

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 [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](#)

Model Instance Name:
U.S. Embassy Enterprise V2 (English Equiv)
Client Name: International Information Programs

MID: ZNdswFRUkAMRgRU4AUdN1Q==

Date:



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 volunteering to take part in this survey that is being conducted by ForeSee Results on behalf of the U.S. Embassy.

Please take a minute or two to give us your opinions. The feedback you provide will help the Embassy enhance its site and serve you better in the future.

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

The screenshot shows a browser window with the URL <http://www.foreseeresults.com/survey/display?cid=test&mid=1s0lo1EJv9ss9YwB51BE>. The page features the ForeSee Results logo and the title "Customer Satisfaction Survey". The text reads: "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. Required questions are denoted by an *". Below this is a question: "1:*What is your overall satisfaction with this survey?". A scale is provided from 1 to 10, with "1=Very Dissatisfied" and "Very Satisfied=10".

Thank You Text Example

The screenshot shows a survey question: "16: What size and style of jean were you shopping for today?". It has two columns of radio button options. The first column lists sizes: 1, 3, 5, 7, 9, 11, 13. The second column lists styles: Boot cut, Low rise, Flare, Relaxed fit, Slim cut. Below the question is a "Thank you" message: "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." At the bottom are "Cancel" and "Submit" buttons, followed by "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support".

Model Instance Name:

U.S. Embassy Enterprise V2 (English Equiv)
Client Name: International Information Programs

MID: ZNdswFRUKAMRgRU4AUdN1Q==

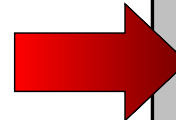
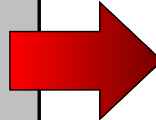
Date: 6/8/2011

International Information Programs



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 | Future Participation (1=Very Unlikely, 10=Very Likely) |
| Please rate your perception of 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. | What is your overall satisfaction with this site? How well does this site meet your expectations? ideal website? | How likely are you to express your thoughts or ideas to this Embassy in the next 30 days? |
| Look and Feel (1=Poor, 10=Excellent, Don't Know) | | Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else? |
| 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. | | Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the next 30 days? |
| Navigation (1=Poor, 10=Excellent, Don't Know) | | Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on this Embassy to act in my best interests. |
| Please rate how well the site is organized. Please rate the options available for navigating this site. | | I consider this Embassy to be trustworthy. |
| 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. | | This Embassy can be trusted to do what is right. |
| Online Transparency (1=Poor, 10=Excellent, Don't Know) | | |
| Please rate how thoroughly this site discloses information about what this Embassy is doing. | | |
| Please rate how quickly Embassy information is made available on this site. | | |
| Please rate how well information about this Embassy's actions can be accessed by the public on this site. | | |
| 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. | | |



Model Instance Name:

U.S. Embassy Enterprise V2 (English)

Client Name: International Information Programs

MID: ocMUKpJZxMgIVJNA5hZF4w==

Date: 6/8/2011



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 | Future Participation (1=Very Unlikely, 10=Very Likely) |
| Please rate your perception of 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. | What is your overall satisfaction with this site? How well does this site meet your expectations of an ideal website ? | How likely are you to express your thoughts or ideas to this Embassy in the next 30 days? |
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| Navigation (1=Poor, 10=Excellent, Don't Know) | | Trust (1=Strongly Disagree, 10=Strongly Agree) |
| Please rate how well the site is organized . Please rate the options available for navigating this site. | | I can count on this Embassy to act in my best interests . I consider this Embassy to be trustworthy . This Embassy can be trusted to do what is right . |
| 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. | | |
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| 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. | | |

Model Instance Name:

U.S. Embassy Enterprise V2 (Russian)

