptions are on this site.		
19 Please rate how well the product descriptions provide answers to your questions .		

Per Rhonda's suggestions, updated Functionality wording AND moved CONTENT & PRODUCT DESCRIPTIONS further apart (Content moved to 2nd Element and PRODUCT DESCRIPTION now last Element on list)



Model Instance Name:
 EXIM Bank
 Et4lwBZE4RoMJwYMoUikMQ==
 Date: 2/13/2012
 Final Draft

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underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

EXIM Bank 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	CQ Label
		What is your primary role in visiting the site today?	Small Business Owner (non-exporting) Small Business Exporter Other Exporter (non-small business) Broker Lender Ex-Im Bank City/State Partner International Buyer Contractor Government Official News Media or Researcher Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Role
	A	Please specify your other primary role in visiting the site today.			Text area, no char limit		N	Skip Logic Group	Other_Role
		Before visiting exim.gov , which of the following products or services were you aware that the Ex-Im Bank provided. (Please check all that apply.)	Working Capital (pre-export financing) Export credit insurance Loan guarantees Direct loans (buyer financing) Support for Small Business Exporters None of the above		Checkbox, one-up vertical	Multiple	Y		Aware of Ex-Im
		What type(s) of information were you looking for on the site today? (Please check all that apply.)	How to apply for Ex-Im Bank financing Ex-Im Products Learn about Ex-Im Bank Information on how to export Ex-Im Bank Policies Check the status of my application Access Ex-Im Online Application System News and Events Special Initiatives Job opportunities at Ex-Im Finding a lender Finding an insurance broker Exposure Fee Information & Fee Calculators Board or Credit Committee meeting minutes Country Limitation Schedule (CLS) Information on how to buy from U.S. companies Just browsing Other, please specify:	B	Radio button, one-up vertical	Multiple	Y	Skip Logic Group Randomize	Primary Reason
	A	Please specify what other type of information you were looking for.		A	Text area, no char limit		N	Skip Logic Group	Reason_Other
	B	Please select what type(s) of Ex-Im Bank products you are interested in today. (Please check all that apply.)	Working Capital Insurance Loan Guarantee Finance Lease Guarantee Direct Loan Other, please specify:	C	Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Reason_Product
	C	Please specify what other type of Ex-Im Bank products you are interested in today.			Text area, no char limit		N	Skip Logic Group	Reason_Product_Other
		Were you able to find all the information you were looking for today?	Yes I wasn't looking for anything in particular No, I wanted to find:	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Find Information
	E	Please tell us specifically what you were unable to find or accomplish on the site:			Text area, no char limit		N	Skip Logic Group	Cannot find_OE
		Please select all of the choices that were true for you as you looked for information on the website today. (Please check all that apply.)	I didn't have any difficulty finding the information I wanted I wasn't sure what to look for or exactly what I wanted I know you have a particular product, but I couldn't find information regarding it I found the terminology confusing I would have like more information on the products There was too much information I was look for a specific document, but I couldn't find it I would have liked more information offered in multiple languages It took me a long time to find what I was looking for I encountered another difficulty finding the information	G	Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Difficulty finding information

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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	Required Y/N	Special Instructions	CQ Label
	G	Please specify the other kind of difficulty you encountered looking for information.			Text area, no char limit		N	Skip Logic Group	Difficulty_Other
		How did you primarily find out about the Ex-Im Bank website?	Search Engine (Google, Yahoo, etc.) Bank email or brochure Trade shows Global Access Forum presentation Lender referral Broker referral Colleague / friend / word of mouth One of Ex-Im's regional offices Other US government or state agency Trade association or Chamber or Commerce News article Social media (Facebook, Twitter, etc.) Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Find Ex-Im
	A	What other method did you use to find the Ex-Im Bank website?			Text area, no char limit		N	Skip Logic Group	OE_Find Ex-Im
		How frequently do you visit this site?	My first visit Daily / more than once a day Several times a week Weekly Monthly, or less often		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
		What sections or features of exim.gov do you find useful? (Please select all that apply.)	Home Page Small Business Support Products & Policies News and Events Ex-Im Online Find Forms Tools Key Industries Search About Ex-Im Country Limitation Schedule (CLS) Exposure Fee Information & Fee Calculators Board or Credit Committee meeting minutes Economic Impact Notices Brokers lists Videos About Ex-Im Other, please specify other links you would like to see on the exim.gov homepage:	Z	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	Useful Sections
	Z	What other links would you like to see on the exim.gov homepage?			Text area, no char limit		N	Skip Logic Group	OE_Useful Sections
		Are you a current customer of Ex-Im Bank?	Yes No	E B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Current Customer
	B	Have you ever been a customer of Ex-Im Bank?	Yes No	C, E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Past Customer
	C	Why are you no longer a customer of Ex-Im Bank? (Please check all that apply.)	Not exporting now and don't plan to export for the immediate future Not exporting now, but may need your services in the future Still exporting, but no longer need your products and services Still exporting, but found more appropriate products and services somewhere else Still exporting, but not using Ex-Im Bank services (not adequate or too slow) Other, please specify:	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Why no longer Customer
	D	Please specify another reason why you are no longer a customer of Ex-Im Bank.			Text area, no char limit		N	Skip Logic Group	OE_no longer customer
	E	Please let us know which Ex-Im Bank products / services you are or were involved with? (Please check all that apply.)	Working Capital Insurance Loan Guarantee Finance Lease Guarantee Direct Loan Information on how to export to other countries Other, please specify:	F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Program/Services

