

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:
NHTSA SaferCar

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

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

A screenshot of a web browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The address bar shows "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w". The page content includes the FORESEE logo, the title "Customer Satisfaction Survey", and the following 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. Required questions are denoted by an *". Below this is a question: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." with a scale from 1 to 10 and a "Don't Know" option. The scale is labeled "1=Poor" and "Excellent=10".

Thank You Text Example

A screenshot of a survey page showing the thank you text example. The page includes two dropdown menus for "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?". The question is split into two columns: "What size of jean were you shopping for today?" with options 1, 3, and 5; and "What style of jean were you shopping for today?" with options Boot cut, Low rise, and Flare. A yellow callout box points to the word "website" in the question text, stating: "'web site' has been corrected to now read 'website' in the text to the left". Below the question is the 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 web site." There are "Cancel" and "Submit" buttons at the bottom. The footer includes "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".

Model Instance Name:

NHTSA SaferCar

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Partitioned (Y/N)? Yes

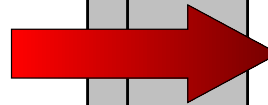
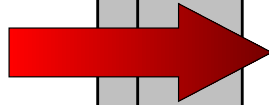
Date: 6/19/2012



NHTSA SaferCar

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 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 - Freshness	Please rate the freshness of content on this site.	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 feature, safety recall search, station locator, etc.) provided on this site.			25 Primary Resource	How likely are you to use this site as your primary resource for obtaining information from this agency ?
5 Functionality - Convenient	Please rate the convenience of the website tools (search feature, safety recall search, station locator, etc.) on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Functionality - Variety	Please rate the variety of website tools (search feature, safety recall search, station locator, 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)			27 Trust - Trustworthy	I consider this agency to be trustworthy .
7 Look and Feel - Appeal	Please rate the visual appeal of this site.			28 Trust - Do Right	This agency can be trusted to do what is right .
8 Look and Feel - Balance	Please rate the balance of graphics and text on this site.				Future Participation (1=Very Unlikely, 10=Very Likely)
9 Look and Feel - Readability	Please rate the readability of the pages on this site.			29 Future Participation	How likely are you to express your thoughts or ideas to this agency in the next 90 days?
	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.				



Model Instance Name:
NHTSA SaferCar
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
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	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: Existing Measure - Please fill in; New Measure - DOT will fill in

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	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: Existing Measure - Please fill in; New Measure - DOT will fill in

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
-----	------------------	---------------	--	---------	-------------------------	-----------------	--------------	----------------------	----------