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

Client Name:	
Measure Name:	USGS v3

Version of Code:	*Please fill in*
Custom Qualifier Page	*Please Select*
Custom Invitation Text?	*Please Select*
Custom Tracker Text?	*Please Select*
Custom Welcome/ Thank You Text?	*Please Select*

Language(s)	If other language not listed, please specify.	Website URL	MID(s) *(DOT FILL THIS IN)*	Measure Name(s) *(DOT WIll FILL THIS IN)*
Please Select a Language				
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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.

Thank you
we're doin

Please tak
experience

Examples

Welcome Text Example

USGS Satisfaction Survey

Please help us improve this site by taking a few minutes to answer the following questions about the pages you are now visiting.

Very few of our visitors are presented with this survey so your feedback is very important to us. Learn more about this survey.

All responses are strictly confidential (USGS Privacy Policy).

Required questions are denoted by an *

TRUSTe EU SAFE HARBOR

DEFAULT Thank You Text

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

Thank you for your time in completing this survey. If you have any questions about this survey please contact servicedesk@usgs.gov.

Cancel   Submit

Copyright 2012 - all rights reserved
OMB Control # 1090-0008
ForeSee   Privacy   Survey Support

Thank You Text Example

'web site' has been corrected to now read 'website' in the text to the left

Model Instance Name:
USGS v3
MID: **IEBooVxE0IdVR1Vdps45Uw==**
Partiti Y
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.
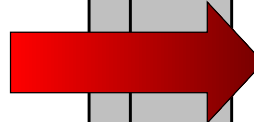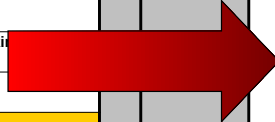**Date:** 10/9/2012

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USGS v3
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
	Content *(1=Poor, 10=Excellent, Don't Know)*				**Likelihood to Return** *(1=Very Unlikely, 10=Very Likely)*
1 Content - Accuracy	Please rate your perception of the **accuracy of information** on this site.	21 Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	24 Return	How likely are you to **return to this site**?
2 Content -	Please rate the **quality of information** on this site.	22 Satisfaction -	How well does this site **meet your expectations**?		**Recommend** *(1=Very Unlikely, 10=Very Likely)*
3 Content - Freshness	Please rate the **freshness of content** on this site.	23 Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	25 Recommend	How likely are you to **recommend this site to someone else**?
	Look and Feel *(1=Poor, 10=Excellent, Don't Know)*				
4 Look and Feel - Appeal	Please rate the **visual appeal** of this site.				
5 Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.				
6 Look and Feel - Readability	Please rate the **readability of the pages** on this site.				
	Navigation *(1=Poor, 10=Excellent, Don't Know)*				
7 Navigation - Organized	Please rate **how well the site is organized**.				
8 Navigation - Options	Please rate the **options available for navigating** this site.				
9 Navigation - Layout	Please rate **how well the site layout helps you find what you are looking**				
10 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)*				
11 Online Transparency - Disclose	Please rate how **thoroughly** this website **discloses information** about what this agency is doing.				
12 Online Transparency - Quick	Please rate how **quickly agency information is made available** on this website.				
13 Online Transparency - Access	Please rate how well information about this agency's actions **can be accessed by the public** on this website.				
	Search *(1=Poor, 10=Excellent, Don't Know)*				
14 Search - Results Relevance	Please rate the **relevance of search results** on this site.				
15 Search - Results Organization	Please rate the **organization of search results** on this site.				
16 Search - Results Help	Please rate how well the **search results help you decide what to select**.				
17 Search -	Please rate how well the **search feature helps you to narrow the results** to find what				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
18 Plain	Please rate the **clarity of the wording** on this site.				
19 Plain	Please rate how **well you understand the wording** on this site.				
20 Plain	Please rate this site on its **use of short, clear sentences.**				

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

USGS v3 CUSTOM QUESTION LIST

bharati.hulbanni:
Hide (DO NOT DELETE) this column before sending to a client.

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
LNH1322		**In the context of your current visit,** please select the category that **best describes you.**	LNH1322A01	Interested in science		Radio button, one-up vertical	Single	Y	OPS Group
			LNH1322A02	Recreationalist or Vacationer					
			LNH1322A03	Property owner					
			LNH1322A04	Educator, including Homeschoolers					
			LNH1322A05	Student (K-12)					
			LNH1322A06	Student (College +)					
			LNH1322A07	Professional Scientist/Engineer					
			LNH1322A08	Federal/ State/ Local Natural Resource Manager					
			LNH1322A09	Other category (please specify):	A				
LNH1323	A	If you answered "Other" to what best describes you, please specify (optional):				Text field, <100 char		N	
LNH1324		Did you **find** what you were looking for today?	LNH1324A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group

ForeSee Results - Confidential and Proprietary

CQ Label
Role
OE_Other Role
Ability to Find