

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](#)

Model Instance Name:

Medicare Main

MID: New Measure - DOT will fill in

Date: 9/5/2012



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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

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.

DEFAULT Thank You Text

"Thank you for taking our survey - and for helping us serve you better. We appreciate your input!"

ALTERNATE WEB 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

The screenshot shows a web browser window with the URL <http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w>. The page features the FORESEE logo at the top right. The main heading is "Customer Satisfaction Survey". Below the heading, there is a paragraph of 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." This is followed by another paragraph: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A note states "Required questions are denoted by an *". The first question is: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." Below the question is a rating scale from 1 to 10, with "1=Poor" on the left and "Excellent=10" on the right. Each number has a radio button next to it, and there is a "Don't Know" option at the end.

Thank You Text Example

The screenshot shows a web browser window displaying a "Thank You" message. At the top, there are two dropdown menus labeled "Football" and "Hockey", both set to "Please Select". Below these is question 16: "16: What size and style of jean were you shopping for today?". This question is split into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size column has radio buttons for sizes 1, 3, 5, 7, 9, 11, and 13. The style column has radio buttons for "Boot cut", "Low rise", "Flare", "Relaxed fit", and "Slim cut". Below the questions is a paragraph of thank you text: "Thank you for taking our survey - and for helping us serve you better." This is followed by another paragraph: "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 web site." At the bottom, there are "Cancel" and "Submit" buttons. Below the buttons, it says "Copyright 2010 - all rights reserved" and provides links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser's address bar shows "Internet | Protected Mode: On" and the zoom level is set to 100%.

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Partitioned (Y/N)? Yes

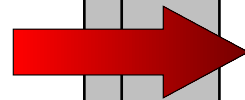
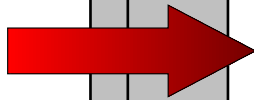
Date: 9/5/2012



Medicare Main

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1	Content - Accuracy Please rate your perception of the accuracy of information on this site.	20	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23	Return How likely are you to return to this site?
2	Content - Quality Please rate the quality of information on this site.	21	Satisfaction - Expectations How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Content - Up-To-Date Please rate how up-to-date this site's content is.	22	Satisfaction - Ideal How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	24	Recommend How likely are you to recommend this site to someone else?
	Functionality (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4	Functionality - Usefulness Please rate the usefulness of the website tools (search, print, bookmark, RSS, etc.) provided on this site.			25	Primary Resource How likely are you to use this site as your primary resource for getting information on Medicare?
5	Functionality - Convenient Please rate the convenient placement of the website tools (search, print, bookmark, RSS, etc.) on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
6	Functionality - Variety Please rate the variety of website tools (search, print, bookmark, RSS, etc.) on this site.			26	Trust - Best Interests I can count on this agency to act in my best interests.
	Look and Feel (1=Poor, 10=Excellent, Don't Know)			28	Trust - Do Right This agency can be trusted to do what is right.
7	Look and Feel - Appeal Please rate the visual appeal of this site.				Future Participation (1=Very Unlikely, 10=Very Likely)
8	Look and Feel - Balance Please rate the balance of graphics and text on this site.			29	Future Participation How likely are you to express your thoughts or ideas to Medicare in the next 90 days?
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.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
14	Online Transparency - Disclose Please rate how thoroughly this site discloses information about what this agency is doing.				
15	Online Transparency - Quick Please rate how quickly agency information is made available on this site.				
16	Online Transparency - Access Please rate how well information about this agency's actions can be accessed by the public on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
17	Site Performance - Loading Please rate how quickly pages load on this site.				
18	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
19	Site Performance - Errors Please rate the ability to load pages without getting error messages on this site.				