Client Name: International Information Programs

MID: 19AJZx0MQIhcd09VZJt0UA==

Date: 6/8/2011



Model questions utilize the ACSI methodology to determine scores and impacts

| ЭЛЕМЕНТЫ | ОЦЕНКА САЙТА ПОЛЬЗОВАТЕЛЕМ | БУДУЩИЕ ДЕЙСТВИЯ |
|---|---|--|
| Контент | Степень удовлетворенности | Будущее участие |
| Оцените точность информации на сайте. | Насколько вы в целом довольны данным сайтом? | Какова вероятность того, что вы поделитесь с посольством своим мнением в ближайшие 30 дней? |
| Оцените качество информации на сайте. | В какой мере сайт оправдывает ваши ожидания ? | Рекомендации |
| Оцените своевременность контента на сайте. | В какой мере этот сайт соответствует вашим представлениям об идеальном сайте ? | Какова вероятность того, что вы порекомендуете этот сайт кому-либо еще ? |
| Внешний вид и дизайн | | Возвращение |
| Оцените внешнюю привлекательность сайта. | | Какова вероятность того, что вы вернетесь на сайт в ближайшие 30 дней? |
| Оцените сбалансированность графики и текста на сайте. | | Доверие |
| Оцените читабельность страниц на сайте. | | Я могу рассчитывать на то, что посольство действует в моих интересах . |
| Удобство навигации по сайту | | Я считаю, что посольство заслуживает доверия . |
| Оцените, качество организации сайта . | | Посольству можно доверять необходимые действия . |
| Оцените возможности для навигации по сайту. | | |
| Оцените легкость нахождения искомой информации на сайте. | | |
| Оцените число кликов для выхода в нужное место на сайте. | | |
| Прозрачность источников сайта | | |
| Оцените, насколько полно данный сайт раскрывает информацию о деятельности посольства. | | |
| Оцените скорость поступления информации о посольстве на сайт. | | |
| Оцените легкость доступа общественности к информации о посольстве. | | |
| Оперативность сайта | | |
| Оцените скорость загрузки страницы на сайте. | | |
| Оцените устойчивость скорости работы разных страниц сайта. | | |
| Оцените возможность загрузки страниц, не получая сообщений об ошибках на сайте. | | |

Model Instance Name:

U.S. Embassy Enterprise V2 (Arabic)

Client Name: International Information Programs

MID: xlt0hR8VtNhkh44UsoAYEg==

Date: 6/8/2011



Model questions utilize the ACSI methodology to determine scores and impacts

| العناصر | رضا الزوار | السلوكيات في المستقبل |
|--|--|---|
| ما هي درجة دقة المعلومات الواردة في هذا الموقع. | ما هو مستوى رضاك الإجمالي عن هذا الموقع؟ | المشاركة المستقبلية ما مدى الاحتمال بأن تعبر عن أفكارك أو آرائك لهذه السفارة خلال فترة الثلاثين يوما المقبلة؟ |
| ما هي درجة نوعية المعلومات الواردة في هذا الموقع. | هل هذا الموقع يلبي توقعاتك؟ | التوصية بهذا الموقع ما مدى احتمال أن توصي بهذا الموقع لغيرك؟ |
| ما هي درجة حداثة محتوى هذا الموقع. | كيف تقارن هذا الموقع مع فكرتك عن الموقع المثالي؟ | العودة إلى هذا الموقع ما مدى احتمال أن تعود إلى هذا الموقع خلال فترة الثلاثين يوما المقبلة؟ |
| ما هي درجة الجاذبية البصرية لهذا الموقع. | | الثقة يمكنني الاعتماد على هذه السفارة كي تعمل لمصلحتي أنا أعتبر ان هذه السفارة جديرة بالثقة. يمكن الوثوق بهذه السفارة أن تفعل ما هو صواب. |
| ما هي درجة توازن الصور والنصوص الموجودة في هذا الموقع. | | |
| ما هي درجة سهولة قراءة الصفحات الموجودة في هذا الموقع. | | |
| ما هي درجة حسن تنظيم هذا الموقع. | | |
| ما هي درجة الخيارات المتاحة لتصفح هذا الموقع. | | |
| ما هي درجة سهولة إيجاد ما تبحث عنه في هذا الموقع. | | |
| ما هي درجة عدد النقرات اللازمة حتى تصل إلى حيث تريد في هذا الموقع. | | |
| ما هي درجة شمولية المعلومات التي يكشفها هذا الموقع حول ما تقوم به هذه السفارة. | | |
| ما هي درجة سرعة توفر المعلومات المتعلقة بالسفارة على هذا الموقع. | | |
| ما هي درجة سهولة وصول عامة الناس إلى المعلومات المتعلقة بأعمال هذه السفارة على هذا الموقع. | | |
| ما هي درجة سرعة تحميل الصفحات على هذا الموقع. | | |
| ما هي درجة تناسق السرعة للانتقال من صفحة إلى صفحة على هذا الموقع. | | |
| ما هي القدرة على تحميل الصفحات من دون الحصول على رسائل خطأ في هذا الموقع. | | |

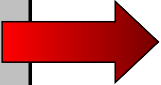

Model Instance Name:
 U.S. Embassy Enterprise V2 (Chinese)
 Client Name: International Information Programs

