

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 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)
- 7 [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 text shown in the box below.

Welcome Text

Thank you for visiting MyFuture.com. 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.

The survey is anonymous and will take about 3-5 minutes to complete.

PLEASE MAKE ADDITIONAL MODIFICATIONS TO THE WELCOME AND THANK YOU TEXT AS NEEDED.

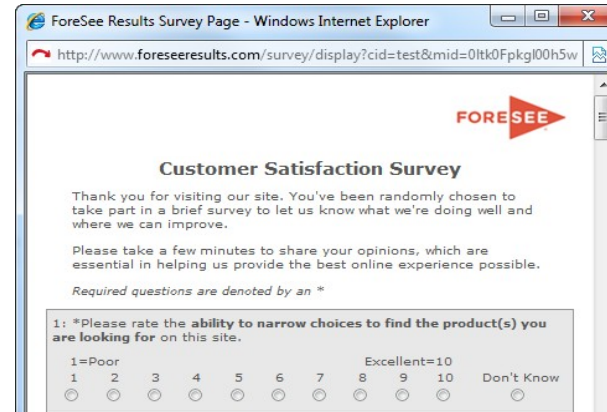
Thank You Text

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

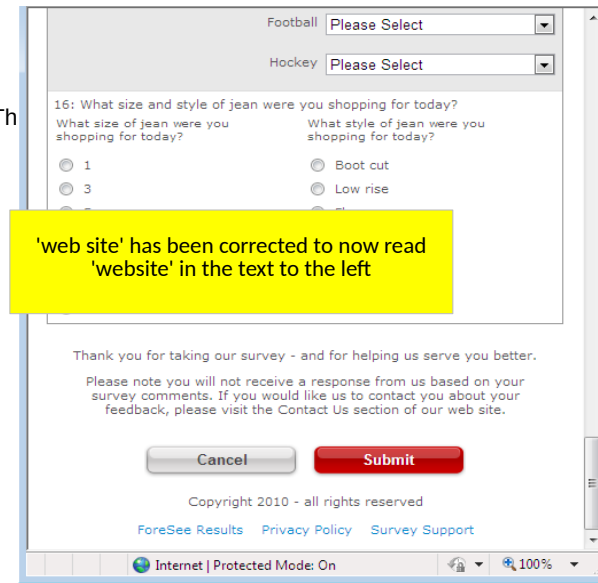
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please email us at info@todaysmilitary.com.

Examples

Welcome Text Example



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Model Instance Name:

MyFuture.com v2

MID:

Date: 5/7/2012

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underlined & italicized: RE-ORDER

pink: ADDITION

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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)			CUSTOMER SATISFACTION		FUTURE BEHAVIORS
Content - Accuracy	Content (1=Poor, 10=Excellent, Don't Know) Please rate the accuracy of information on this site.	Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return	Return (1=Very Unlikely, 10=Very Likely) 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 ? <i>(1= Falls Short, 10=Exceeds)</i>		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 ? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend	How likely are you to recommend this site to someone else ?
Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.			Top Source	Top Source (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as a top source to help you make a decision regarding your future plans?
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 - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) 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.				
Search - Results Relevance	Search (1=Poor, 10=Excellent, Don't Know) 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 - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) 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.				

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MMW2365		What is your role in visiting the site today?	I am age 16-24 exploring options for my future I am over age 24 exploring options for my future I am a parent exploring options for my child's future I am a relative of a young person exploring options for their future I am a guidance counselor/educator/teacher helping students explore options for their futures I am in the Military looking for options for my future Other, please specify:	A
MMW2366	A	Other role		
MMW2367		What was the reason you visited the site today? (Please select all that apply.)	Explore careers Find specific career information Compare careers Find out earning potential for careers To create a resume Find a job Explore colleges Find specific college information Compare colleges Find a college Explore Military careers Find specific Military career information Learn more about the Military Find a Military job Other, please specify:	A
MMW2368	A	Other reason		
MMW2369		At what stage are you in your search?	Just starting Narrowing down options Making final choice	
MMW2370		What section of the site did you primarily visit today?	Career College Military	A,B,C,D,M E,F,G,H,M I,J,K,L
MMW2371	A	What specific article(s) did you review within the career section? (Please select all that apply.)	Finding a Job Creating Your Resume Creating Your Cover Letter Acing the Interview Internships Volunteer Work Career-Changing Tips Did not review any	
MMW2372	B	What tools/checklists did you use within the career section?	Resume Builder Resume Examples Checklist: Tips for Successfully Wrapping up an Interview Checklist: Job Search Checklist: Building a Career Network Did not use any	
MMW2373	C	Please rate your satisfaction with the quality of careers content provided on this site.	1=Poor 2 3=Fair 4 5=Excellent Don't know	
MMW2374	D	Please rate your satisfaction with the amount of careers content provided on this site.	1=Poor 2	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			3=Fair 4 5=Excellent Don't know	
MMW2375	E	What specific article(s) did you review within the college section? (Please select all that apply.)	Planning For College Taking College Entrance Exams Choosing a College The College Application Process Paying For College Paying for Two-Year College and Trade Schools Campus Life Going to Graduate School Did not review any	
MMW2376	F	What tools/checklists did you use within the college section?	9th/10th Grade College Planning Timeline 11th Grade College Planning Timeline 12th Grade College Planning Timeline Transfer Student College Planning Timeline Returning Student College Planning Timeline Checklist: Testing Tips Checklist: Campus Visit Checklist: Writing a College Essay Checklist: College Interview Checklist: Financial Aid Application Checklist: Off to College Checklist: Managing Academics Did not use any	
MMW2377	G	Please rate your satisfaction with the quality of college content provided on this site.	1=Poor 2 3=Fair 4 5=Excellent Don't know	
MMW2378	H	Please rate your satisfaction with the amount of college content provided on this site.	1=Poor 2 3=Fair 4 5=Excellent Don't know	
MMW2379	I	What specific article(s) did you review within the Military section? (Please select all that apply.)	Enlisting in the Military Becoming an Officer Types of Military Service College Assistance Military Benefits Skills and Opportunities Military Life Common Military Questions Did not review any	
MMW2380	J	What tools/checklists did you use within the Military section?	Checklist: Basic Training Checklist: Military Jargon Checklist: Fitness Boot Camp Did not use any	
MMW2381	K	Please rate your satisfaction with the quality of Military content	1=Poor	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
		provided on this site.	2 3=Fair 4 5=Excellent Don't know	
MMW2382	L	Please rate your satisfaction with the amount of Military content provided on this site.	1=Poor 2 3=Fair 4 5=Excellent Don't know	
MMW2383	M	During your visit, did you notice the information about the Military?	Yes No Don't know	N
MMW2384	N	What information about the Military was new to you?	College tuition assistance Educational opportunities that exist after Military service Military careers Military benefits Earning comparisons for Military vs. Civilian careers Other, please specify: Don't know	O
MMW2385	O	Other Military information:		
ACQWro0012745		What other section(s) of the site did you visit today? (Please select all that apply.)	Career College Military No other section visited today	
MMW2387		What method did you primarily use to look for information on the site today?	Quick site search Quick search by category (careers, college, military) Advanced search using filters to find specific content Top navigation bar Links in the page Top Lists MyPathway Just navigating through the pages A combination of search and navigation	A
MMW2388	A	Please rate your satisfaction with the usefulness of the MyPathway tool on this site?	1=Not at all useful 2 3=Neither useful nor useless 4 5=Very useful Don't know	B B
MMW2389	B	Why do you feel that way?		
MMW2390		Did you find what you were looking for on the site today?	Yes Partially No	A A
MMW2391	A	What were you trying to find on the site? Please be specific.		
ACQWro0012725		How useful was the content provided on this site?	1=Not at all useful 2 3=Neither useful nor useless 4	A A A A

