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 <u>Questionnaire Design and Approval Process</u>
- 2 <u>Question Grouping Rules</u>
- 3 OPS vs. Skip Logic Decision for "Other, Please Specify"
- 4 Foreign Language Survey Instructions

Client Name: Measure Name:	USITC v2
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 WIII FILL THIS IN)
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MID: Existing Measure - Please fill in; New Measure - DOT will fill in



Date: Fill In Date 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 Examples 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 Example ForeSee Results Survey Page - Windows Internet Explorer http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkql00h5w Welcome Text bharati.hulbanni: hank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what FORESEE STORES MEASURE: e're doing well and where we can improve. do NOT use any welcome text. Customer Satisfaction Survey Nease take a few minutes to share your opinions, which are essential in helping us provide the best online xperience possible. Thank you for visiting www.usitc.gov . You have been randomly selected to take part in this 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 survey that is being conducted by ForeSee Results on behalf of United States International Trade Commission. Please take a minute or two to give us your opinions. The feedback you provide will help United States where we can improve. International Trade Commission enhance its site and serve you better in the future. All results are strictly Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. confidential. 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 3 4 5 6 7 8 9 10 Don't Know ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ 1 2 0 Thank You Text Example DEFAULT Thank You Text Football Please Select bharati.hulbanni: 'Thank you for taking our survey – and for helping us serve you better. We appreciate your input!" Thank you fo IY text can be used Hockey Please Select • your time in completing this survey. Your input is very valuable and will be taken into consideration. for all measure types (call center, web, stores, mobile etc.) 16: What size and style of jean were you shopping for today? What size of jean were you What style of jean were you shopping for today? shopping for today? 0 1 Boot cut 3 O Low rise 5 Flare 'web site' has been corrected to now read 'website' in the text to the left **ALTERNATE WEB Thank You Text** bharati.hulbanni: Thank you for taking our survey - and for helping us serve you better. Use this TY text ONLY Thank you for taking our survey - and for helping us serve you better. for WEB 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 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. 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 A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A A

Model Instance Name: USITC v2

MID:

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

Partitioned (Y/N)? YES FPI Included(Y/N)? NO

3/12/2013

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:

USITC v2

Model questions (utilize the ACSI methodo	plogy to determine sc	ores and impacts

	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
MQ Label	, , , , , , , , , , , , , , , , , , ,	MQ Label		MQ Label	
	USITC Information (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
USITC Information - Thoroughness	Please rate the thoroughness of information you viewed on this site today.	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 in the next 60 days?
USITC	Please rate how understandable the information you viewed today was.	Satisfaction -	How well does this site meet your expectations?		Recommend (1=Very Unlikely, 10=Very Likely)
	Please rate how well the information viewed today provided answers to your	Satisfaction -	How does this site compare to your idea of an ideal	Recommend	How likely are you to recommend this site to someone else?
Information -	questions.	Ideal	website?		
	Navigation (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
Navigation - I Organized	Please rate how well the site is organized.			Primary Resource	How likely are you to use this site as your primary resource for obtaining information from this organization?
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 -	Please rate the number of clicks to get where you want on this site.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the visual appeal of this site.				
Look and Feel - I 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.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	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.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
Online Transparency -	Please rate how thoroughly this site discloses information about what this agency is doing.				
Online Transparency -	a doing.				
	Please rate how quickly this agency's information is made available on this site.		1		
Transparency -	Please rate how well information about this agency's actions can be accessed by the public on this site.				
			1		
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#REF	!	red & strike-through: DELETE
USITC v2		underlined & italicized: RE-ORDER
MID: Existin	g Measure - Please fill in; New Measure - DOT will fill in	pink: ADDITION
Date:	3/1/2008	blue +>: REWORDING

	USITC v2 CUSTOM QUESTION LIST									
Skip Logic Answer Choices Single or Multi Required Y/N Special Instructions CQ										
	How frequently do you visit this site?	First time		Drop down, select one	Single	Y		Visit Frequency		
		More than once a day								
		Daily								
		About once a week								
		About once a month								
		Every 6 months or less								
	Which of the following best describes your role?	U.S. Government		Radio button, two-up vertical	Single	Y	Skip Logic Group*	Role		
		Foreign Government								
		Law Firm								
		Academic Researcher								
		Importer								

Model Insta Fill-in Measu MID: Date:			red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue +>: REWORDING	FORESEE					
			Fill-in Measure Na	me CUSTOM Q	UESTION 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
			RECOMME	ND Q	UESTION				
		How likely are you to recommend <abc company=""> to someone else?</abc>	1=Very Unlikely	2 3 4 5	Radio button, scale, no don't know	Single	Y		WordofMouthIndex- Recommend
			10=Very Likely	6 7 8 9	Please use the following guideline - DO NOT MODIFY THE WORDIN NAME - DO NOT change the CQ LABELS Contact Drew Bennett when addi	G of the QL			
			DISCOURA	GE C	needed: Client Name	ng this que	.stion to ye	fur chemis survey. The f	
		How likely are you to discourage others from doing business with <abc company="">?</abc>	1=Very Unlikely	2 3 4 5 6 7 7 8 9	Measure Name MID Question Live Date				