

## 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:

VA - SEP

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

Partitioned (Y/N)?

Y

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: 1/27/2014



VA - SEP

Model questions utilize the ForeSee CXA methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction (1=Poor, 10=Excellent)</b>		<b>Likelihood to Return (1=Not Very Likely, 10=Very Likely)</b>
1	Content - Accuracy Please rate the <b>accuracy of information</b> on this site.	16	Satisfaction - Overall What is your <b>overall satisfaction</b> with this site?	19	Return How likely are you to <b>return to this site</b> ?
2	Content - Quality Please rate the <b>quality of information</b> on this site.	17	Satisfaction - Expectations How well does this site <b>meet your expectations</b> ?		<b>Recommend (1=Not Very Likely, 10=Very Likely)</b>
3	Content - Freshness Please rate the <b>freshness of content</b> on this site.	18	Satisfaction - Ideal How does this site <b>compare to your idea of an ideal website</b> ?	20	Recommend How likely are you to <b>recommend this site to someone else</b> ?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Not Very Likely, 10=Very Likely)</b>
4	Site Performance - Loading Please rate how <b>quickly pages load</b> on this site.			21	Primary Resource How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b> ?
5	Site Performance - Consistency Please rate the <b>consistency of speed from page to page</b> on this site.				<b>Use Web Channel Over Others (1=Very Unlikely, 10=Very Likely)</b>
6	Site Performance - Completeness Please rate how <b>completely the page content loads</b> on this site.			22	Use Web Channel Over Others How likely are you to <b>use this site rather than seeking information from other channels</b> ?
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				
7	Functionality - Usefulness Please rate the <b>usefulness of the website tools provided</b> on this site.				
8	Functionality - Convenient Please rate the <b>convenient placement of the website tools</b> on this site.				
9	Functionality - Variety Please rate the <b>variety of website tools</b> on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
10	Look and Feel - Appeal Please rate the <b>visual appeal</b> of this site.				
11	Look and Feel - Balance Please rate the <b>balance of graphics and text</b> on this site.				
12	Look and Feel - Readability Please rate the <b>readability of the pages</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
13	Navigation - Organized Please rate <b>how well the site is organized</b> .				
14	Navigation - Options Please rate the <b>options available for navigating</b> this site.				
15	Navigation - Layout Please rate <b>how well the site layout helps you find what you need</b> .				

Model Instance Name:

VA - SEP

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

Date: 1/27/2014

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

bharati.hulbanni:  
Hide (DO NOT DELETE)  
this column before  
sending to a client.

VA - SEP CUSTOM QUESTION LIST

bharati.hulbanni:  
there should be NO MORE  
THAN ONE LETTER IN  
HERE (Skip Logic Label)

bharati.hulbanni:  
Hide (DO NOT DELETE) this  
column before sending to a  
client.

bharati.  
Can not  
Group  
within c  
Special

QID	FPI Y?	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Which of the following best describes your role in visiting the Stakeholder Enterprise Portal (SEP) site today? (Select all that apply)		Veteran Service Organization (VSO)		Checkbox, one-up vertical	Multi	Y
					Education Provider				
					Doctor or Other Health Care Provider				
					Attorney				
					Loan Appraiser				
					Benefit Provider				
		A	Please specify your role in visiting the SEP site.		Other, please specify:	A	Text area, no char limit		N



hulbanni:  
t have more than one CQ  
ype (denoted by an \*)  
ne colored group in  
Instructions' .

Special Instructions	CQ Label
Skip Logic Group*	Role
Skip Logic Group*	OE Role