#### Guide to questionnaire (Excel doc):

(Tab 1 - Guide to Questionnaire)

(Tab 4 - Notes/History)

#### Tab 2 - Model Questions

- Located in column B are the Elements, or aspects of your website that drive/influ
- In Column D are the ACSI-based Satisfaction questions
- In Column F are Future Behavior questions the activities we want visitors to do
- Unlike the Custom Questions on Tab 3, Model Questions will stay consistent on y

#### Tab 3 - Custom Questions

- These are the questions that allow us to segment the Model Questions, visitors g
- I also included a question on "Social Value" which allows us to understand the rol
- Column Guide:
  - O Column A please ignore
  - O B Skip Logic Label dictates which previous response option that que:
  - O C Question text is the exact question text the respondent will see
  - 0 E Answer Choices are the exact response options the respondent wi
  - o F The Skip To letter will guide you to the appropriate follow-up ques
  - O G Type will explain how the respondent will answer the questions (e
  - 0 H Single or Multi indicates if the respondent can provide one, or mo
  - 0 I Required Y/N indicates if a response is optional
  - O J Special Instructions will allow you to know if that question is indep
  - O K CQ Label is the label we will apply to that question in our Client Po



ence visitor satisfaction

more of in the future /our questionnaire over the next year

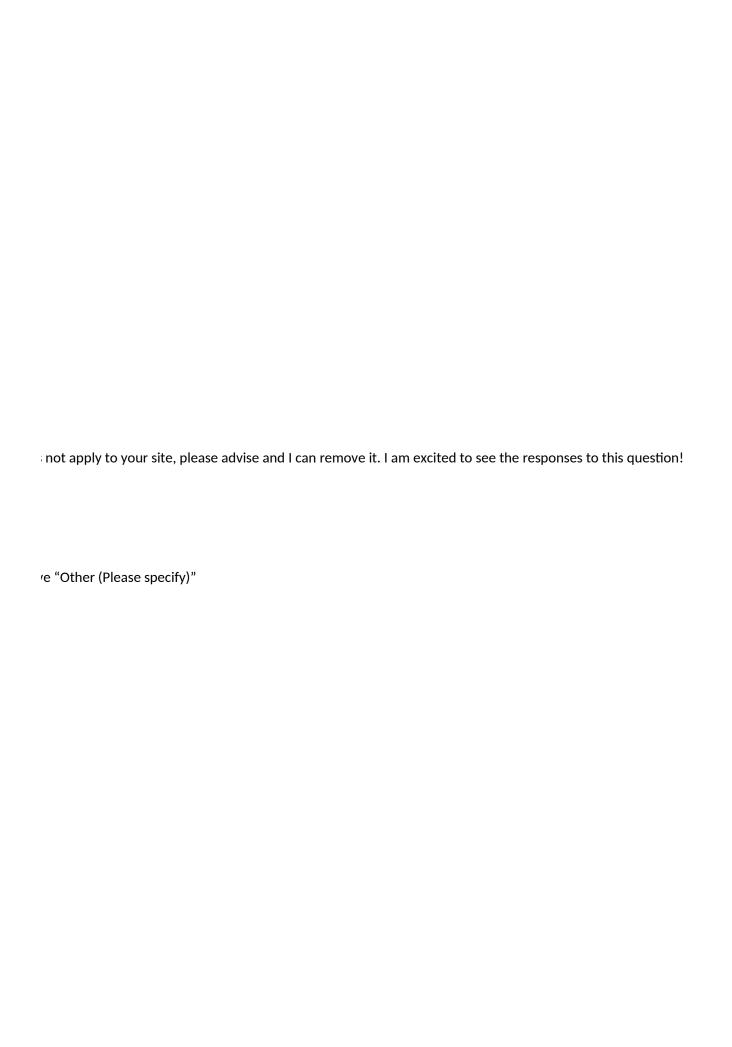
roups, etc. Please let me know if there are other areas within the site you would like to ask about. le that social media plays in driving traffic on your site. If you find a response choice for this question that does

stion is associated with. You will also see groups of colored cells; these groups are skip logic groups.