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	F	Please specify other Ex-Im Bank products / services you are or were involved with.			Text area, no char limit		N	Skip Logic Group	OE_Program/Services
		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, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site Promotional email(s) from the organization 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 Group Adjust Template/Style Sheet Randomize	SV - Rank 1
		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, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site Promotional email(s) from the organization 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	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
		Rank 3 (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, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site Promotional email(s) from the organization 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	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3
		Which if any of these EX-IM social media outlets have you visited. (Please check all that apply.)	YouTube Twitter (@EximBankUS) LinkedIn (Export-Import Bank of the United States) None		Checkbox, one-up vertical	Multiple	N	OPS Group	Social Media EX-IM
		What type of internet connection do you have?	Analogue (dial-up, modem) Broadband / high speed (cable, satellite, DSL) Mobile broadband Other: please specify Don't know	X	Radio button, one-up vertical	Single	N	OPS Group	Internet Connection
	X	Other internet connection			Text area, no char limit		N	OPS Group	OE_Internet Connection
		If you could make one change to the exim.gov , what would that be?			Text area, no char limit		N	OPS Group	OE_One Change
		Please provide a few examples of what you liked best while visiting the site today.			Text area, no char limit		N	OPS Group	OE_Liked Best on Site

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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	Required Y/N	Special Instructions	CQ Label
		What is your primary role in visiting the site today?	Broker Lender	A B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Role
	F	Please specify your other primary role today.			Text area, no char limit	Single	N	Skip Logic Group	Other_Role
	A	Are you registered with the bank?			Radio button, one-up vertical	Single	Y	Skip Logic Group	Broker Registered
	X	Please specify how you registered with the bank.			Text area, no char limit		N	Skip Logic Group	Other_Role
	B	What type of financial products are you currently using? (Please check all that apply.)			Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	
	Y	Please specify other financial products you are interested in.	Other, please specify:	Y	Text area, no char limit		N	Skip Logic Group	Other_Role
	C	Which continent(s) do you buy for /import to? (Please check all that apply.)	Africa Central America North America South America Asia Europe Oceania Antarctica		Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Exporter Continents
	D	How many people does the company you represent employ? (Do not include contract workers.)	500 or less More than 500		Radio button, one-up vertical	Single	Y	OPS Group	Small Bus Employees
	E	Which continents do you export to? (Please check all that apply.)	Africa Central America North America South America Asia Europe Oceania Antarctica		Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Exporter Continents
	E	What type of exports do you deal with? (Please check all that apply.)	Manufacture Services Other, please specify:		Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Exporter Type
	Z	Please specify other types of exports you deal with.		Z	Text area, no char limit		N	Skip Logic Group	Exporter Type_Other
		What type of information were you looking for on the site today?	How to apply for Ex-Im Bank financing Ex-Im Products Learn more about Ex-Im Just browsing Information on how to export to other countries Ex-Im Bank Policies Check the status of my application Access my account <u>Ex-Im Online Application System</u> News and Events Special Initiatives Job opportunities at Ex-Im Other, please specify:	A B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Reason
	A	Please select what type(s) of Ex-Im Bank products you are interested in today. (Please check all that apply.)	Working Capital Insurance Loan Guarantee Finance Lease Guarantee		Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Reason_Product

In May 2011, previous team from EXIM developed this HUGE set of questions based on previous CFI telephone survey done in the past. These CQ's were trying to meeting the need to get website experience as well as overall experience with the Bank (brick & motor) This tab is here just for historical referece.