Model Instance Name:
 Medicare Main
 MID: New Measure - DOT will fill in
 Date: 9/5/2012

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

Medicare Main 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
		How frequently do you visit Medicare.gov?	Daily A few times a week Monthly Every few months Every 6 months or less often This is my first time visiting this site		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Visit Frequency
		What was your primary reason for visiting the website?	Get an answer to a coverage question Fix a Medicare card issue Find a health and drug plan Find out how Medicare works with other insurance Get help with costs Find doctors and hospitals Apply online for Medicare Opt out of the handbook Find someone local Login to www.MyMedicare.gov Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
	A	What was your other primary reason?	Other	A	Text area, no char limit		N	Skip Logic Group*	Other Reason
		What was your primary role while visiting the website?	Person with Medicare Caregiver Family member or friend of a person with Medicare Doctor or health care provider Other		Radio button, one-up vertical	Single	Y		Role
		What information about Medicare were you looking for?	Part A (Hospital Insurance) Part B (Medical Insurance) Part C (Medicare Advantage) Part D (Prescription Drug Coverage) Not Applicable		Radio button, one-up vertical	Single	Y		Contract
		How did you primarily look for information on the website today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other	D, E G G G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
	C	What other way did you primarily look for information?	Other		Text area, no char limit		N	Skip Logic Group*	Other Look for Info
	D	What was your experience with the website's search feature today? (Please select all that apply.)	The search feature met my needs today Results were not relevant Too many results Not enough results Returned no results Got error message(s) Search speed was too slow I experienced a different search issue:	F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
	F	What other experience did you have while using the search feature?			Text area, no char limit		N	Skip Logic Group*	Other Search Exp
	G	Please tell us about your navigation experience on the website today. (Please select all that apply.)	I navigated this website easily Links often didn't take me where I expected I had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	O P O M	Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience
	M	What other navigation difficulty did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
	O	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
	Q	Please describe in detail what you were unable to do or find.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
	R	What will you do next?	Return to Medicare.gov another time Look at other websites for Medicare information		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next

Denise Philips:
 If selected, please
 eliminate all other
 options.

Model Instance Name:
 Medicare Main
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underlined & italicized: RE-ORDER
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 blue + -->: REWORDING

Medicare Main 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
			Look other places online E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) for information Stop looking Other						
	S	What else will you do next?		S	Text area, no char limit		N	Skip Logic Group*	Other Do Next
		Which of the following sources drove you to visit the website 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, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Medicare Promotional email(s) from Medicare Search engine results Word of mouth recommendation from someone I know Printed article (newspaper, magazine, newsletter) Meeting or conference I attended 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, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Medicare Promotional email(s) from Medicare Search engine results Word of mouth recommendation from someone I know Printed article (newspaper, magazine, newsletter) Meeting or conference I attended 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, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Medicare Promotional email(s) from Medicare Search engine results Word of mouth recommendation from someone I know Printed article (newspaper, magazine, newsletter) Meeting or conference I attended Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3
		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N	Anchor Answer Choice Anchor Answer Choice	Improvement

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y	
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE					Y
			A little more	R				
			I expect to spend about the same amount as last year					
			A little less	S				
			A lot less	S				
		Not sure						
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y	
			Quality of merchandise					
			Merchandise selection					
			Good return policy					
			Online product prices					
			Shipping costs					
			Availability of merchandise					
			Better personal economic circumstances this year					
			Other (please specify):	Z				



Special Instructions

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup red & strike through: DELETE
underlined & bolded: RE-ORDER
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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	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with retailer.com compared to 2010?	Didn't purchase anything from retailer.com last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with retailer.com this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.com today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on retailer.com today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer.com mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access retailer.com website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

Festive Season 2011 Custom Question Setup
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red & strike through: DELETE
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 blue: ADDITION
 blue + -> REWORDING

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	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with retailer.co.uk compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	<ul style="list-style-type: none"> Availability of merchandise Being offered incentives/ circumstances this year Other (please specify) 		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	<ul style="list-style-type: none"> Products were not appealing (e.g. % off offers) Quality of merchandise Poor merchandise selection Delivery policy Too many to take time and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify) 		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.co.uk today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on retailer.co.uk today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer's name (here) mobile website, or mobile shopping app while Christmas shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	<ul style="list-style-type: none"> To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason 		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes No, and I don't plan to No, but I might in the future Not sure		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	<ul style="list-style-type: none"> I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) I made purchases online from my mobile device I used my mobile device to compare products or prices whilst shopping in person in a store I used retailer-developed mobile shopping apps None of the above 		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	<ul style="list-style-type: none"> accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above 		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	<ul style="list-style-type: none"> Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above 		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
						Exclusive Answer Choice		Anchor Answer Choice		