

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
 - o 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
 - o H - *Single or Multi* indicates if the respondent can provide one, or mo
 - o 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 Pc



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.

ll see

tion in the proceeding row(s) – some responses will have multiple *Skip To* questions and others will simply hav

.g. a drop down menu or by entering text into a form field)

re than one response

endent or dependent on another question(s)

ortal for analysis purposes (we will perform a tutorial together)

: not apply to your site, please advise and I can remove it. I am excited to see the responses to this question!

re "Other (Please specify)"

Model Instance Name:

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Date: 8/23/2010



USPTO Browse

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>Content (1=Poor, 10=Excellent, Don't Know) Please rate the accuracy of information on this site. Please rate the quality of information on this site. Please rate the freshness of content on this site.</p>	<p>Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) How well does this site meet your expectations? How does this site compare to your idea of an ideal website?</p>	<p>Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site? Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?</p>
<p>Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided on this site. Please rate the convenience of the features on this site. Please rate the variety of features on this site.</p>		<p>Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for patent and trademark information and services?</p>
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site. Please rate the balance of graphics and text on this site. Please rate the readability of the pages on this site.</p>		<p>Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on this agency to act in my best interests. I consider this agency to be trustworthy. This agency can be trusted to do what is right.</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know) 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 you are looking for. Please rate the number of clicks to get where you want on this site.</p>		<p>Future Participation (1=Very Unlikely, 10=Very Likely) How likely are you to express your thoughts or ideas to this agency in the next 90 days?</p>
<p>Online Transparency (1=Poor, 10=Excellent, Don't Know) Please rate how thoroughly this website discloses information about what this agency is doing. Please rate how quickly agency information is made available on this website. Please rate how well information about this agency's actions can be accessed by the public on this website.</p>		
<p>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 on this site. Please rate the ability to load pages without getting error messages on this site.</p>		
<p>Tasks/ Transactions (1=Poor, 10=Excellent, Don't Know) Please rate the process for completing task(s) on this site. Please rate the clarity of instructions for completing task(s) on this site. Please rate the verification of task completion on this site.</p>		



Model Instance Name:
 USPTO Browse
 MID: Fxh4AZJEIIVZMNBwMBgk8A==
 Date: 12/15/2011

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

USPTO Browse 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
ACQCoI0009916		Please rate the clarity of the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
ACQCoI0009917		Please rate how well you understand the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
ACQCoI0009918		Please rate this site on its use of short, clear sentences.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
EDO07368		Which of the following best describes you?	Attorney/Agent/Support Staff Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Other (please specify)		Radio button, one-up vertical	Single	Y
EDO07369	A	Other description		A	char limit	Single	N
EDO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other		Drop down, select one	Single	Y

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			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)				
EDO07371	A	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	Y



Special Instructions

Skip Logic Group
Randomize

Anchor Answer Choice
Skip Logic Group

Skip Logic Group



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EDO07368		Which of the following best describes you?	IP Professional: attorney IP Professional: paralegal Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Engineer Other (please specify)	B B B A	Radio button, one-up vertical	Single	Y
EDO07369	A	Other description			char limit	Single	N
CAS0035746	B	Which of the following best describes your experience with	0-5 years 5-15 years 15+ years		vertical	Single	N
EDO07370		Which of the following best describes your organization?	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)		Drop down, select one	Single	Y
EDO07371	A	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	Y



Special Instructions

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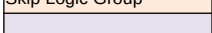
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EDO07369	A	Other description			char limit	Single	N
	B	Which of the following best describes your experience with	0-5 years		vertical	Single	N

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			5-15 years 15+ years				
EDO07370		Which of the following best describes your organization?	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)	A	Drop down, select one	Single	Y
EDO07371	A	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	Y



Special Instructions

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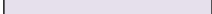


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Special Instructions

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			Non-U.S. Government					
			College/University					
			K-12 School					
			Individual / General public					
			Foreign citizen					
			Other (please specify)					
EDO07371	A	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	Y	Skip Logic Group

Model Instance Name:

USPTO Browse

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 5/17/2011

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USPTO Browse CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
EDO07368		Which of the following best describes you?	Attorney/Agent/Support Staff Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Other (please specify)	A	Radio button, one-up vertical	Single
EDO07369	A	Other primary reason --> description			Text area, no char limit	Single
EDO07370		Which of the following best describes your organization?	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)	A	Drop down, select one	Single
EDO07371	A	Please describe the organization you belong to.			Text area, no char limit	Open
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Select-one)	Single



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