Some questions were tweked and used in current draft of survey (January 2012) which is SOLELY focused on the website experience of the visitors.

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			Direct Loan Information on how to export to other countries						
	B	Please specify what other type of information you were looking for. <u>your other primary reason for visiting the site today.</u>			Text area, no char limit	Single	N	Skip Logic Group	Reason_Other
		Were you able to find all the information you were looking for today?	Yes	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Find Information
			I wasn't looking for anything in particular	F					
			No, I wanted to find:	E, F					
	E	Please tell us specifically what you were looking for/trying to accomplish on the site:	Open-ended		Text area, no char limit	Single	N	Skip Logic Group	Cannot find_OE
	F	Please select all of the choices that were true for you as you looked for <u>information</u> on the website today. (Please check all that apply.)	I didn't have any difficulty finding the information I wanted		Checkbox, one-up vertical	Multiple	Y	Skip Logic Group	Difficulty finding information
			I wasn't sure what to look for or exactly what I wanted						
			I know you have a particular program, but I couldn't find information regarding it						
			I found the terminology confusing						
			I would have like more information on the programs						
			There was too much information						
			I was look for a specific document, but I couldn't find it						
			It took me a long time to find what I was looking for						
			I encountered another difficulty finding the information	G					
	G	Please specify the other kind of difficulty you encountered looking for information.			Text area, no char limit	Single	N	Skip Logic Group	Difficulty_Other
		How did you primarily find out about <u>the</u> Ex-Im Bank website?	Search Engine (Google, Yahoo, etc.)		Radio Button	Single	Y	Skip Logic Group	
			Direct mail / Publication						
			Trade shows						
			Lender referral						
			Broker referral						
			Colleague / friend / word of mouth						
			One of Ex-Im's regional offices						
			Other US government or state agency						
			Trade association or Chamber or Commerce						
			Social media (Facebook, Twitter, etc.)						
			Other, please specify:	A					
	A	What other method did you use to find the Ex-Im Bank website?			Text Area	Single	N	Skip Logic Group	
		How frequently do you visit this site?	My first visit		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
			Daily / more than once a day						
			Several times a week						
			Weekly						
			Monthly <u>or less often</u>						
		What sections of <u>exim.gov</u> do you find useful? (Please select all that apply.)	Main Page		Checkbox, two-up vertical	Multi	Y	Skip Logic Group	Useful Sections
			Small Business Edge						
			Products & Policies						
			News and Events						
			Ex-Im Online						
			Find Forms						
			Tools						
			Key Industries						
			Search						
			About Ex-Im						
			Other, please specify other links you would like to see on Ex-Im homepage:	Z					
	Z	What other links would you like to see on the <u>exim.gov</u> homepage?			Text area, no char limit	Single	N	Skip Logic Group	OE_Useful Sections
	A	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the <u>navigation</u> of the Ex-Im Online system.	1 = Poor		Radio button, scale, has don't k	Single	Y		EXIM Navigation
			2						
			3						
			4						
			5						
			6						
			7						
			8						
			9						
			10 = Excellent						

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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	Required Y/N	Special Instructions	CQ Label
	B	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the ease of use of the Ex-Im Online system.	Don't Know / NA 1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM ease of use
	C	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the application intake of the Ex-Im Online system.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM application intake
	D	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the receiving and accepting of quotes in the Ex-Im Online system.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM Quotes
	E	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the report of shipment in the Ex-Im Online system.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM shipment
	F	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the overdue reporting in the EXIM Online system.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM overdue reporting
	G	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the requesting of a policy amendment in the EXIM Online system.	1 = Poor 2		Radio button, scale, has don't k	Single	Y		EXIM policy request

