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.

Examples

Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer

http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkgl00h5w

FORE SEE

Customer Satisfaction Survey

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 **

1: *Please rate the **ability to narrow choices to find the product(s) you are looking for** on this site.

1=Poor   Excellent=10
1   2   3   4   5   6   7   8   9   10   Don't Know
○   ○   ○   ○   ○   ○   ○   ○   ○   ○   ○

Welcome Text

Thank you for visiting **Naval History & Heritage** website. 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!

Thank You Text Example

Football   Please Select
Hockey   Please Select

16: What size and style of jean were you shopping for today?
What size of jean were you shopping for today?   What style of jean were you shopping for today?

○ 1   ○ Boot cut
○ 3   ○ Low rise
○ 5   ○ Flare

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

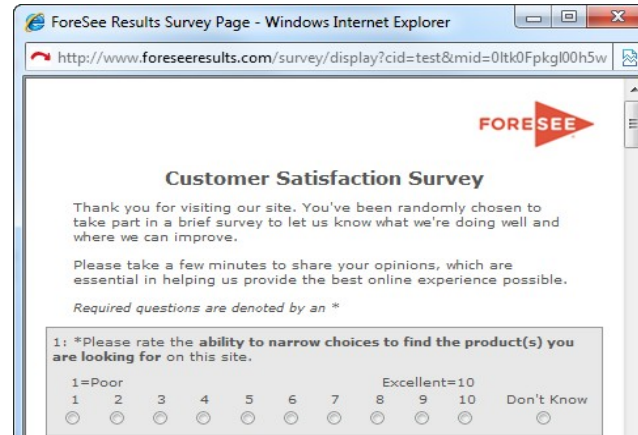### ALTERNATE WEB Thank You Text

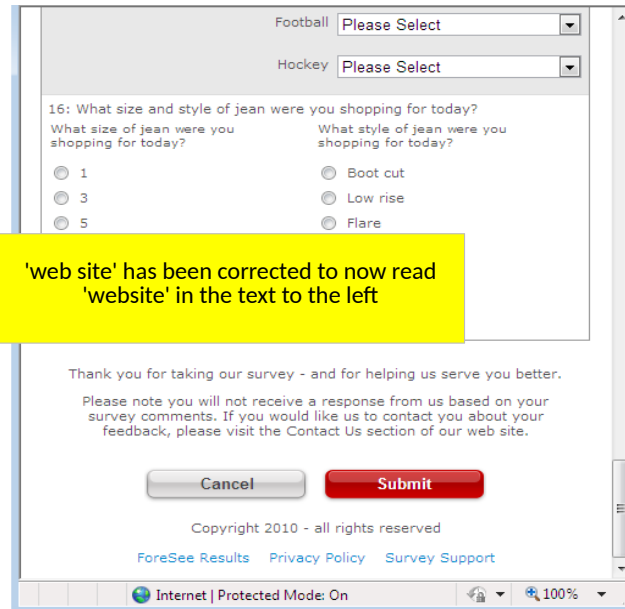~~Thank you for taking our survey - and for helping us serve you better.~~

~~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.~~

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.

Cancel   Submit

Copyright 2010 - all rights reserved

ForeSee Results   Privacy Policy   Survey Support

Internet | Protected Mode: On   100%

Model Instance Name:
Naval History & Heritage
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Partitioned (Y/N)? Yes
Date: 6/25/2013

FORESEE

Naval History & Heritage
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS

ELEMENTS (drivers of satisfaction)

Search (1=Poor, 10=Excellent, Don't Know)

1 Please rate the **relevance of search results** on the Naval History site.

2 Please rate the **organization of search results** on the Naval History site.

3 Please rate how well the **search results help you decide what to select**.

4 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)

5 Please rate how **quickly pages load** on the Naval History site.

6 Please rate the **consistency of speed from page to page** on the Naval History site.

7 Please rate the **ability to load pages without getting error messages** on the Naval History site.

Content (1=Poor, 10=Excellent, Don't Know)

8 Please rate your perception of the **accuracy of information** on the Naval History site.

9 Please rate the **quality of information** on the Naval History site.

10 Please rate the **freshness of content** on the Naval History site.

Navigation (1=Poor, 10=Excellent, Don't Know)

11 Please rate **how well the Naval History site is organized**.

12 Please rate the **options available for navigating** the Naval History site.

13 Please rate **how well the site layout helps you find what you are looking for.**

Look and Feel (1=Poor, 10=Excellent, Don't Know)

14 Please rate the **visual appeal** of the Naval History site.

15 Please rate the **balance of graphics and text** on the Naval History site.

16 Please rate the **readability of the pages** on the Naval History site.

CUSTOMER SATISFACTION

Satisfaction

17 What is your **overall satisfaction** with the Naval History site? *(1=Very Dissatisfied, 10=Very Satisfied)*

18 How well does the Naval History site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*

19 How does the Naval History site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*

FUTURE BEHAVIORS

Return (1=Very Unlikely, 10=Very Likely)

20 How likely are you to **return to the Naval History site** in the future?

Recommend (1=Very Unlikely, 10=Very Likely)

21 How likely are you to **recommend the Naval History site** to someone else?

Primary Resource (1=Very Unlikely, 10=Very Likely)

22 How likely are you to use this site as your **primary resource** for all Naval History and Heritage information?

Model Instance Name:	red & strike-through: DELETE
Naval History & Heritage	underlined & italicized: RE-ORDER
MID: Existing Measure - Please fill in; New Measure - DOT will fill in	pink: ADDITION
Date: 06/25/2013	violet (bold): SKIP LOGIC
	blue + -->: REWORDING

