

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:
VA for VA for Vets

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

Date: 10/29/2012



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!"

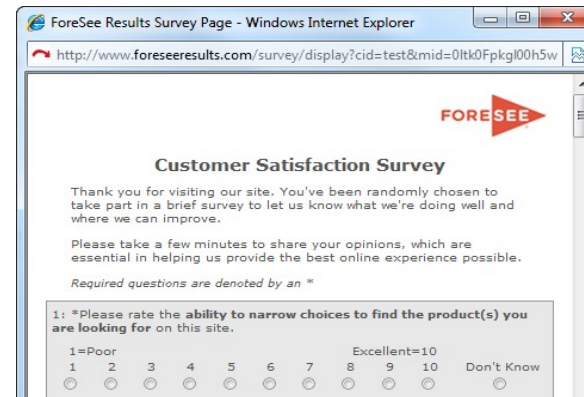
ALTERNATE WEB Thank You Text

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

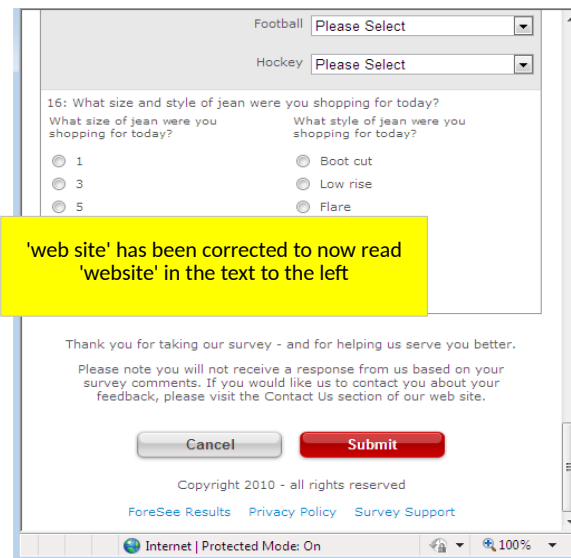
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Examples

Welcome Text Example



Thank You Text Example



Model Instance Name:

VA for Vets

MID: Existing Measure - Please fill in; New Measure - DOT will fill in
 Partitioned (Y/N)?

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

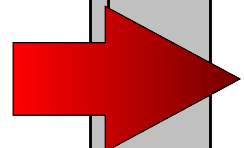
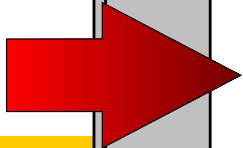
Date: 10/29/2012



VA for Vets

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	
	Navigation (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Navigation - Organized	Please rate how well the site is organized.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to VAforVets.va.gov?
Navigation - Layout	Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend VAforVets.va.gov to someone else?
	Career Information (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
Career Info - Understandable	Please rate how understandable career information is on VAforVets.va.gov.			Primary Resource	How likely are you to use VAforVets.va.gov as a primary resource to become career ready for employment within the Department of Veterans Affairs?
Career Info - Detail	Please rate the level of detail of career information on VAforVets.va.gov.				
Career Info - Answers	Please rate how well the career information on VAforVets.va.gov provided answers				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the visual appeal of this site.				
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.				
Functionality - Convenient	Please rate the convenient placement of the website tools on this site.				
Functionality - Variety	Please rate the variety of website tools on this site.				



 VA for Vets
 MID: Existing Measure - Please fill in; New Measure - DOT will fi
 Date: 3/1/2008

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

VA for Vets 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 this site?	This is my first visit		Radio button, scale, has don't know	Single	Y		Visit Frequency
			Every few months or less often						
			Monthly						
			Weekly						
			Several times a week						
			Daily/more than once a day						