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			3 4 5 6 7 8 9 10 = Excellent Don't Know / NA						
	H	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) renewals in the EXIM Online system.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM renewals
	I	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the obtaining of buyer approvals in the EXIM Online system.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM buyer approval
	J	Please rate (on a scale from 1 to 10, 1 = Poor and 10 = Excellent) the monitoring of the status of your application checking the status of your application in the Ex-Im Online system.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		EXIM application statu
		Are you a current customer of Ex-Im Bank?	Yes No	A, F, G, H, I, J, K, L, M B, C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Current Customer
	B	Have you ever been a customer of Ex-Im Bank?	Yes No	D	Radio button, one-up vertical	Single	Y	Skip Logic Group	Past Customer
	C	How likely do you think you are to become a customer in the next year?	I don't have any idea at this point Not likely at all Somewhat likely Likely Very likely Extremely likely		Radio button, one-up vertical	Single	Y	Skip Logic Group	Becoming Customer
	D	Why are you no longer a customer of Ex-Im Bank? (Please check all that apply.)	Not exporting now and don't plan to export for the immediate future Not exporting now, but may need your services in the future Still exporting, but no longer need your products and services Still exporting, but found more appropriate products and services somewhere else Still exporting, but not using Ex-Im Bank services (not adequate or too slow)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Why no longer Customer

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	A	Please let us know which Ex-Im Bank program / services you are involved with?	Working Capital Insurance Loan Guarantee Finance Lease Guarantee Direct Loan Information on how to export to other countries Other, please specify:		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Program/Services
	E	Please <u>specify</u> which other Ex-Im Bank programs you are involved with.		E	Text Area				
	F	How long have you been a customer of the bank?	Less than 6 months More than 6 months, but less than a year More than a year, but less than two years More than two years		Radio button, one-up vertical	Single	Y	Skip Logic Group	How long Customer
	G	Please rate your overall experience with the quality of Ex-Im Bank programs.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		Quality
	H	Please rate the overall knowledge and professionalism of the Ex-Im Staff that you have dealt <u>dealt</u> with?	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		Staff
	I	Please rate the <u>overall responsiveness to any questions / concerns you might have had.</u>	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		Questions / Concerns
	J	Please rate the <u>overall application process with respect to clarity of instruction.</u>	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't Know / NA		Radio button, scale, has don't k	Single	Y		Application Instructions
	K	Please rate the <u>overall application process with respect to timeliness of processing / cycle time.</u>	1 = Poor 2 3 4 5 6		Radio button, scale, has don't k	Single	Y		Application Timeliness

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			7 8 9 10 = Excellent Don't Know / NA						
	L	How likely are you to continue to use Ex-Im's programs in the future?	1 = Not likely at all 2 3 4 5 6 7 8 9 10 = Absolutely sure Don't Know / NA		Radio button, scale, has don't k	Single	Y		Continued Use
	M	How likely are you to recommend Ex-Im Bank's programs to a friend or business acquaintance?	1 = Not likely at all 2 3 4 5 6 7 8 9 10 = Absolutely sure Don't Know / NA		Radio button, scale, has don't k	Single	Y		Continued Use
		How did you look for information on/navigate the site today? (Please select all that apply.)	Search feature Advanced search feature/tool Top navigation bar Left navigation bar Links in the center of the page A-Z Index Quick links Site map Other (please specify):	A A B B B B C	Checkbox, one-up-vertical	Multi	Y	Skip Logic Group	Ask a general question to everyone to find out how the visitor is looking for information. Then use skip logic to target appropriate visitors (Navigation users, Search users) to ask about Navigation and/or Search experience.
	C	Other way I looked for information:			Text area, no char limit	Single	N	Skip Logic Group	
	A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):		Radio button, one-up-vertical	Multiple	Y	Skip Logic Group	
	E	Other problem with the search feature:		E	Text area, no char limit	Single	N	Skip Logic Group	
	B	How would you describe your navigation experience on this site today?	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:		Radio button, one-up-vertical	Single	Y	Skip Logic Group	
	D	Other navigation difficulty:		D	Text area, no char limit	Single	N	Skip Logic Group	
		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, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts		Drop down, select one	Single	Y	Rank Group	SV - Rank 1 Adjust Template/Style Sheet Randomize

Model Instance Name:
EXIM Bank

Date: 5/31/2011

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

EXIM Bank 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	CQ Label
			Instant Message from a friend or colleague Familiarity with site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
		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, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site Promotional email(s) from the organization 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	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
		Rank 3 (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, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site Promotional email(s) from the organization 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	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3
		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit	S	N	Anchor Answer Choice Anchor Answer Choice	SV - Other Social Network