#### II see

tion in the proceeding row(s) – some responses will have multiple *Skip To* questions and others will simply have.g. a drop down menu or by entering text into a form field) re than one response

endent or dependent on another question(s) rtal for analysis purposes (we will perform a tutorial together)



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Date: 8/23/2010



Date: 8/23/2010			
		USPTO Browse	
N	Model questions utilize th	ne ACSI methodology to determine scores and	d impacts
ELEMENTS (drivers of satisfac		CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
Please rate the <b>accuracy of information</b> on this site.		What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	How likely are you to return to this site?
Please rate the <b>quality of information</b> on this site.		How well does this site meet your expectations?	Recommend (1=Very Unlikely, 10=Very Likely)
Please rate the <b>freshness of content</b> on this site.		How does this site compare to your idea of an ideal website?	How likely are you to recommend this site to someone else?
Functionality (1=Poor, 10=Excellent, Don't Know)		**************************************	
Please rate the usefulness of the features provided on the	his site.		Primary Resource (1=Very Unlikely, 10=Very Likely)
Please rate the <b>convenience of the features</b> on this site.			How likely are you to use this site as your <b>primary resource for patent</b> and trademark information and services?
Please rate the variety of features on this site.			Trust (1=Strongly Disagree, 10=Strongly Agree)
Look and Feel (1=Poor, 10=Excellent, Don't Know)			I can count on this agency to <b>act in my best interests.</b>
Please rate the <b>visual appeal</b> of this site.			I consider this agency to be <b>trustworthy.</b>
Please rate the <b>balance of graphics and text</b> on this site.			This agency can be trusted to <b>do what is right.</b>
Please rate the <b>readability of the pages</b> on this site.			Future Participation (1=Very Unlikely, 10=Very Likely)
Navigation (1=Poor, 10=Excellent, Don't Know)			How likely are you to express your thoughts or ideas to this agency in the next 90 days?
Please rate how well the site is organized.  Please rate the options available for navigating this site.  Please rate how well the site layout helps you find what  Please rate the number of clicks to get where you want	you are looking for. on this site.		in the flext 90 days?
Online Transparency (1=Poor, 10=Excellent, Don't Kno	ow)		
Please rate how <b>thoroughly</b> this website <b>discloses inforn</b> agency is doing.	nation about what this		
Please rate how quickly agency information is made ava	ailable on this website.		
Please rate how well information about this agency's action <b>public</b> on this website.	s can be accessed by the		
Site Performance (1=Poor, 10=Excellent, Don't Know)			
Please rate how quickly pages load on this site.			
Please rate the consistency of speed from page to page			
Please rate the ability to load pages without getting erro			
Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know			
Please rate the process for completing task(s) on this sit  Please rate the clarity of instructions for completing tas			
Please rate the clarity of instructions for completing tas  Please rate the verification of task completion on this sit	` '		
riease rate the <b>vernication of task completion</b> of this sit	ᠸ.		

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Date: 12/15/2011

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pink: ADDITION

blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
ACQCol0009916		Please rate the clarity of the wording on this site.	1 = Poor	Cimp to	Radio button,	Single	Y
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CQCol0009917		Please rate how well you understand the wording on this site.	1 = Poor		Radio button,	Single	Y
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CQCol0009918		Please rate this site on its use of short, clear sentences.	1 = Poor		Radio button,	Single	Y
			2		scale, has don't know		
			3		don't know		
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			10 = Excellent				
			Don't know				
DO07368		Which of the following best describes you?	Attorney/Agent/Support Staff		Radio button,	Single	Υ
2001000		Trinoir of the following best describes you:	Inventor		one-up	Cirigio	
			Entrepreneur/Business Professional		vertical		
			Research Professional				
			Librarian/Information Professional				
			Journalist				
			Teacher / Educator				
			Student				
			Vendor				
			Job Seeker				
			USPTO Employee				
			Other (please specify)	Α			
DO07369	Α	Other description			char limit	Single	N
DO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation		Drop down,	Single	Y
			Non-profit/Non-governmental Organization		select one		
			Federal: U.S. Congress / Committee Staff				

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			U.S. State or Local Government				
			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)	Α			
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Υ