Naval History & Heritage 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 the Naval History site?	First time		Drop down, select one	Single	Y		Frequency
			Daily						
			Weekly						
			Monthly						
			Every 2 months or less often						
		What best describes your **role** when visiting the Naval History site?	Navy Leadership		Drop down, select one	Single	Y		Role
			Enlisted Sailor						
			Navy Officer						
			Navy Reserve						
			Veteran						
			Military family member						
			General public						
			History enthusiast						
			Researcher						
			Educator/educational institution						
			Media member						
			Other						
		What **area(s)** of the Naval History site did you visit today?	News/Events		Checkbox, one-up vertical	Multi	Y		Area
			Resources/Research						
			Museums						
			USS Constitution						
			Navy Library						
			Collections of Navy Art						
			Navy Archives						
			Underwater Archaeology						
			Education Programs						
			NHHC Social Media Networks						
			Employment, Internship and/or Academic Opportunities						
			Showcases						
			Veterans Information						
			Fleet Histories						
			Dictionary of American Naval Fighting Ships (DANFS)						
			NHHC Highlights						
			Today in U.S. Naval History						
			Public Affairs						
			NHHC in the News						
			FOIA Request						
			NHHC Inspector General						
		What is your **primary reason** for visiting the Naval History site today?	Learn about Naval History		Radio button, one-up vertical	Single	Y		Reason
			Read latest news highlights						
			Access Navy History related social media networks						
			Look for employment, internship or academic opportunities						
			Review calendar of events						
			Research the Navy archives						
			Research the Navy library						
			Find information from the Dictionary of American Naval Fighting Ships (DANFS)						
			Look for Navy submarine history						
			Find Fleet information						
			View museum and art exhibits						
			View and/or research historic photos and videos						
			Learn about Naval Aviation history						
			Research Naval biographies						
			Learn about Naval diversity						
			Find Veteran information						
			Learn about Block 39						
			Find latest news on commemorations						
			Discover more about the USS Constitution and Detachment Boston						
			Review Navy showcases						
			Discover more about the Navy's Underwater Archaeology program						
			Find publications or presentations						
			Find educational resources or programs						
			Discover more about Navy museums						
			Plan a visit to a Navy museum						
			Plan a visit to Washington Navy Yard						
			Research FAQs						
			Contact Naval History & Heritage Command						
			Contact the Inspector General						
			Other						
		What **method** did you use today to find the information on the Naval History site?	Site's search box	A	Drop down, select one	Single	Y	Skip Logic Group*	Method
			Top navigation bar	B					
			Links in the page	B					
			Just browsing the pages	B					
			Combination of search and navigation	A,B					

red & strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
violet (bold): SKIP LOGIC
blue + -->: REWORDING

Naval History & Heritage CUSTOM QUESTION LIST

A	Please describe your **search** experience on the Naval History site today.	Search provided results I was looking for		Radio button, one-up vertical	Single	N		Search
		Search returned too many results						
		Search returned no results						
		Results that were too similar/redundant						
		Results were not relevant to my search terms or needs						
		I was not sure what words to use in my search						
		Search required too many refinements to get to what I wanted						
		Other						
B	Please describe your **navigation** experience on the Naval History site today.	I had no difficulties with navigation today		Radio button, one-up vertical	Single	N		Navigation
		Too many links or navigational choices						
		Links did not take me where I expected						
		Could not find the appropriate navigational links on most of your web pages						
		Had difficulty finding detailed information on your web pages						
		Had difficulty finding related information on your web pages						
		Navigation did not support what I was trying to accomplish						
		Would often feel lost, and did not know where I was on your site						
		Had various technical difficulties (links didn't work, received error messages, etc.)						
		Could not navigate back to previous information						
		Other						
	Did you find what you were looking for?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Find info
		Partially						
		No	A					
A	Please specify the information you were **trying** to find.			Text area, no char limit		N		No info found
	Do you find the content on the Naval History site **useful** to you?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Useful content
		No	A					
A	What could we do to make our content **more applicable** to your needs in the future?			Text area, no char limit		N		More applicable
	If you could make **one improvement** to the Naval History site, what would it be?			Text area, no char limit		Y		Improvement
	Which of the following sources drove you to visit the Naval History site today? Please rank the top 3 (Rank 1 is most important). **Rank 1** *(Required)*	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
		Video I saw on YouTube						
		Internet blogs or discussion forums					Adjust Template/Style Sheet Randomize	
		Advertising on social networks (Facebook, Twitter)						
		Message directly from the NHHC on a social network						
		Online Pinboard (Pinterest)						
		Mobile phone text messages or alerts						
		Instant Message from a friend or colleague						
		Familiarity with Naval History site						
		Search engine results						
		LinkedIn postings						
		Don't know					Anchor Answer Choice	
		Other					Anchor Answer Choice	
	Rank 2 *(Optional)*	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group	SV - Rank 2
		Video I saw on YouTube						
		Internet blogs or discussion forums					Adjust Template/Style Sheet Randomize	
		Advertising on social networks (Facebook, Twitter)						
		Message directly from the NHHC on a social network						
		Online Pinboard (Pinterest)						
		Mobile phone text messages or alerts						
		Instant Message from a friend or colleague						
		Familiarity with Naval History site						
		Search engine results						
		LinkedIn postings						
		Don't know						
		Other						
	Rank 3 *(Optional)*	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group	SV - Rank 3
		Video I saw on YouTube						
		Internet blogs or discussion forums					Adjust Template/Style Sheet Randomize	
		Advertising on social networks (Facebook, Twitter)						
		Message directly from the NHHC on a social network						
		Online Pinboard (Pinterest)						
		Mobile phone text messages or alerts						
		Instant Message from a friend or colleague						
		Familiarity with Naval History site						
		Search engine results						
		LinkedIn postings						
		Don't know						
		Other						