# **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 Pr
- 2 Question Grouping Rules
- 3 OPS vs. Skip Logic Decision for "Other, Please Specify"
- 4 Model and Custom Question Checks\_ SRA
- 5 <u>Model and Custom Question Checks\_ Team LeadManager</u>
- 6 Model and Custom Question Checks\_ DOT
- 7 Foreign Language Survey Instructions

Model Instance Name:

DOT Main Site

MID: AUgFcodwlZVYEhVFpVMhgg==

Date: 5/19/2011



### **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 text shown in the box below.

### **Welcome Text**

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.

#### 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 web site.



### Thank You Text Example

	Football Please Select
	Hockey Please Select ▼
16: What size and style of jea	an were you shopping for today?
What size of jean were you shopping for today?	What style of jean were you shopping for today?
O 1	Boot cut
	<ul><li>Low rise</li></ul>
5	○ Flare
7	<ul> <li>Relaxed fit</li> </ul>
9	Slim cut
O 11	
O 13	
Please note you will not r survey comments. If yo	survey - and for helping us serve you better. receive a response from us based on your nu would like us to contact you about your the Contact Us section of our web site.  Submit
Copyright	t 2010 - all rights reserved
ForeSee Results	Privacy Policy Survey Support

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	Model questions utilize the ACSI methodology to determine scores and impa	cts
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	<b>23</b> What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26 How likely are you to return to this site?
2 Please rate the quality of information on this site.	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the <b>freshness of content</b> on this site.	How does this site compare to your idea of an ideal websit (1=Not Very Close, 10=Very Close)	e? 27 How likely are you to recommend this site to someone else?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4Please rate the <b>visual appeal</b> of this site.		How likely are you to use this site as your primary resource for obtaining information from this organization?
5 Please rate the balance of graphics and text on this site.	•	Future Participation (1=Very Unlikely, 10=Very Likely)
6 Please rate the <b>readability of the pages</b> on this site.		How likely are you to express your thoughts or ideas to this department in the next 90 days?
Navigation (1=Poor, 10=Excellent, Don't Know)		Follow on Social Media (1=Very Unlikely, 10=Very Likely)
7 Please rate how well the site is organized.		How likely are you to follow this department on social media sites such as Facebook or Twitter?
8 Please rate the options available for navigating this site.	e.	Trust (1=Strongly Disagree, 10=Strongly Agree)
9Please rate how well the site layout helps you find what looking for.	at you are	I can count on this department to act in my best interests.
Please rate the number of clicks to get where you want	t on this site.	I consider this department to be <b>trustworthy</b> .
10 Site Performance (1=Poor, 10=Excellent, Don't Know)		This department can be trusted to <b>do what is right.</b>
11 Please rate how quickly pages load on this site.		3
12 Please rate the consistency of speed from page to page	e on this site.	
13 Please rate the ability to load pages without getting erromessages on this site.	ror	
Online Transparency (1=Poor, 10=Excellent, Don't Know	w)	
14 Please rate how thoroughly this site discloses information what this department is doing.	i <b>on</b> about	
15 Please rate how quickly department information is made on this site.	de available	
16 Please rate how well information about this department's at be accessed by the public on this site.  Search (1=Poor, 10=Excellent, Don't Know)	actions can	
17 Please rate the <b>relevance of search results</b> on this site.		
18 Please rate the organization of search results on this site	te.	
19 Please rate how well the search results help you decide select.	e what to	
20 Please rate how well the search feature helps you to narresults to find what you want.	rrow the	

