

**Dept of State v2 MODEL QUESTION LIST**

*Model questions utilize the ACSI methodology to determine scores and impacts*

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Content (1=Poor, 10=Excellent, Don't Know)</b>	<b>Satisfaction</b>	<b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b>
1 Please rate the <b>accuracy of information</b> on this site.	24 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	27 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>quality of information</b> on this site.	25 How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	<b>Recommend (1=Not Very Likely, 10=Very Likely)</b>
3 Please rate the <b>freshness of content</b> on this site.	26 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	28 How likely are you to <b>recommend this site to someone else</b> ?
<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>		<b>Future Participation (1=Very Unlikely, 10=Very Likely)</b>
4 Please rate the <b>usefulness of the features provided</b> on this site.		29 How likely are you to <b>express your thoughts or ideas to this agency</b> in the next 90 days?
5 Please rate the <b>convenience of the features</b> on this site.		<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
6 Please rate the <b>variety of features</b> on this site.		30 I can count on this agency to <b>act in my best interests</b> .
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		31 consider this agency to be <b>trustworthy</b> .
7 Please rate the <b>visual appeal</b> of this site.		32 This agency can be trusted to <b>do what is right</b> .
8 Please rate the <b>balance of graphics and text</b> on this site.		
9 Please rate the <b>readability of the pages</b> on this site.		
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
10 Please rate <b>how well the site is organized</b> .		
11 Please rate the <b>options available for navigating</b> this site.		
12 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
13 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Search (1=Poor, 10=Excellent, Don't Know)</b>		
14 Please rate the <b>relevance of search results</b> on this site.		
15 Please rate the <b>organization of search results</b> on this site.		
16 Please rate how well the <b>search results help you decide what to select</b> .		
17 Please rate how well the <b>search feature helps you to narrow the results</b> to find what you want.		
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		
18 Please rate how <b>quickly pages load</b> on this site.		
19 Please rate the <b>consistency of speed from page to page</b> on this site.		
20 Please rate the <b>ability to load pages without getting error messages</b> on this site.		
<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>		
21 Please rate how <b>thoroughly</b> this website <b>discloses information</b> about what this agency is doing.		
22 Please rate how <b>quickly agency information is made available</b> on this website.		
23 Please rate how well information about this agency's actions <b>can be accessed by the public</b> on this website.		



**Model Instance Name:**

Dept of State v2

MID: 1cclMx5YkxU04x84FBc40g==

Date: 11/15/2011

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

**Dept of State v2 CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
AKR5753		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 vertical	single
AKR5754		Which best describes you?	Attorney/Lawyer Business Person/Contractor College/Graduate Student General Public (U.S. or Foreign Citizen) Grades 9-12 Student Grades K-8 Student Non-governmental org. Press/Journalist Retired Teacher/Educator U.S. State or Local gov't U.S. Federal gov't Other, please specify:	A	Checkbox, one-up vertical	M
AKR5755	A	Other role			Text area, no char limit	
AKR5756		What is your primary purpose for visiting this site?	Career information Visa information Passport Information Human Rights information Information about Foreign affairs Information about different countries Foreign Per diem information Read the latest news and press releases Information on international business Research educational and cultural information Research for school or personal use Travel information or warnings Learn about the State Department Other, please specify:	A	Radio button, one-up vertical	single
ACQDom0006614	A	Other primary reason			Text field, <100 char	
AKR5757		What primary method are you using to locate the information you are	"Find it by" feature -> "Browse by" feature Categories on the TOP white navigation bar (e.g. about state, policy issues, etc.) Links in the page Search feature on this site Third-party search feature (such as Google, Yahoo, etc.) Other	C,E,F E C,G	Radio button, one-up vertical	single
AKR5758	C	How do you search for information on our site? (check all that apply)	Keywords or topics "Browse by" Speaker "Browse by" Date "Browse by" Topic "Browse by" Country	M J, M K, M M	Checkbox, one-up vertical	multi

