

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](#)

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.

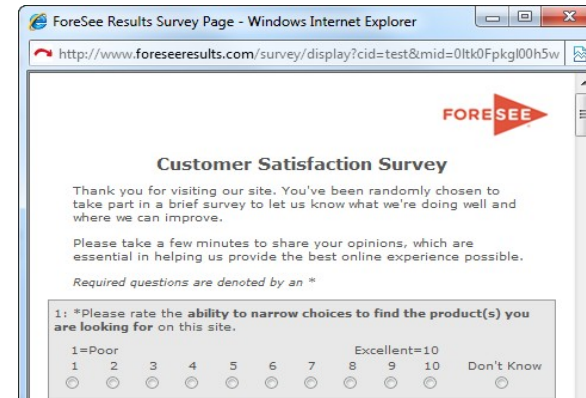
ALTERNATE WEB Thank You Text

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

Thank You Text Example



The screenshot shows a web browser window displaying a survey question: "16: What size and style of jean were you shopping for today?". There are two columns of radio button options: "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. There are also dropdown menus for "Football" and "Hockey". Below the question is a yellow callout box that says: "'web site' has been corrected to now read 'website' in the text to the left". At the bottom of the page, there is a "Thank you for taking our survey - and for helping us serve you better." message, a "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." message, and "Cancel" and "Submit" buttons. The footer includes "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support".

Model Instance Name:
NICHD_NCS

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

Date: Fill In Date



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Welcome Text

Gracias por visitar nuestro sitio Web. Usted ha sido elegido al azar para participar en una breve encuesta con el fin de hacernos saber qué hacemos bien y en qué podemos mejorar.

La encuesta sólo toma unos minutos, y todas sus respuestas serán anónimas. Sus opiniones son esenciales para ayudarnos a proporcionar la mejor experiencia en línea posible.

ALTERNATE WEB Thank You Text

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

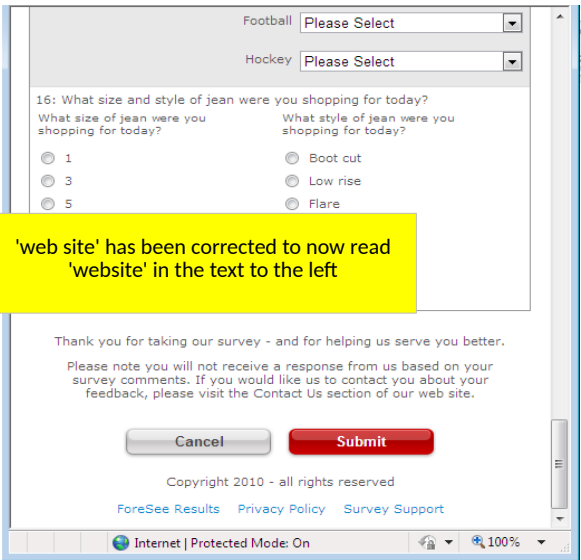
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Examples

Welcome Text Example



Thank You Text Example



Model Instance Name:

NICHD_NCS

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

Partitioned Yes
FPI Included(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: 3/21/2013



NICHD_NCS

Model questions utilize the AC SI 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)
Content - Accuracy	Please rate your perception of the accuracy of information on this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this site?
Content - Quality	Please rate the quality of information on this site.	Satisfaction - Expectations	How well does this site meet your expectations? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
Content - Freshness	Please rate the freshness of content on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to recommend this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.			Primary Resource	How likely are you to use this site as your primary resource for obtaining information from this organization?
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.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Personalized	Please rate how well the site is organized.				
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
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)				
Online Transparency - Disclose	Please rate how thoroughly this site discloses information about what this organization is doing.				
Online Transparency - Quick	Please rate how quickly information about this organization is made available on this site.				
Online Transparency - Access	Please rate how well information about this organization's actions can be accessed by the public on this site.				
	Search (1=Poor, 10=Excellent, Don't Know)				
Search - Results Relevance	Please rate the relevance of search results on this site.				
Search - Results Organization	Please rate the organization of search results on this site.				
Search - Results Help	Please rate how well the search results help you decide what to select.				
Search - Feature Narrow	Please rate how well the search feature helps you to narrow the results to find what you want.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site	Please rate how quickly pages load on this site.				
Site	Please rate the consistency of speed from page to page on this site.				
Site	Please rate the ability to load pages without getting error messages on this site.				

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Partitioned Yes

FPI Included(Y/N)?

