

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:
Freddie Mac V3
MID: ccwFxAZIZAYdJ1ko4IJhcA==
Date: 4/1/2012
Partitioned: Y



MQ Label
Content - Accuracy
Content - Quality
Content - Freshness
Functionality - Usefulness
Functionality - Convenient
Functionality - Variety
Look and Feel - Appeal
Look and Feel - Balance
Look and Feel - Readability
Navigation - Organized
Navigation - Options
Navigation - Layout
Navigation - Clicks
Site Performance - Loading
Site Performance - Consistency
Site Performance - Errors

Freddie Mac V3

Model questions utilize the ACSI methodology to

ELEMENTS (drivers of satisfaction)

MQ Label

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

Please rate your perception of the **accuracy of information** on this site.

Please rate the **quality of information** on this site.

Please rate the **freshness of content** on this site.

Satisfaction - Overall

Satisfaction - Expectations

Satisfaction - Ideal

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

Please rate the **usefulness of the website tools provided** on this site.

Please rate the **convenient placement of the website tools** on this site.

Please rate the **variety of website tools** on this site.

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

Please rate the **visual appeal** of this site.

Please rate the **balance of graphics and text** on this site.

Please rate the **readability of the pages** on this site.

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

Please rate **how well the site is organized**.

Please rate the **options available for navigating** this site.

Please rate **how well the site layout helps you find what you are looking for**.

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

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

Please rate how **quickly pages load** on this site.

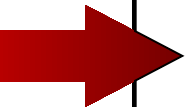
Please rate the **consistency of speed from page to page** on this site.

Please rate the **ability to load pages without getting error messages** on this site.



determine scores and impacts

CUSTOMER SATISFACTION	
Satisfaction	MQ Label
What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return
How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	
How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend
	Primary Resource - Info
	Primary Resource - Help





FUTURE BEHAVIORS

Return (1=Very Unlikely, 10=Very Likely)

How likely are you to **return to this site** in the next 30 days?

Recommend (1=Very Unlikely, 10=Very Likely)

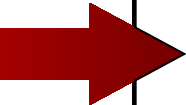
How likely are you to **recommend this site** to someone else?

Primary Resource - Information (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your **primary resource for obtaining information from this organization?**

Primary Resource - Support (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your **primary resource for obtaining help / customer support from Freddie Mac?**



Freddie Mac V3 CUSTOM QUESTIONS

QID	Skip Logic Label	CUSTOM QUESTION	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
MCW0730		How frequently do you visit freddiemac.com?	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
MCW0731		Did you find what you were looking for today?	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
MCW0732	A	We are sorry you could not find what you were looking for. What might you do next?	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
MCW0733	B	What were you unable to find? (Please provide as much detail as possible in your response)			Text area, no char limit	Y	Single

Freddie Mac V3 CUSTOM QUESTIONS

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MCW0730		How frequently do you visit freddiemac.com?	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
MCW0731		Did you find what you were looking for today?	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
MCW0732	A	We are sorry you could not find what you were looking for. What might you do next?	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
MCW0733	B	What were you unable to find? (Please provide as much detail as possible in your response)			Text area, no char limit	Y	Single

Freddie Mac V2 CUSTOM QUESTIONS

QID	Skip Logic Label	CUSTOM QUESTION	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
MCW0730		How frequently do you visit freddiemac.com?	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
MCW0731		Did you find what you were looking for today?	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
MCW0732	A	We are sorry you could not find what you were looking for. What might you do next?	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
MCW0733	B	What were you unable to find? (Please provide as much detail as possible in your response)			Text area, no char limit	Y	Single

Model Instance Name:

Freddie Mac V2

MID: 4gdN4cMtwloYJN1xVZEIlg==

Date: 2/5/2009

Freddie Mac V2 MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

Model Instance Name:

Freddie Mac V2

MID: 4gdN4cMtwioYJN1xVZEIlg==

Date: 3/1/2008

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Freddie Mac 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
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

Model Instance Name:
 Freddie Mac V2
 MID: 4gdN4cMtwioYJN1xVZEIlg==
 Date: 3/1/2008

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

Freddie Mac 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
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	

Freddie Mac V2 CUSTOM QUESTIONS

QID	Skip Logic Label	CUSTOM QUESTION	Answer Value (hide)	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
MCW0730		How frequently do you visit freddiemac.com?	MCW0730A001 MCW0730A002 MCW0730A003 MCW0730A004 MCW0730A005	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
MCW0731		Did you find what you were looking for today?	MCW0731A001 MCW0731A002 MCW0731A003	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
MCW0732	A	We are sorry you could not find what you were looking for. What might you do next?	MCW0732A001 MCW0732A002 MCW0732A003 MCW0732A004 MCW0732A005 MCW0732A006 MCW0732A007	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
MCW0733	B	What were you unable to find? (Please provide as much detail as possible in your response)				Text area, no char limit	Y	Single

Freddie Mac V2 CUSTOM QUESTIONS

QID	Skip Logic Label	CUSTOM QUESTION	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
KFB00360		How frequently do you visit freddiemac.com?	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
KFB00361 (KFB00361G5)		Did you find what you were looking for today?	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
KFB00362	A	We are sorry you could not find what you were looking for. What might you do next?	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
AKR2056	B	What were you unable to find? (Please provide as much detail as possible in your response)			Text area, no char limit	Y	Single