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			"Browse by" Publication Other	L, M		
AKR5765	E	Please describe your navigation experience.	No difficulties encountered Could not determine the best link on most pages Could not navigate back to previous information I felt lost, did not know where I was I had difficulty finding related information I had difficulty finding detailed information Too many links or navigational choices Links did not take me where I expected Could not get started or did not know where to begin I had technical difficulties (e.g. broken links, error messages, etc) The navigation did not support what I was trying to accomplish Navigated to general area but could not find the specific content needed Other		Radio button, one-up vertical	single
AKR5762	G	What <strong>specific search term(s)</strong> did you use in your search today to find the information you are looking for?			Text area, no char limit	
ACQWro0010704	M	How would you rate your overall satisfaction with the "Browse by" features on state.gov?	Very satisfied Somewhat satisfied Neutral Somewhat unsatisfied Very unsatisfied		Radio button, one-up vertical	Single
ACQWro0010705	J	Which of the following best describes your experience with the "Browse by Date" feature? (select all that apply)	The feature led me to the results I was looking for. I could not find the specific results I wanted within the date range I browsed. I would have preferred to be able to browse by different date ranges.	JJ	Checkbox, one-up vertical	Multi
ACQWro0010706	JJ	What other date range would be helpful to you?			Text area, no char limit	Single
ACQWro0010707	K	Which of the following best describes your experience with "Browse by Topic" feature? (select all that apply)	The feature led me to the results I was looking for It was not sure which topic name would have the information I was looking for I could not find the specific results I wanted within the topic I browsed. The topic I was looking for was not included	KK KK	Checkbox, one-up vertical	single
ACQWro0010692	KK	What topic were you trying to find?			Text area, no char limit	Single
ACQWro0010713	L	Which of the following best describes your experience with the "Browse by Publication" feature?	The feature led me to the results I was looking for I could not find the specific results I wanted within the publication type I was looking for a publication type that was not listed	LL	Checkbox, one-up vertical	
ACQWro0010714	LL	What publication type were you trying to find?			Text area, no char limit	Single
AKR5763		Please rate your impression of how well this agency <strong>encourages citizen participation</strong> in government.	1=Poor		Radio button, scale, has don't	Single

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			3			
			4			
			5			
			6			
			7			
			8			
			9			
			Excellent=10			
AKR5766		Are you using the site to find information for any of the following:	Career or employment decisions or choices Personal knowledge or curiosity School or college-related task or assignment Travel purposes Work-related task or assignment Other	A	Checkbox, one-up vertical	multi
ACQWro0010700	A	Other:			Text field, <100 char	single
ACQWro0010689		Have you signed up for "My State Department" to personalize the content you see on state.gov?	Yes No	A, B	Radio button, one-up vertical	single
ACQWro0010690	A	Please rate your overall satisfaction with "My State Department."	Very satisfied Somewhat satisfied Neutral Somewhat unsatisfied Very unsatisfied		Radio button, one-up vertical	single
ACQWro0010691	B	Are there any additional features or widgets you would like included in "My State Department?"			Text area, no char limit	Single
ACQWro0010701		Have you downloaded the State Department's "Smart Traveler" app for iPhone?	Yes I have seen it but not downloaded it I was unfamiliar with the app	A, B	Radio button, one-up vertical	Single
ACQWro0010702	A	Please rate your overall satisfaction with the Smart Traveler app.	Very satisfied Somewhat satisfied Neutral Somewhat unsatisfied Very unsatisfied		Radio button, one-up vertical	Single
ACQWro0010703	B	Please recommend one improvement we could make to the Smart Traveler app.			Text area, no char limit	Single
ACQwil0011747		Have you ever visited the <b>Background Notes</b> section of the website? This includes facts about the land, people, history, government, political conditions, economy, and foreign relations of independent states, some dependencies, and areas of special sovereignty.	Yes No I don't know	F, G	Drop down, select one	Single

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ACQwil0011769	F	Much of the current information in Background Notes is readily available on other websites. The Department of State is considering revising the content to include only information that the department can uniquely provide, such as US Relations with a particular country. Would that information be useful to you?	Yes No		Drop down, select one	Single
ACQwil0011770	G	If the Background Notes were reconfigured to focus only on State Department-unique information, would you like us to provide other useful links to help you in your country research?	Yes No	H	Drop down, select one	Single
ACQwil0011771	H	What type of information would you like additional links to?			Text area, no char limit	
AKR5767		How did you find out about this website?	College/School USA.gov Friend/Colleague Link from another website News Story Search engine State Dept. Publication Other: Please Specify	B	Drop down, select one	single
AED10467	B	Other: How did you find out about this website?			Text field, <100 char	single
AKR5770		Did you find what you were looking for?	Yes No Partially Still looking	J J J	Drop down, select one	single

Required Y/N	Special Instructions
y	
y	OPS Group
n	OPS Group
y	OPS Group
N	OPS Group
y	Skip Logic Group
y	Skip Logic



Required Y/N	Special Instructions
n	Skip Logic Group
n	Skip Logic Group
<b>Y</b>	<b>Skip Logic Group</b>
Y	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
<b>N</b>	<b>Skip Logic Group</b>
<b>N</b>	<b>Skip Logic Group</b>
Y	

Required Y/N	
Required Y/N	Special Instructions
y	OPS Group
n	OPS 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	Skip Logic Group



Required Y/N	
Y	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
y	OPS
<b>N</b>	<b>OPS</b>
y	Skip Logic Group