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 Process
2. Question Grouping Rules
3. OPS vs. Skip Logic Decision for "Other, Please Specify"
4. Foreign Language Survey Instructions

Client Name:	
Measure Name:	**NHTSA SaferCar**

Custom Qualifier Page	***Please Select***
Custom Invitation Text?	***Please Select***
Custom Tracker Text?	***Please Select***
Custom Welcome/ Thank You Text?	***Please Select***

Language(s)	If other language not listed, please specify.	Website URL	MID(s) *(DOT FILL THIS IN)*	Measure Name(s) *(DOT WIll FILL THIS IN)*
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Model Instance Name:
NHTSA SaferCar

MID: kUlIUNIFptYR0UJcUhEQAA==

Date: 6/19/2012

Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

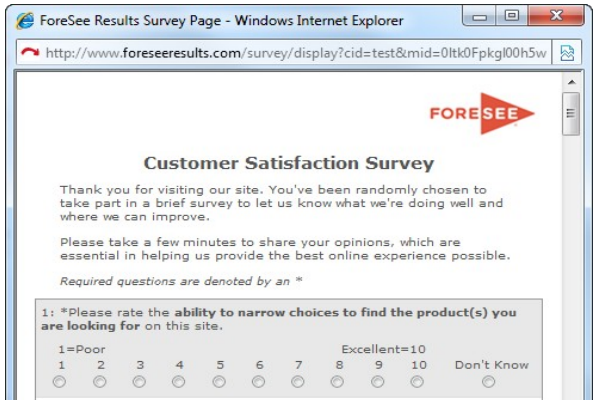
Thank You Text

Thank you for taking our survey - and for helping us serve you better.

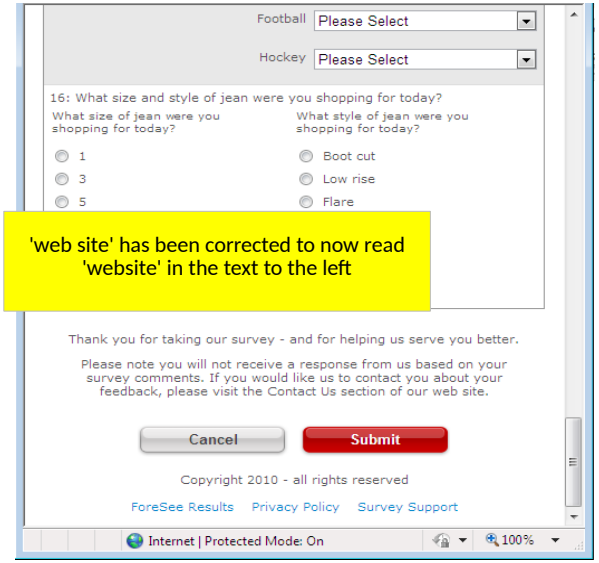
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Examples

Welcome Text Example



Thank You Text Example



Model Instance Name:
NHTSA SaferCar

MID: kUIlUNlFptYR0UJcUhEQAA==

Partitioned (Y/N)? Yes
Date: 6/19/2012

NHTSA SaferCar

Model questions utilize the ACSI methodology to determine scores and impacts

	MQ Label	ELEMENTS (drivers of satisfaction)
		Content *(1=Poor, 10=Excellent, Don't Know)*
1	Content - Accuracy	Please rate the **accuracy of information** on this site.
2	Content - Quality	Please rate the **quality of information** on this site.
3	Content - Freshness	Please rate the **freshness of content** on this site.
		Functionality (1=Poor, 10=Excellent, Don't Know)
4	Functionality - Usefulness	Please rate the **usefulness of the website tools** (search feature, safety recall search, station locator, etc.) provided on this site.
5	Functionality - Convenient	Please rate the **convenience of the website tools** (search feature, safety recall search, station locator, etc.) on this site.
6	Functionality - Variety	Please rate the **variety of website tools** (search feature, safety recall search, station locator, etc.) on this site.
		Look and Feel *(1=Poor, 10=Excellent, Don't Know)*
7	Look and Feel - Appeal	Please rate the **visual appeal** of this site.
8	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.
9	Look and Feel - Readability	Please rate the **readability of the pages** on this site.
		Navigation *(1=Poor, 10=Excellent, Don't Know)*
10	Navigation - Organized	Please rate **how well the site is organized**.
11	Navigation - Options	Please rate the **options available for navigating** this site.
12	Navigation - Layout	Please rate **how well the site layout helps you find what you are looking for.**
13	Navigation - Clicks	Please rate the **number of clicks to get where you want** on this site.
		Site Performance *(1=Poor, 10=Excellent, Don't Know)*
14	Site Performance - Loading	Please rate how **quickly pages load** on this site.
15	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.
16	Site Performance - Errors	Please rate the **ability to load pages without getting error messages** on this site.
		Online Transparency *(1=Poor, 10=Excellent, Don't Know)*
17	Online Transparency - Disclose	Please rate how **thoroughly** this website **discloses information** about what this agency is doing.
18	Online Transparency - Quick	Please rate how **quickly agency information is made available** on this website.
19	Online Transparency - Access	Please rate how well information about this agency's actions **can be accessed by the public** on this website.

	MQ Label	CUSTOMER SATISFACTION
		Satisfaction
20	Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*
21	Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*
22	Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*

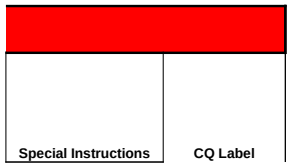
	MQ Label	FUTURE BEHAVIORS
		Return *(1=Very Unlikely, 10=Very Likely)*
23	Return	How likely are you to **return to this site**?
		Recommend *(1=Very Unlikely, 10=Very Likely)*
24	Recommend	How likely are you to **recommend this site to someone else**?
		Primary Resource *(1=Very Unlikely, 10=Very Likely)*
25	Primary Resource	How likely are you to use this site as your **primary resource for obtaining information from this agency?**
		Trust *(1=Strongly Disagree, 10=Strongly Agree)*
26	Trust - Best Interests	I can count on this agency to **act in my best interests.**
27	Trust - Trustworthy	I consider this agency to be **trustworthy.**
28	Trust - Do Right	This agency can be trusted to **do what is right.**
		Future Participation *(1=Very Unlikely, 10=Very Likely)*
29	Future Participation	How likely are you to **express your thoughts or ideas to this agency** in the next 90 days?

Model Instance Name:
NHTSA SaferCar
MID: kUIlUNIFptYR0UJcUhEQAA==
Date: 6/19/2012

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

NHTSA SaferCar CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs *(DOT)*	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N


Special Instructions
CQ Label

Model Instance Name:
NHTSA SaferCar
MID: kUIlUNIFptYR0UJcUhEQAA==
Date: 6/8/2012

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

NHTSA SaferCar 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