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. Model and Custom Question Checks_ Team LeadManager
6. Model and Custom Question Checks_ DOT
7. Foreign Language Survey Instructions

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.

Examples

Welcome Text Example

Thank You Text Example

\
Model questions utilize the ACSI methodology to determine scores and impacts

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.

23 What is your **overall satisfaction** 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.

24 How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*

Recommend *(1=Very Unlikely, 10=Very Likely)*

3 Please rate the **freshness of content** on this site.

25 How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*

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)*

4 Please rate the **visual appeal** 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.

6 Please rate the **readability of the pages** on this site.

Future Participation (1=Very Unlikely, 10=Very Likely)

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.

Trust (1=Strongly Disagree, 10=Strongly Agree)

9 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.

I can count on this department to **act in my best interests.**

10 **Site Performance** *(1=Poor, 10=Excellent, Don't Know)*

I consider this department to be **trustworthy.**

11 Please rate how **quickly pages load** on this site.

12 Please rate the **consistency of speed from page to page** on this site.

This department can be trusted to **do what is right.**

13 Please rate the **ability to load pages without getting error messages** on this site.

Online Transparency (1=Poor, 10=Excellent, Don't Know)

14 Please rate how **thoroughly** this site **discloses information** about what this department is doing.

15 Please rate how **quickly department information is made available** on this site.

16 Please rate how well information about this department's actions **can be accessed by the public** on this site.

Search *(1=Poor, 10=Excellent, Don't Know)*

17 Please rate the **relevance of search results** on this site.

18 Please rate the **organization of search results** on this site.

19 Please rate how well the **search results help you decide what to select**.

20 Please rate how well the **search feature helps you to narrow the results** to find what you want.

DOT Main Site 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	Special Instructions	CQ Label
SAC2160		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					
ACQinh0016879	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	It is **harder to find** what I am looking for						
			ACQinh0016879A03	My experience is **no different** when looking for information on the new site						
			ACQinh0016879A04	I **don't recall** the previous site						
ACQinh0016880	B	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						
				Worse than the previous experience						
				I **don't recall** the previous site						
SAC2161		What is your **role** 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						
			SAC2161A007	Other (please specify):	A					
SAC2162	A	Please tell us what your role is today.				Text area, no char limit		N	Skip Logic Group	Role_Other
SAC2163		What is your **primary reason** for visiting this site today?	SAC2163A001	Research transportation data		Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Reason
			SAC2163A002	Get a DOT number					**Randomize**	
			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 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					
SAC2164	Z	Please tell us your primary reasonfor visiting.				Text area, no char limit		N	Skip Logic Group	Visit Reason_Other
SAC2165		How did you **look for information** on the site today? (Please select all that apply.)	SAC2165A001	Search feature		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Look for Info
			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):	A					
SAC2166	A	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** today?	SAC2167A001	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Find
			SAC2167A002	Partially	B					
			SAC2167A003	I'm just browsing						
			SAC2167A004	No	B					

DOT Main Site 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	Special Instructions	CQ Label
SAC2168	B	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	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Used Search
			SAC2169A002	No						
			SAC2169A003	Don't recall						
SAC2170	C	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).						
			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	D	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:				red & strike-through: DELETE
DOT Main Site				underlined & italicized: RE-ORDER
MID:	AUgFcodwlZVYEhVFpVMhgg==			pink: ADDITION
Date:	5/19/2011			blue + -->: REWORDING

| | | | | DOT Main Site 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	Special Instructions	CQ Label
SAC2160		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					
	A	Please select the statement which best describes your experience with the new DOT.gov redesign:		It is **easier to find** 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						
				I **don't recall** the previous site						
	B	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						
				Worse than the previous experience						
				I **don't recall** the previous site						
SAC2161		What is your **role** 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						
			SAC2161A007	Other (please specify):	A					
SAC2162	A	Please tell us what your role is today.				Text area, no char limit		N	Skip Logic Group	Role_Other
SAC2163		What is your **primary reason** for visiting this site today?	SAC2163A001	Research transportation data		Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Reason
			SAC2163A002	Get a DOT number					**Randomize**	
			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 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					
SAC2164	Z	Please tell us your primary reason for visiting.				Text area, no char limit		N	Skip Logic Group	Visit Reason_Other
SAC2165		How did you **look for information** on the site today? (Please select all that apply.)	SAC2165A001	Search feature		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Look for Info
			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):	A					
SAC2166	A	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** today?	SAC2167A001	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Find
			SAC2167A002	Partially	B					
			SAC2167A003	I'm just browsing						
			SAC2167A004	No	B					

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

| | | DOT Main Site 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	Special Instructions	CQ Label
SAC2168	B	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	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Used Search
			SAC2169A002	No						
			SAC2169A003	Don't recall						
SAC2170	C	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).						
			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	D	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