Randomize

Anchor Answer Choice

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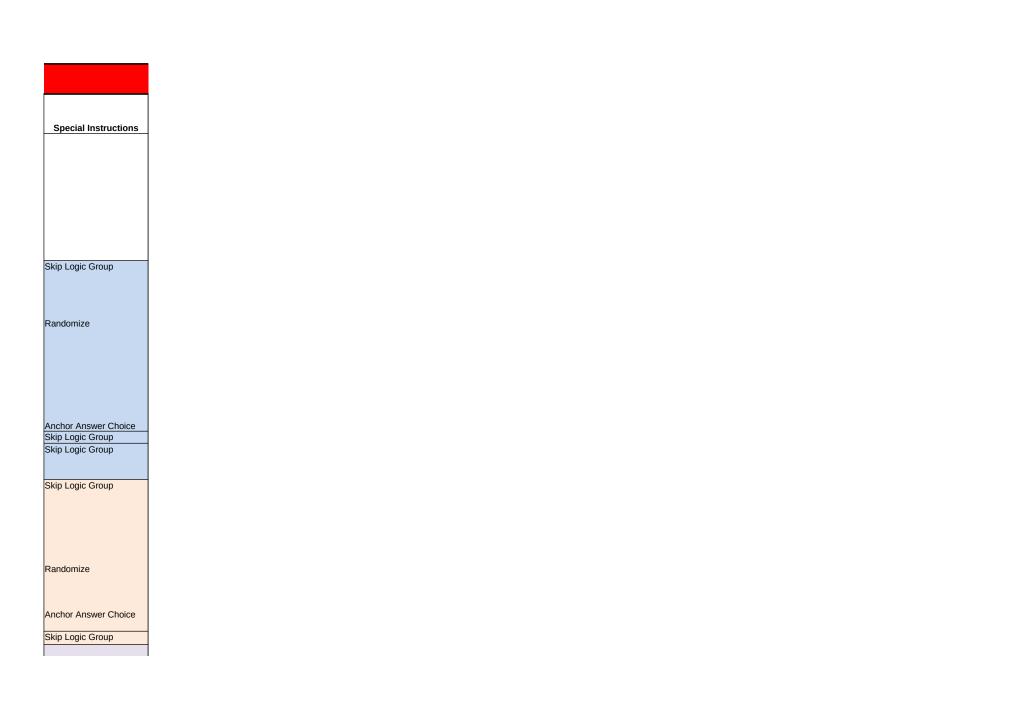
Date: 4/11/2013

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	Skip Logic		Answer Choices		Type (select		
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ACQCol0009917		Please rate how well you understand the wording on this site.	1 = Poor		Radio button,	Single	Y
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EDO07368		Which of the following best describes you?			Radio button,	Single	Y
			IP Professional: attorney	В	one-up		
			IP Professional: paralegal	В	vertical		
			Inventor	В			
			Entrepreneur/Business Professional				
			Research Professional				
			Librarian/Information Professional				
			Journalist				
			Teacher / Educator				
			Student				
			Vendor				
			Job Seeker				
			USPTO Employee				
			Engineer				
			Other (please specify)	Α			
EDO07369	Α	Other description			char limit	Single	N
CAS0035746	В		0-5 years		vertical	Single	N
			5-15 years				
			15+ years				
EDO07370			Law firm/Private company/Corporation		Drop down,	Single	Y
			Non-profit/Non-governmental Organization		select one	•	
			Federal: U.S. Congress / Committee Staff				
			Federal: U.S. Executive Branch, Other				
			U.S. State or Local Government				
			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)	Α			
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Se	Single	Y



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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require Y/N
CQCol0009916	Lubei	Please rate the clarity of the wording on this site.	1 = Poor	OKIP to	Radio button,	Single	¥
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,QC010009917		Please rate how well you understand the wording on this site.	1 = P001		Radio button,	Single	Y
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			Don't know	1			
CQCol0009918		Please rate this site on its use of short, clear sentences.	1 = Poor		Radio button,		¥
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			<del>6</del>	1			
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			10 = Excellent	1			
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DO07368		Which of the following best describes you?	Attorney/Agent/Support Staff		Radio button,	Single	Υ
		g wood wood in the interest in	IP Professional: attorney	В	one-up	9.5	-
			IP Professional: paralegal	В	vertical		
			Inventor	В			
			Entrepreneur/Business Professional				
			Research Professional				
			Librarian/Information Professional				
			Journalist				
			Teacher / Educator				
			Student				
			Vendor				
			Job Seeker				
			USPTO Employee				
			Other (sleeps appoint)				
2007200			Other (please specify)	Α	alaan Ba N	Circula	
007369	Α	Other description			char limit	Single	N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)  5-15 years 15+ years	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO07370			Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other U.S. State or Local Government Non-U.S. Government College/University K-12 School Individual / General public Foreign citizen Other (please specify)	А	Drop down, select one	Single	Y
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Υ