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			5=Very useful Don't know	A
MMW2395	A	Why do you feel this way?		
MMW2394		Please rate the usefulness of the website tools provided (e.g. my pathway, resume builder, etc) on this site.	1=Not at all useful 2 3=Neither useful nor useless 4 5=Very useful Don't know	A A A A A
MMW2393	A	Why do you feel this way?		
MMW2396		Did you learn something new from this visit to the site?	1=I did not learn anything new 2 3=I learned a few new things 4 5=I learned many new things	
MMW2397		If you could make one improvement to this site, what would it be?		
MMW2398		How many times have you visited the site before today?	Never Once or twice Three to five times More than five times	
MMW2399		What is your gender ?	Female Male	
MMW2400		Please select the category that includes your age .	Under 16 16-17 18-19 20-21 22-24 25 – 34 35 – 44 45 – 54 55 – 64 65 and over	
MMW2401		Are you Spanish/Hispanic/Latino?	No, not Spanish/Hispanic/Latino Yes, Mexican, Mexican-American, Chicano, Puerto Rican, Cuban or other Spanish/Hispanic/Latino	
MMW2402		Which of the following best describes your race ? (Please select all that apply.)	American Indian or Alaskan Native Asian Black or African-American Native Hawaiian or other Pacific Islander White	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Drop down, select one	S	Y	Skip Logic Group	Role
Text area, no char limit		N		Other role
Checkbox, one-up vertical	M	Y	Skip Logic Group	Reason for visit
Text area, no char limit		N		Other reason
Drop down, select one	S	Y		Stage
Drop down, select one	S	Y	Skip Logic Group	Section visited
Checkbox, one-up vertical	M	Y		Career articles
Checkbox, one-up vertical	M	Y		Career tools
Radio button, scale, has don't know	S	Y		Career quality
Radio button, scale, has don't know	S	Y		Career amount



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Checkbox, one-up vertical	M	Y		College articles
Checkbox, one-up vertical	M	Y		College tools
Radio button, scale, has don't know	S	Y		College quality
Radio button, scale, has don't know	S	Y		College amount
Checkbox, one-up vertical	M	Y		Military articles
Checkbox, one-up vertical	M	Y		Military tools
Radio button, scale, has don't know	S	Y		Military quality



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, scale, has don't know	S	Y		Military amount
Radio button, one-up vertical	S	Y		Notice Military
Checkbox, one-up vertical	M	Y		Military info
Text area, no char limit		N		
Checkbox, one-up vertical	M	N		Other sections visited
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, scale, has don't know	S	Y		MyPathway Useful
Text area, no char limit	S	N		MyPathway results
Drop down, select one	S	Y	Skip Logic Group	Find Info
Text area, no char limit		N		No info found
Radio button, scale, has don't know	S	N	Skip Logic Group	Usefulness of website tools



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		Feel about tools
Radio button, scale, has don't know	S	N	Skip Logic Group	Usefulness of website tools
Text area, no char limit		N		Feel about tools
Radio button, scale, no don't know	S	N		Learn
Text area, no char limit		N		Improvement
Drop down, select one	S	Y		Frequency of visits
Drop down, select one	S	N		Gender
Drop down, select one	S	N		Age
Radio button, one-up vertical	S	N		Ethnicity
Checkbox, one-up vertical	M	N		Race