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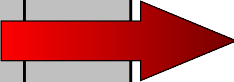
Date: 3/21/2013



NICHD NCS

Model questions utilize the ACSI methodology to determine scores and impacts

MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	<p>Contenido (1=Deficiente, 10=Excelente, No sabe) Clasifique su percepción de la exactitud de la información en este sitio Web.</p> <p>Clasifique la calidad de la información en este sitio. Clasifique la actualidad de la información en este sitio.</p> <p>Aspecto (1=Deficiente, 10=Excelente, No sabe) Clasifique el atractivo visual de este sitio.</p> <p>Clasifique el balance de gráficos y texto en este sitio. Clasifique la legibilidad de las páginas en este sitio.</p> <p>Exploración (1=Deficiente, 10=Excelente, No sabe) Clasifique lo bien que está organizado este sitio. Clasifique las opciones personales para explorar este sitio. Clasifique cuán bien el diseño de este sitio le ayuda a encontrar lo que está buscando.</p> <p>Clasifique el número de clics para llegar a donde usted desea en este sitio.</p> <p>Transparencia en línea (1=Deficiente, 10=Excelente, No sabe) Clasifique cuán exhaustivamente este sitio divulga información sobre lo que esta organización hace. Clasifique cuán rápidamente la información sobre esta organización es puesta a disponibilidad en este sitio. Clasifique cuán bien la información sobre las acciones de esta empresa puede ser accedida por el público en este sitio.</p> <p>Búsqueda (1=Deficiente, 10=Excelente, No sabe) Clasifique la relevancia de los resultados de búsqueda en este sitio. Clasifique la organización de los resultados de búsqueda en este sitio. Clasifique cuán bien los resultados de búsqueda le ayudan a decidir qué seleccionar. Clasifique cuán bien la función de búsqueda le permite limitar los resultados para encontrar lo que usted desea.</p> <p>Rendimiento del sitio (1=Deficiente, 10=Excelente, No sabe) Clasifique cuán rápido se cargan las páginas en este sitio. Clasifique la consistencia de la velocidad de paso entre páginas del sitio. Clasifique la capacidad de cargar páginas sin obtener mensajes de error en este</p>		<p>Satisfacción</p> <p>¿Cuál es su satisfacción en general con este sitio Web? (1=Muy satisfecho, 10=Muy insatisfecho)</p> <p>¿Cuán bien este sitio ha cumplido con sus</p> <p>¿Cómo se compara este sitio Web con su idea de uno ideal?</p>		<p>Retornar (1=Muy poco probable, 10=Muy probable) ¿Cuán probable es que usted vuelva a este sitio?</p> <p>Recomienda (1=Muy poco probable, 10=Muy probable) ¿Cuán probable es que usted recomiende este sitio Web a alguien más?</p> <p>Recurso principal (1=Muy poco probable, 10=Muy probable) ¿Cuán probable es que usted use este sitio Web como fuentes principales para obtener información de esta organización?</p>



3/1/2008

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 pink: ADDITION
 blue + -->: REWORDING

NICHD_NCS CUSTOM QUESTION LIST

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 the National Children's Study site?	First time		Checkbox, one-up vertical	Single	Y		Visit Frequency
		Daily						
		Weekly						
		Monthly						
		Less than Once a Month						
	What information were you primarily looking for on the site today?	General study information	D,E	Radio button, one-up vertical	single	Y	Skip Logic Group*	Info Type Seeking
		Information about a specific Vanguard study location	D,E					
		General information about participating in the Study	D,E					
		Workshops and other Events						
		Researcher-focused resources, like study design and methods development						
		Study funding information						
		Announcements and Public Notices						
		Job or Business Opportunities						
		Other, please specify	A					
A	what other type of information you were looking for			Text area, no char limit		N	Skip Logic Group*	OPS_Info Seeking
D	Who is this information for?	Myself		Radio button, one-up vertical	single	Y	Skip Logic Group*	Info for Whom
		My child						
		A friend or other family member						
		Research or researcher						
		Someone I provide care for						
		Other						
E	How do you plan to use the information you found on the site today?	For research purposes		Radio button, one-up vertical	single	Y	Skip Logic Group*	Info Use (Health)
		Give information to a family member or friend						
		Use for myself						
		I'm not sure yet						
		I didn't find what I was looking for						
		Other	F					
F	Other use for the information you found on the site today:	Open-ended		Text area, no char limit			Skip Logic Group*	PS_Info Use (Health)
	Did you find the information you were looking for?	Yes		Radio button, one-up vertical	single	Y	Skip Logic Group*	Find Info
		Partially	A					
		No	A					
A	What specifically were you looking for that you were unable to find?			Text area, no char limit		N	Skip Logic Group*	OE_Unable to Find
	Which of the following best describes you?	Health consumer/ general public		Radio button, two-up vertical	Single	Y	Skip Logic Group*	Role
		Health Care Provider/Health Professional						
		Scientist/Researcher						
		Media/Journalist/Science Writer						
		Policy Maker						
		Representative of an Existing Study Partner						
		Student/Teacher/Educator						
		Other, please specify	A					
A	Other role that best describes you:			Text area, no char limit		N	Skip Logic Group*	OPS_Role
	What was your primary method of locating information on the NCS site today?	Top navigation menu			Single	Y	Skip Logic Group*	Navigation Method
		Left navigation bar						
		Used an external search engine such as Google, Bing, or Yahoo						
		Used a Bookmark or Favorite						
		Followed a link into the NCS site from another site	B					
		Followed a link from a page on the National Institutes of Health (NIH) Web site						
		Site-wide search box (open text box in upper right corner)						
		Other, please specify	A					
A	Other method of locating information:			Text area, no char limit		N	Skip Logic Group*	OPS_Nav Method
B	Specifically, which site did you arrive from?			Text area, no char limit		N	Skip Logic Group*	YE_Site Arrived From

