

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](#)

Model Instance Name:
U.S. Embassy Mobile Enterprise

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 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

Thank you for visiting our mobile 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.

bharati.hulbanni:
if STORES MEASURE:
do NOT use any
welcome text.

DEFAULT Thank You Text

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

bharati.hulbanni:
TY text can be used
for all measure types
(call center, web,
stores, mobile etc.)

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.

bharati.hulbanni:
Use this TY text ONLY
for WEB

Examples

Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer
http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w

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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank You Text Example

Football

Hockey

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?
<input type="radio"/> 1	<input type="radio"/> Boot cut
<input type="radio"/> 3	<input type="radio"/> Low rise
<input type="radio"/> 5	<input type="radio"/> Flare

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.

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[ForeSee Results](#) [Privacy Policy](#) [Survey Support](#)

Internet | Protected Mode: On

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

Model Instance Name:
U.S. Embassy Mobile Enterprise

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

Partitioned (Y/N)? N
FPI Included(Y/N)? N

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.

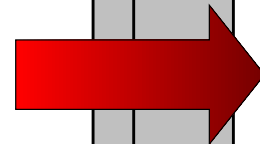
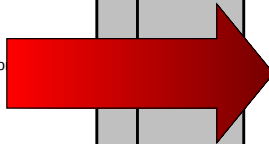
Date: 10/17/2013



U.S. Embassy Mobile Enterprise

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Content - Accuracy	Please rate the accuracy of information on this mobile site.	Satisfaction - Overall	What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	Return to Mobile Site	How likely are you to return to this mobile site ?
Content -	Please rate the quality of information on this mobile site.	Satisfaction - Satisfaction - Ideal	How well does this mobile site meet your	Recommend Mobile Site	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this mobile 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 mobile site.		How does this site compare to your idea of an ideal mobile website ? (1=Not Very Close, 10=Very Close)		Trust (1=Strongly Disagree, 10=Strongly Agree)
Look and Feel - Readability	Please rate the readability of the pages on this mobile site.				
Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this mobile site is organized .				
Navigation - Options	Please rate the options available for navigating this mobile site.				
Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this mobile site.				
Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				I can count on this Embassy to act in my best interests . I consider this Embassy to be trustworthy . This Embassy can be trusted to do what is right .



10/17/2013

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

U.S. Embassy Mobile Enterprise CUSTOM QUESTION LIST

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
	How frequently do you visit this mobile site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
	What was your primary purpose for visiting this Embassy mobile site today?	To find information about Visas To apply for a Visa To check the status of my Visa application To find information about Passports To apply for or renew U.S. passport To check the status of my Passport application To find Embassy contact details (address, phone, etc) To search for jobs within the Embassy To find information about learning English To find information about studying in the U.S. To find information about exchange programs		Radio button, one-up vertical	Multi	Y	

CQ Label
Visit Frequency
Primary Reason