Model Instance Name:
DOT Main Site
MID: AUg
Date: 5/19

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			_	DOT Main Site CUSTOM QUESTION LIST						
	Skip Logic			Answer Choices			Single or	Required		
QID	Label	Question Text		(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions	CQ Label
AC2160		How frequently do you visit this site?	SAC2160A001	This is my first visit		Dropdown (Select-one)	Single	Y		Frequency
			SAC2160A002	Every few months or less often	A,B					
			SAC2160A003	Monthly	A,B					
			SAC2160A004	Weekly	A,B					
			SAC2160A005	Several times a week	A,B					
			SAC2160A006	Daily/more than once a day	A,B					
CQinh0016879	A	Please select the statement which best describes your experience with the new DOT.gov redesign:	ACQinh0016879A01	It is easier to find what I am looking for		Dropdown (Select-one)	Single	Y		Redesign Experience
			ACQinh0016879A02 ACQinh0016879A03	It is harder to find what I am looking for My experience is no different when looking for						
				information on the new site						
			ACQinh0016879A04	I don't recall the previous site						
CQinh0016880	В	Overall, the redesign changes to the DOT.gov website are:		Better than the previous experience		Dropdown (Select-one)	Single	Y		Redesign Opin
				About the same as the previous experience						
				Worse than the previous experience						
				I don't recall the previous site						
AC2161		What is your <b>role</b> in visiting the site today?	SAC2161A001	General public		Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
			SAC2161A002	DOT Employee					Randomize	
			SAC2161A003	Motor Carrier Company						
			SAC2161A004	Trucker						
			SAC2161A005	Student						
			SAC2161A006	Parent	1					
			SAC2161A007	Other (please specify):	A					
AC2162	Α	Please tell us what your role is today.				Text area, no char limit		N	Skip Logic Group	Role Other
AC2163		What is your primary reason for visiting this site today?	SAC2163A001	Research transportation data			Single	Υ	Skip Logic Group	Visit Reason
				·		Radio button, one-up vertical	_			
			SAC2163A002	Get a DOT number					Randomize	1
			SAC2163A003	Check flight status						
			SAC2163A004	Trucking regulations (hours of safety, etc.)						
			SAC2163A005	Airline travel complaints						
			SAC2163A006	Car safety ratings						
			SAC2163A007	Look for a job						
			SAC2163A008	File a complaint against a trucking/moving	1					
				company						
			SAC2163A009	HAZMAT info						
			SAC2163A010	Find your local Department of Transportation						
			SAC2163A011	Transportation statistics (airline, crash test data, etc.)						
			SAC2163A012	Read articles on transportation safety						
			SAC2163A013	Traffic/Construction/Road Closures						
			SAC2163A014	TSA information						
			SAC2163A015	Other (please specify):	z					
AC2164	Z	Please tell us your primary reasonfor visiting.		The same of the sa		Text area, no char limit		N	Skip Logic Group	Visit Reason_O
AC2165		How did you look for information on the site today?	SAC2165A001	Search feature			Multi	Y	Skip Logic Group	How Look for Ir
JAC2103		(Please select all that apply.)				Checkbox, one-up vertical				
			SAC2165A002	Advanced search feature/tool						
					1					
			SAC2165A003	Top navigation bar						
			SAC2165A003							
			SAC2165A003 SAC2165A004	Left navigation bar						
			SAC2165A003 SAC2165A004 SAC2165A005	Left navigation bar Links in the center of the page						
			SAC2165A003 SAC2165A004 SAC2165A005 SAC2165A006	Left navigation bar Links in the center of the page Quick links						
ΔC2166	Δ.	Other ways Llocked for information:	SAC2165A003 SAC2165A004 SAC2165A005	Left navigation bar Links in the center of the page	A	Tayt area no char limit		N	Skin Logic Group	How Look Ot
	A	Other ways I looked for information:	SAC2165A003 SAC2165A004 SAC2165A005 SAC2165A006 SAC2165A007	Left navigation bar Links in the center of the page Quick links Other (please specify):	A	Text area, no char limit	Single	N	Skip Logic Group	
	A	Were you able to find what you were looking for	SAC2165A003 SAC2165A004 SAC2165A005 SAC2165A006	Left navigation bar Links in the center of the page Quick links	A		Single	N Y	Skip Logic Group Skip Logic Group	How Look_Otl
	A		SAC2165A003 SAC2165A004 SAC2165A005 SAC2165A006 SAC2165A007	Left navigation bar Links in the center of the page Quick links Other (please specify): Yes		Text area, no char limit Radio button, one-up vertical	Single			
AC2166 AC2167	A	Were you able to find what you were looking for	SAC2165A003 SAC2165A004 SAC2165A005 SAC2165A006 SAC2165A007	Left navigation bar Links in the center of the page Quick links Other (please specify):	А		Single			How Look_Oth

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MID: AUg
Date: 5/19

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oink: ADDITION

				DOT Main Site CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructions	CQ Label
SAC2168		Please tell us specifically what you were looking for on the site:				Text area, no char limit		N	Skip Logic Group	Cannot Find_OE
SAC2169		Did you use the search feature during your visit today?	SAC2169A001	Yes	С	Radio button, one-up vertical	Single	Y	Skip Logic Group	Used Search
			SAC2169A002	No						
			SAC2169A003	Don't recall						
SAC2170		Please tell us about your experience with the site's search feature today. (Please select all that apply.)	SAC2170A001	The search feature met my needs today.			Multi	Y	Skip Logic Group	Search Experience
						Checkbox, one-up vertical				
			SAC2170A002	I had issues with the basic search process (how to use it, terms to enter).						
			SAC2170A003	I had issues with the visual display of the search results (text size, images).						
			SAC2170A004	I had issues with the search results I received.						
			SAC2170A005	I had issues with sorting, filtering, advanced search, or lack of these options.						
			SAC2170A006	I had technical issues with the search feature.						
			SAC2170A007	None of these	D					
SAC2171		Please specify what other issues you had with the site's search feature today.				Text area, no char limit		N	Skip Logic Group	Search Experience_Other
SAC2172		If you could improve one aspect of the site, what would it be?				Text area, no char limit		N		Improvement