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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 would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	OPS Group	Navigation Exp.
		Links often did not take me where I expected						
		Had difficulty finding relevant information/products						
		Links/labels are difficult to understand						
		Too many links/navigational options to choose from						
		Had technical difficulties (error messages, broken links, etc.)						
		Could not navigate back to previous information						
		I had a navigation difficulty not listed above:	A					
A	Other difficulty with navigation:			Text area, no char limit		N	OPS Group	OPS_Navigation Diff
	Did you use the site-wide search feature during your visit today?	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Use
		No						
		Don't remember						
A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	The search feature met my needs today		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Exp.
		I had issues with the basic search process (how to use it, terms to enter)	B					
		I had issues with the visual display of the search results (text size, images)						
		I had issues with the search results I received	F					
		I had issues with sorting, filtering, advanced search, or lack of these options						
B	What were your issues with the basic search process? (Please select all that apply.)	It was not clear to me how to use the search feature		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search_Basic Issues
		I did not know what terms to use to get the results I wanted						
		There were too many steps or refinements to get to what I wanted						
		I had a different issue with the basic search process:	C					
C	Other issue with the basic search process:	Open-ended		Text area, no char limit		N	Skip Logic Group*	S_Search Basic Iss
F	What were your issues with the search results? (Please select all that apply.)	Results were not relevant/not what I wanted		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search_Results Issue
		There were not enough results						
		There were NO results						
		There was too little information in the results to decide what to choose						
		Many of the search results looked the same						
		Couldn't find item from the catalog/store						
		I had a different issue with the search results:	G					
G	Other issue with the search results:	Open-ended		Text area, no char limit		N	Skip Logic Group*	Search Results Iss
	Is the design of the website pleasing and appropriate?	Yes		Radio button, one-up vertical	single	Y	Skip Logic Group*	Opinion of Site
		No	A					
A	What aspects of the website design would you change?	Open-ended		Text area, no char limit		N	Skip Logic Group*	OE_Change Site D
	If you could make one change to the NCS site, what would it be?			Text area, no char limit		N		OE_One Change
	What additional information or resources would you like to see included on our site?			Text area, no char limit		N		OE_Add'l Info

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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
	¿Con cuánta frecuencia visita usted el sitio de National Children's Study?	Primera vez Diariamente Semanalmente Mensualmente Menos de una vez al mes		Radio button, one-up vertical	Single	Y		Frequency of Visit
	¿Qué información estaba usted buscando principalmente en el sitio hoy?	Información de estudio general Información sobre una ubicación específica de estudio Vanguard Información general sobre la participación en el estudio Talleres y otros eventos Recursos enfocados en el investigador, como diseños de estudio y desarrollo de métodos Información de financiación de estudios Anuncios y notificaciones públicas Oportunidades de trabajo o negocios Otro, por favor especifique	D,E D,E D,E A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Info Type Seeking
A	¿Qué otro tipo de información estaba buscando?	Pregunta abierta		Text area, no char limit		N	Skip Logic Group	OPS Info Seeking
D	¿Para quién es esta información?	Para mí mismo Mi hijo/a Un amigo u otro familiar Investigación o investigador Alguien a quien presto servicios de salud Otro		Radio button, one-up vertical	Single	Y	Skip Logic Group	Info for Whom
E	¿Cómo planea usar la información que usted encontró en el sitio hoy?	Para propósitos de investigación Dar información a un familiar o amigo Uso personal No estoy seguro/a No encontré lo que estaba buscando Otro		Radio button, one-up vertical	Single	Y	Skip Logic Group	Info Use (Health)
F	Otro uso de la información que usted encontró en el sitio hoy:	Pregunta abierta		Text area, no char limit		N	Skip Logic Group	PS_Info Use (Health)
	¿Encontró la información que estaba buscando?	Sí Parcialmente No		Radio button, one-up vertical	Single	Y	Skip Logic Group	Find Info
A	¿Qué era lo que específicamente estaba buscando y no pudo encontrar?			Text area, no char limit		N	Skip Logic Group	OE_Unable to Find
	¿Qué de lo siguiente lo describe mejor a usted?	Ciente de salud/ público en general Proveedor de servicios de salud/ profesional de la salud Científico/ investigador Medios/ periodista/ escritor científico Legislador Representante de un compañero de estudio actual Estudiante/ profesor/ educador Otro, por favor especifique		Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
A	Otro título que lo describa mejor:			Text area, no char limit		N	Skip Logic Group	OPS Role
	¿Cuál fue su método principal de búsqueda de información en el sitio de NCS hoy?	Menú de navegación superior Barra de navegación izquierda Usé un motor externo de búsqueda como Google, Bing o Yahoo Usado como marcador o favorito Hice clic en un enlace al sitio NCS desde otro sitio Hice clic en un enlace desde una página del sitio Web de los Institutos Nacionales de la Salud (NIH)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Navigation Method
			B					