Skip Logic Group

Randomize

Anchor Answer Choice

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
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CQCol0009917		Please rate how well you understand the wording on this site.			Radio button,	Single	Y
OQ0010000011		li lease rate now wen you understand the wording on this site.	2		scale, has	Omgic	
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			10 = Excellent				
			Don't know				
CQCol0009918		Please rate this site on its use of short, clear sentences.	1 = Poor		Radio button,	Single	Y
			2		scale, has don't know		
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			10 = Excellent				
			Don't know				
DO07368		Which of the following best describes you?	Attorney/Agent/Support Staff		Radio button,	Single	Y
			Inventor		one-up		
			Entrepreneur/Business Professional		vertical		
			Research Professional				
			Librarian/Information Professional				
			Journalist				
			Teacher / Educator				
			Student				
			Vendor				
			Job Seeker				
			USPTO Employee				
			Other (please specify)	Α			
DO07369	Α	Other description	( ···· · · · · · · )		char limit	Single	N
DO07370		Which of the following <b>best describes</b> your organization?	Law firm/Private company/Corporation		Drop down,	Single	Y
			Non-profit/Non-governmental Organization		select one	Jigic	
					22.000 0.10		
			Federal: U.S. Congress / Committee Staff				
			Federal: U.S. Executive Branch, Other				

Model Instance Name:

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			U.S. State or Local Government				
			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)	Α			
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How <b>frequently</b> do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Y



Randomize

Anchor Answer Choice

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			Federal: U.S. Executive Branch, Other																										

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			U.S. State or Local Government				
			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)	Α			
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Υ



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Anchor Answer Choice

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201000		William of the following best describes you:	Inventor		one-up	Cirigic																							
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			Job Seeker																										
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DO07369	Α	Other description	Other (piecese speelity)		char limit	Single	N																						
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			U.S. State or Local Government				
			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)	Α			
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Υ



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Anchor Answer Choice

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DO07368			Attorney/Agent/Support Staff		Radio button,	Single	Y
			Inventor		one-up		
			Entrepreneur/Business Professional		vertical		
			Research Professional				
			Librarian/Information Professional				
			Journalist				
			Teacher / Educator				
			Student				
			Vendor				
			Job Seeker				
			USPTO Employee				
			Other (please specify)	Α			
DO07369	Α	Other description			char limit	Single	N
0007370		·	Law firm/Private company/Corporation		Drop down,	Single	Y
			Non-profit/Non-governmental Organization		select one		
			Federal: U.S. Congress / Committee Staff				
			Federal: U.S. Executive Branch, Other				

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 12/15/2011

<del>red & strike-through</del>: DELETE <u>underlined & italicized</u>: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			U.S. State or Local Government				
			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)	Α			
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Υ



Randomize

Anchor Answer Choice

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 12/15/2011

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blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
ACQCol0009916			1 = Poor	July 10	Radio button,	Single	Y
- (		The state of the s	2		scale, has	g	
			3		don't know		
			4				
			5				
			6				
			7	1			
			8				
			9				
			10 = Excellent				
			Don't know				
CQCol0009917		Please rate how well you understand the wording on this site.			Radio button,	Single	Υ
JQ00.000001.		l loade rate non non you and retains are northing on and ener	2		scale, has	J Gilligio	
			2	1	dank İmair		
		+	3	-			
			4 F	1			
			ວ ຜ				
			0				
			7				
			8				
			9				
		l ·	10 = Excellent				
			Don't know				
CQCol0009918		Please rate this site on its use of short, clear sentences.	1 = Poor		Radio button,	Single	Y
			2	-	scale, has don't know		
			3	-	uont know		
			4				
			5	-			
			6				
			7				
			8				
			9	1			
			10 = Excellent	1			
			Don't know				
DO07368			Attorney/Agent/Support Staff		Radio button,	Single	Y
			Inventor		one-up		
			Entrepreneur/Business Professional		vertical		
			Research Professional				
			Librarian/Information Professional				
			Journalist				
			Teacher / Educator				
			Student				
			Vendor				
			Job Seeker				
			USPTO Employee				
			Other (please specify)	Α			
DO07369	Α	Other description			char limit	Single	N
0007370		·	Law firm/Private company/Corporation		Drop down,	Single	Y
			Non-profit/Non-governmental Organization		select one		
			Federal: U.S. Congress / Committee Staff				
			Federal: U.S. Executive Branch, Other				