Model Instance Name: DOT Main Site MID: AUgFcod Date: 5/19/2011

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QID SAC2160	Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
	Labei			(limited to 50 characters)						
SAC2160			SAC2160A001	This is my first visit	Skip to			Y	Opecial instructions	
		How frequently do you visit this site?	SAC2160A001 SAC2160A002	Every few months or less often	A D	Dropdown (Select-one)	Single	T T		Frequency
					A,B					
			SAC2160A003	Monthly	A,B					
			SAC2160A004	Weekly	A,B					
			SAC2160A005	Several times a week	A,B					
			SAC2160A006	Daily/more than once a day	A,B		0' 1	.,		
	Α	Please select the statement which best describes your experience with the new DOT.gov redesign:		It is <b>easier to find</b> what I am looking for		Dropdown (Select-one)	Single	Y		Redesign Experience
				It is harder to find what I am looking for My experience is no different when looking for						
				information on the new site						
				don't recall the previous site			0' 1	.,		
	В	Overall, the redesign changes to the DOT.gov website are:		Better than the previous experience		Dropdown (Select-one)	Single	Y		Redesign Opinion
				About the same as the previous experience						ricussign opinio
				Worse than the previous experience						
				I don't recall the previous site						
SAC2161		What is your <b>role</b> in visiting the site today?	SAC2161A001	General public		Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
			SAC2161A002	DOT Employee		Radio bullon, one-up vertical			Randomize	
			SAC2161A002	Motor Carrier Company					- tunidonnizo	
			SAC2161A004	Trucker						
			SAC2161A004 SAC2161A005	Student						
			SAC2161A006	Parent						
			SAC2161A006 SAC2161A007							
SAC2162	Α	Please tell us what your role is today.	3AC2101A001	Other (please specify):	A	Tout area no shar limit		N	Skip Logic Group	Role Other
SAC2162	A	What is your <b>primary reason</b> for visiting this site today?	CAC2162A001	Research transportation data		Text area, no char limit	Single		Skip Logic Group	Visit Reason
3AC2103		what is your primary reason for visiting this site today?	3AC2103A001	Research transportation data		Badio button, one un vertical	Sirigle	'	Skip Logic Group	VISIL REASON
			SAC2163A002	Get a DOT number		Radio button, one-up vertical			Randomize	
			SAC2163A002 SAC2163A003	Check flight status					Randonnize	
			SAC2163A003 SAC2163A004	Trucking regulations (hours of safety, etc.)						
			SAC2163A004 SAC2163A005	Airline travel complaints						
			SAC2163A005 SAC2163A006	Car safety ratings						
			SAC2163A006 SAC2163A007							
			SAC2163A007 SAC2163A008	Look for a job						
			SAC2103A006	File a complaint against a trucking/moving company						
			SAC2163A009	HAZMAT info						
			SAC2163A009 SAC2163A010	Find your local Department of Transportation						
			SAC2103A010	i ind your local Department of Transportation						
			SAC2163A011	Transportation statistics (airline, crash test data, etc.)						
			SAC2163A012	Read articles on transportation safety						
			SAC2163A013	Traffic/Construction/Road Closures						
			SAC2163A014	TSA information						
			SAC2163A015	Other (please specify):	z					
SAC2164	Z	Please tell us your primary reasonfor visiting.		The second secon		Text area, no char limit		N	Skip Logic Group	Visit Reason_Othe
SAC2165		How did you look for information on the site today?	SAC2165A001	Search feature			Multi	Υ	Skip Logic Group	How Look for Info
		(Please select all that apply.)				Checkbox, one-up vertical				
			SAC2165A002	Advanced search feature/tool						
			SAC2165A003	Top navigation bar						
			SAC2165A004	Left navigation bar						
			SAC2165A005	Links in the center of the page						
			SAC2165A006	Quick links						
			SAC2165A007	Other (please specify):	Α					
SAC2166	Α	Other ways I looked for information:				Text area, no char limit		N	Skip Logic Group	How Look Other
SAC2167		Were you able to find what you were looking for	SAC2167A001	Yes			Single		Skip Logic Group	Find
		today?				Radio button, one-up vertical				
			SAC2167A002	Destalle.	В					
			SAC216/A002	Partially	В	the state of the s				
			SAC2167A002 SAC2167A003	I'm just browsing	В					

Model Instance Name: DOT Main Site MID: AUgFcod Date: 5/19/2011

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				DOT Main Site CUSTOM QUESTION LIS	Т					
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	CQ Label
SAC2168		Please tell us specifically what you were looking for on the site:				Text area, no char limit		N	Skip Logic Group	Cannot Find_OE
SAC2169		Did you <b>use the search feature</b> during your visit today?		Yes	С	Radio button, one-up vertical	Single	Y	Skip Logic Group	Used Search
				No						
0.4.004.70				Don't recall				.,	01: 1 : 0	0 15 1
SAC2170		Please tell us about your experience with the site's search feature today. (Please select all that apply.)	SAC2170A001	The search feature met my needs today.		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search Experience
			SAC2170A002	I had issues with the basic search process (how to use it, terms to enter).		Checkbox, one-up venical				
			SAC2170A003	I had issues with the visual display of the search results (text size, images).						
			SAC2170A004	I had issues with the search results I received.						
			SAC2170A005	I had issues with sorting, filtering, advanced search, or lack of these options.						
			SAC2170A006	I had technical issues with the search feature.						
			SAC2170A007	None of these	D					
SAC2171		Please specify what other issues you had with the site's search feature today.				Text area, no char limit		N	Skip Logic Group	Search Experience_Other
SAC2172		If you could improve one aspect of the site, what would it be?				Text area, no char limit		N		Improvement