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

Client Name:	
Measure Name:	VA - SEP

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
Company Website Audience (SEE COMMENT)	

The following fields need to be filled in:

For Dataloads (new surveys/V2):
- ALL fields with the exception of MID

Custom Question Changes:

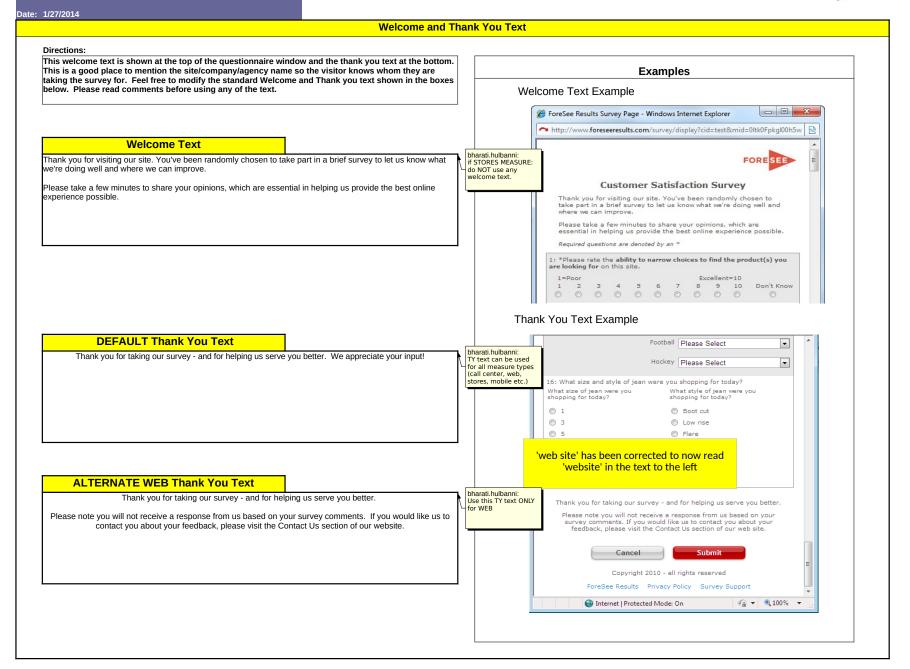
- Language NOTES: previous survey URL so we have the sam

If your client has a specific translator they work wi the alternate translator in the NOTES section. This approved by the DOT Manager.

Language(s)	Target Audience Country(ies)	Website URL	MID(s) (DOT FILL THIS IN)
			Enra Saa Rasi







Model Instance Name: VA - SEP

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

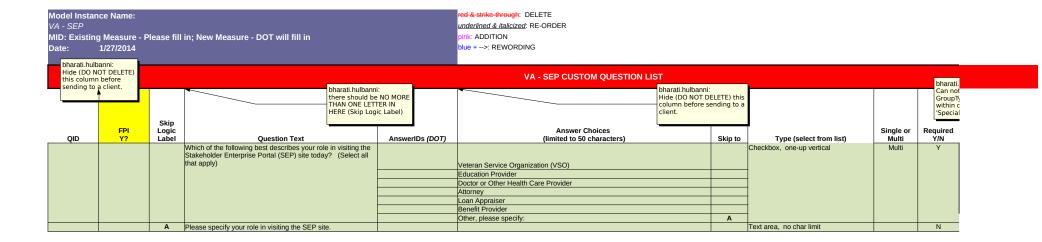
Partitioned (Y/N)? FPI Included(Y/N)?

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



hulbanni: t have more than one CQ ype (denoted by an *) one colored group in I Instructions' .	
Special Instructions Skip Logic Group*	CQ Label Role
Skip Logic Group*	OE Role