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 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.

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

ForeSee Results Survey Page - Windows Internet Explorer

http://www.foreseeresults.com/survey/display?cid=test&mid=0Itk0Fpkgl00h5w
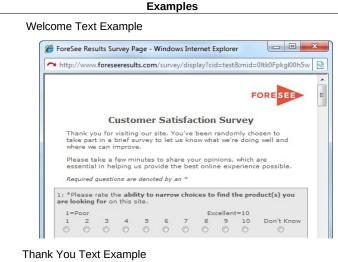
FORESEE

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

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

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

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ForeSee Results   Privacy Policy   Survey Support

Internet | Protected Mode: On   100%

FORESEE

| | | 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**
1	Site Information - Thoroughness	**Site Information (1=Poor, 10=Excellent, Don't Know)** Please rate the **thoroughness of information** on this site.		20	Satisfaction - Overall	**Satisfaction** What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	23	Recommend	**Recommend (1=Very Unlikely, 10=Very Likely)** How likely are you to **recommend this site** to someone else?
2	Site Information - Understandable	Please rate how **understandable the information is** on this site.		21	Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*			**Primary Resource (1=Very Unlikely, 10=Very Likely)**
3	Site Information - Answers	Please rate how well the **information provides answers to your questions**.		22	Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	24	Primary Resource	How likely are you to use this site as your **primary resource for obtaining information from this organization?**
4	Navigation - Organized	**Navigation (1=Poor, 10=Excellent, Don't Know)** Please rate **how well the site is organized**.							**Return (1=Very Unlikely, 10=Very Likely)**
5	Navigation - Options	Please rate the **options available for navigating** this site.					25	Return	How likely are you to **return** to this site?
6	Navigation - Layout	Please rate **how well the site layout helps you find what you are looking for.**						
7	Navigation - Clicks	Please rate the **number of clicks to get where you want** on this site.						
8	Look and Feel - Appeal	**Look and Feel (1=Poor, 10=Excellent, Don't Know)** Please rate the **visual appeal** of this site.						
9	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.						
10	Look and Feel - Readability	Please rate the **readability of the pages** on this site.						
11	Online Transparency - Disclose	**Online Transparency (1=Poor, 10=Excellent, Don't Know)** Please rate how **thoroughly** this site **discloses information** about what this agency is doing.						
12	Online Transparency - Quick	Please rate how **quickly agency information is made available** on this site.						
13	Online Transparency - Access	Please rate how well information about this agency's actions **can be accessed by the public** on this site.						
14	Plain Language - Clear	**Plain Language (1=Poor, 10=Excellent, Don't Know)** Please rate the **clarity of the wording** on this site.						
15	Plain Language - Understandable	Please rate how **well you understand the wording** on this site.						
16	Plain Language - Concise	Please rate this site on its **use of short, clear sentences.**						
17	Site Performance - Loading	**Site Performance (1=Poor, 10=Excellent, Don't Know)** Please rate how **quickly pages load** on this site.						
18	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.						
19	Site Performance - Errors	Please rate the **ability to load pages without getting error messages** on this site.						

Model Instance Name:
FTC.gov Satisfaction Survey
MID:　　44tglcx05IE91JYUdxIBIA==

Date:　　2/1/2012

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

FTC.gov Satisfaction Survey 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
SAC7765		How old are you?	Under 18		Drop down, select one	S	Y	
			18-24					
			25-34					
			35-44					
			45-54					
			55-64					
			65-74					
			75 and up					
			Prefer not to say					
SAC7766		How frequently do you visit this site?	This is my first visit		Radio button, one-up vertical	Single	Y	

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to **spend more or less online** during the 2010 holiday season compared to 2009?	A lot more			Single	Y
			Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE				
Spend intention with this retailer		Do you expect to **spend more or less online** during the 2010 holiday season **with *retailer.com*** compared to 2009?					Y
			A little more	R			
			I expect to spend about the same amount as last year				
			A little less	S			
			A lot less	S			
			Not sure				
	R	**Why** do you expect to spend **more online with *retailer.com*** this holiday season? (please select all that apply)	Promotions ($ or % off offers)		Checkbox, one-up vertical	Multi	Y
			Quality of merchandise				
			Merchandise selection				
			Good return policy				
			Online product prices				
			Shipping costs				
			Availability of merchandise				
			Better personal economic circumstances this year				
			Other (please specify):	Z			

Special Instructions

Skip Logic Group

Skip Logic Group