bharati.hulbanni:
 there should be NO
 MORE THAN ONE
 LETTER IN HERE (Skip
 Logic Label)

3/1/2008

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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
		Casilla de búsqueda para todo el sitio (casilla de texto abierta en la esquina superior derecha)						
		Otro, por favor especifique	A					
A	Otro método de ubicación de la información:			Text area, no char limit		N	Skip Logic Group	OPS_Nav Method
B	Específicamente, ¿desde qué sitio llegó usted?			Text area, no char limit		N	Skip Logic Group	OE_Site Arrived From
	¿Cómo describiría su experiencia de exploración en este sitio hoy? (Seleccione todas las opciones que correspondan).	No tuve problemas navegando/explorando este sitio		Checkbox, one-up vertical	Multi	Y	OPS Group	Navigation Exp.
		Los enlaces a menudo no me llevaban a donde esperaba						
		Tuve dificultad al encontrar información/productos relevantes						
		Los enlaces/etiquetas son difíciles de entender						
		Demasiados enlaces/opciones de navegación para elegir						
		Tuve dificultades técnicas (mensajes de error, enlaces rotos, etc.)						
		No se pudo navegar de regreso a la información previa						
		Tuve un problema de navegación que no se incluye en la lista:	A					
A	Otros problemas con la navegación:			Text area, no char limit		N	OPS Group	OPS_Navigation Diff
	¿Usó la función de búsqueda para todo el sitio durante su visita hoy?	Sí	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Search Use
		No						
		No recuerdo						
A	Cuéntenos sobre su experiencia con la función de búsqueda del sitio hoy. (Seleccione todas las opciones que correspondan).	La función de búsqueda satisfizo mis necesidades hoy		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search Exp.
		Tuve problemas con el proceso de búsqueda básico (cómo usarlo, términos a ingresar)	B					
		Tuve problemas con la visualización de los resultados de búsqueda (tamaño de texto, imágenes)						
		Tuve problemas con los resultados de búsqueda que obtuve	F					
		Tuve problemas con el ordenamiento, filtrado, búsqueda avanzada, o falta de estas opciones						
B	¿Cuáles fueron sus problemas con el proceso de búsqueda básico? (Seleccione todas las opciones que correspondan).	No me fue claro el cómo usar la función de búsqueda		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search_Basic Issues
		No supe qué términos usar para obtener los resultados que quería						
		Habían demasiados pasos o ajustes para obtener lo que quería						
		Tuve un problema diferente con el proceso de búsqueda básica:	C					
C	Otro problema con el proceso de búsqueda básica:	Pregunta abierta		Text area, no char limit		N	Skip Logic Group	S_Search Basic Issues
F	¿Cuáles fueron sus problemas con los resultados de búsqueda? (Seleccione todas las opciones que correspondan).	Los resultados no fueron relevantes/ no eran los que quería		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search_Results Issues
		No hubieron suficientes resultados						
		NO HUBIERON resultados						
		Hubo muy poca información en los resultados para decidir qué elegir						
		Muchos de los resultados se veían igual						
		No pude encontrar el artículo en el catálogo/ tienda						
		Tuve un problema diferente con los resultados de búsqueda:	G					
G	Otro problema con los resultados de búsqueda:	Pregunta abierta		Text area, no char limit		N	Skip Logic Group	Search_Results Issues
	¿Es el diseño del sitio web agradable y apropiado?	Sí						
		No	A					
A	¿Qué aspectos del diseño del sitio Web usted cambiaría? Si pudiera hacer un cambio al sitio de NCS, ¿cuál sería?	Pregunta abierta		Text area, no char limit		N		OE_One Change
	¿Qué información adicional o recursos le gustaría ver incluidos en nuestro sitio?			Text area, no char limit		N		OE_Add'l Info