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 12/15/2011

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pink: ADDITION

blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			U.S. State or Local Government				
			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)	Α			
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N
		, , ,				_ '	
EDO07372		How frequently do you visit this site?	Daily or almost daily	R	Dropdown (Sel	Sinale	Υ



Randomize

Anchor Answer Choice

Skip Logic Group

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 12/15/2011

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pink: ADDITION

blue + -->: REWORDING

O.D.	Skip Logic	Outstien Text	Answer Choices	Oldin to	Type (select	Single or	Required	Out a in I be a town at in a second
QID	Label	Question Text	(limited to 50 characters)	Skip to	from list)	Multi	Y/N	Special Instructions
		Please rate the clarity of the wording on this site.	1 = Poor	4	Radio button, scale, has	Single	Y	
			2	4	don't know			
			4	-	dorrenamow			
			4 6	+				
			6	+				
			7	-				
			8	1				
			q	1				
			10 = Excellent	1				
			Don't know					
		Please rate how well you understand the wording on this site.	1 = Poor		Radio button,	Single	Υ	
		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	2	1	scale, has	, J		
			3	1	double leader			
			Δ	1				
			5	1				
			6					
			7	1				
			8	1				
			9	1				
			10 = Excellent	1				
			Don't know					
		Please rate this site on its use of short, clear sentences.	1 = Poor		Radio button,	Single	Υ	
			2		scale, has			
			3	1	don't know			
			4					
			5	1				
			6					
			7					
			8	_				
			9	4				
			10 = Excellent	4				
007000			Don't know		Dadia bashara	0:		Chia Lania Carre
O07368		Which of the following <b>best describes</b> you?	Attorney/Agent/Support Staff	-	Radio button, one-up	Single	Υ	Skip Logic Group
			Inventor Entrepreneur/Business Professional		vertical			
			Research Professional	-	l or tious			Randomize
			Librarian/Information Professional	-				Randonize
			Journalist	-				
			Teacher / Educator	1				
			Student	1				
			Vendor					
			Job Seeker					
			USPTO Employee					
			Other (please specify)	A				Anchor Answer Choice
O07369	Α	Other description	(,		char limit	Single		Skip Logic Group
007370		Which of the following <b>best describes</b> your organization?	Law firm/Private company/Corporation		Drop down,	Single		Skip Logic Group
		g a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a see a se	Non-profit/Non-governmental Organization	1	select one	29.0		,g o.oop
			Federal: U.S. Congress / Committee Staff	-				
			Federal: U.S. Executive Branch, Other					

Model Instance Name:

USPTO Browse
MID: Fxh4AZJElIVZMNBwMBgk8A==

Date: 12/15/2011

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

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
			U.S. State or Local Government					
			Non-U.S. Government					
			College/University					
			K-12 School					Randomize
			Individual / General public					
			Foreign citizen					
			Other (please specify)	Α				Anchor Answer Choice
EDO07371	Α	Please describe the organization you belong to.			char limit	Open	N	Skip Logic Group
EDO07372		How frequently do you visit this site?	Daily or almost daily	R	Dropdown (Sel	Single	Υ	Skip Logic Group

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 5/17/2011

red & strike-through: DELETE
underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

	Skip Logic		Answer Choices	Skip		Single or
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi
EDO07368		Which of the following best describes you?	Attorney/Agent/Support Staff	4	Radio button, one-up vertical	Single
			Inventor Entrepreneur/Business Professional			
			Research Professional	+		
			Librarian/Information Professional	1		
			Journalist			
			Teacher / Educator	1		
			Student			
			Vendor			
			Job Seeker			
			USPTO Employee			
			Other (please specify)	Α		
EDO07369	Α	Other primary reason> description			Text area, no char limit	Single
EDO07370		Which of the following <b>best describes</b> your organization?	Law firm/Private company/Corporation		Drop down, select one	Single
			Non-profit/Non-governmental Organization			
			Federal: U.S. Congress / Committee Staff			
			Federal: U.S. Executive Branch, Other			
			U.S. State or Local Government			
			Non-U.S. Government			
			College/University			
			K-12 School			
			Individual / General public			
			Foreign citizen			
			Other (please specify)	Α		
EDO07371	A	Please describe the organization you belong to.	Other (please specify)	A	Text area, no char limit	Open

Required Y/N	Special Instructions
Y	Skip Logic Group
	Randomize  Anchor Answer Choice
N	Skip Logic Group
N V	
ĭ	Skip Logic Group  Randomize
	Anchor Answer Choice
N	Skip Logic Group
Υ	