Freddie Mac V2 CUSTOM QUESTIONS

QID	Skip Logic Label	CUSTOM QUESTION	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
KFB00360		How frequently do you visit freddiemac.com?	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
KFB00361 (KFB00361G5)		Did you find what you were looking for today?	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
KFB00362	A	We are sorry you could not find what you were looking for. What might you do next?	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
AKR2056	B	What were you unable to find? (Please provide as much detail as possible in your response)			Text area, no char limit	Y	Single

Freddie Mac V2 CUSTOM QUESTIONS

QID	Skip Logic Label	CUSTOM QUESTION	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
KFB00360		How frequently do you visit freddiemac.com?	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
KFB00361 (KFB00361G5)		Did you find what you were looking for today?	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
KFB00362	A	We are sorry you could not find what you were looking for. What might you do next?	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
AKR2056	B	What were you unable to find? (Please provide as much detail as possible in your response)			Text area, no char limit	Y	Single

Freddie Mac V2 CUSTOM QUESTIONS

QID	Skip Logic Label	CUSTOM QUESTION	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
KFB00360		How frequently do you visit freddiemac.com?	This is my first time Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Drop down, select one	Y	Single
KFB00361 (KFB00361G5)		Did you find what you were looking for today?	Yes No I was just browsing	A, B	Drop down, select one	Y	Single
KFB00362	A	We are sorry you could not find what you were looking for. What might you do next?	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know		Drop down, select one	Y	Single
AKR2056	B	What were you unable to find? (Please provide as much detail as possible in your response)			Text area, no char limit	Y	Single

			Download guide forms and information Log in to Loan Prospector Log in to the Selling System Learn about selling loans to Freddie Mac Learn about servicing loans Find requirements for our single-family mortgage products Get pricing for Freddie Mac products Sign up to become a seller / servicer Sign up for training Download training and education materials Other (please specify)				
KFB00366	C	Other task you were trying to do:			Text area, no char limit	N	Single
KFB00367	D	What information were you primarily interested in?	Single-family loans Multifamily loans Debt and/or mortgage securities X General information about Freddie Mac Company news Economic and housing research Investor relations Information for home buyers and homeowners and/or avoiding foreclosure tips Job Search Other	E	Radio button, one-up vertical	Y	Single
KFB00368	E	More specifically, what is your role?	Multifamily lender Multifamily borrower Other (please specify)	F	Drop down, select one	Y	Single
KFB00369	F	Other multifamily role			Text area, no char limit	N	Single
KFB00370		If you could identify one improvement to freddiemac.com site, what would that improvement be? (Optional)			Text area, no char limit	N	Single

Freddie Mac V2 CUSTOM QUESTIONS

QID	Skip Logic Patter	CUSTOM QUESTION	POSSIBLE ANSWER CHOICES (limit to 50 characters each)	Skip to	Type	Required Y/N	Select one or multi
		How frequently do you visit freddiemac.com?	Daily or almost every day Once or several times a week Once or several times a month Less than once a month		Single drop down	Y	One
		Did you find what you were looking for today?	Yes No I was just browsing	A	Single drop down	Y	One
	A	We are sorry you could not find what you were looking for. What might you do next? {Ask if Did you find what you were looking for today? = NO}	Call Freddie Mac Visit freddiemac.com again later Try Fannie Mae's website Try websites other than Fannie Mae Ask someone I know Give up Don't know	B	Single drop down	Y	One
	B	What were you unable to find?	Open end		Open end	Y	Text Area
		Which best describes you? {Note: Request that response list be rotated}	Single-Family Seller, Servicer or Mortgage Broker Multifamily Seller, Servicer and/or Borrower Mortgage Securities Investor or Trader Debt Securities Investor Other mortgage related financial services Potential Homebuyer/Homeowner Shareholder Equity Investor/Analyst Housing Research, Nonprofit or Policy Media / Press Freddie Mac employee Other (please specify)		Single drop down	Y	One
		What were you mainly trying to do today? {Note: Request that response list be rotated} {Ask if Which best describes your role? = Single-Family Seller, Servicer or Mortgage Broker}	Access AllRegs Download guide forms and information Log in to Loan Prospector Log in to the Selling System Learn about selling loans to Freddie Mac Learn about servicing loans Find requirements for our single-family mortgage products Get pricing for Freddie Mac products Sign up to become a seller / servicer Sign up for training Download training and education materials Other (please specify)		Single drop down	Y	One

	<p>What information were you primarily interested in? {Ask if Which best describes your role? DOES NOT = Single-Family Seller, Servicer or Mortgage Broker OR Other (please specify)}</p>	<p>Single-family loans Multifamily loans Debt and/or mortgage securities General information about Freddie Mac Company news Economic and housing research Investor relations Information for home buyers and homeowners and/or avoiding foreclosure tips Job Search Other</p>		Single drop down	Y	One
X	<p>More specifically, what is your role? {Ask if Which best describes your role? = Multifamily loans}</p>	<p>Multifamily lender X Multifamily borrower X Other (please specify)</p>		Single drop down	Y	One
	<p>If you could identify one improvement to FreddieMac.com site, what would that improvement be?</p>			Open end	N	