MID: 4g1kggsYs5tpMM1glpdMkA==

Date: 7/27/2011



Model questions utilize the ACSI methodology to determine scores and impacts

| ELEMENTS (drivers of satisfaction) | CUSTOMER SATISFACTION | FUTURE BEHAVIORS |
|--|---|--|
| <p>□□</p> <p>□□□□□□□□□□□□□□□□</p> <p>□□□□□□□□□□</p> <p>□□□□□□□□□□</p> | <p>□□□</p> <p>□□□□□□□□□□□□□□</p> <p>□□□□□□□□□□□□□□</p> <p>□□□□□□□□□□□□□□</p> | <p>Future Participation</p> <p>□□□□30□□□□□□□□□□□□□□□□□□□□</p> |
| <p>Look and Feel</p> <p>□□□□□□□□□□</p> <p>□□□□□□□□□□□□□□</p> <p>□□□□□□□□□□</p> | | <p>Recommend</p> <p>□□□□□□□□□□□□□□</p> |
| <p>□□□□</p> <p>□□□□□□□□□□</p> <p>□□□□□□□□□□□□</p> <p>□□□□□□□□□□□□□□□□</p> |  | <p>Return</p> <p>□□□□30□□□□□□□□□□□□□□</p> |
| <p>□□□□□</p> <p>□□□□□□□□□□□□□□□□</p> <p>□□□□□□□□□□□□□□</p> <p>□□□□□□□□□□□□□□□□</p> <p>□□□□</p> <p>□□□□□□□□□□</p> <p>□□□□□□□□□□□□</p> <p>□□□□□□□□□□□□□□□□</p> |  | <p>Trust</p> <p>□□□□□□□□□□□□□□□□</p> <p>□□□□□□□□□□</p> <p>□□□□□□□□□□</p> |

Model Instance Name:

U.S. Embassy Enterprise V2 (Portuguese)

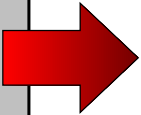
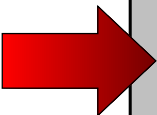
Client Name: International Information Programs

MID: 9g1VdE4ERJRYZIJ4cQJMUw==

Date: 7/27/2011



Model questions utilize the ACSI methodology to determine scores and impacts

| ELEMENTOS | SATISFAÇÃO DO CLIENTE | COMPORTAMENTOS FUTUROS |
|---|---|--|
| Content | Satisfaction | Future Participation |
| Avalie a sua percepção da precisão das informações neste site. Avalie a qualidade das informações neste site. Avalie o frescor do conteúdo deste site. | Qual é a sua satisfação geral com este site? Como este site atende às suas expectativas ? Como este site se compara à sua idéia de um site ideal ? | Qual é a probabilidade de você expressar seus pensamentos ou ideias para esta Embaixada nos próximos 30 dias? |
| Look and Feel | | Recommend |
| Avalie o apelo visual deste site. Avalie o equilíbrio de gráficos e textos deste site. | | Qual é a probabilidade de você recomendar este site para alguém ? |
| Navigation | | Return |
| Avalie o apelo visual deste site. Avalie o equilíbrio de gráficos e textos deste site. Avalie a legibilidade das páginas deste site. (Se é legível / fácil de ler) |  | Qual é a probabilidade de você voltar a visitar este site nos próximos 30 dias? |
| Online Transparency | | Trust |
| Avalie o nível de organização do site . Avalie as opções disponíveis para navegar neste site. Avalie o quanto o layout do site o ajuda a encontrar o que está procurando . Avalie o número de cliques para chegar onde você quer neste site. |  | Eu posso contar com esta Embaixada para agir em meu interesse . Eu considero esta Embaixada confiável . Pode-se confiar que esta Embaixada fará o que é certo . |
| Site Performance | | |
| Avalie a rapidez com que as páginas carregam no site. Avalie a consistência da velocidade de página para página no site. Avalie a habilidade de carregar as páginas sem receber mensagens de erro no site. | | |

Model Instance Name

U.S. Embassy Enterprise V2 (English Equiv)

Client Name: International Information Programs

MID: ZNdswFRUkAMRgRU4AUdN1Q==

Date: 6/8/2011

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

U.S. Embassy Enterprise V2 (English Equiv) CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) |
|---------|------------------|---|---|---------|-------------------------|
| SAC2699 | | How frequently do you visit this site? | First time | | Drop down, select one |



| Single or Multi | Required Y/N | Special Instructions |
|------------------------|---------------------|-----------------------------|
| Single | Y | |

Model Instance Name:

U.S. Embassy Enterprise V2 (Russian)

Client Name: International Information Programs

MID: 19AJZx0MQLhcd09VZJt0UA==

Date: 6/8/2011

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

U.S. Embassy Enterprise V2 (Russian) CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to |
|-----------|------------------|--|--|---------|
| RUSAC2699 | | Как часто вы посещаете этот сайт? | Первый раз | |



| Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|--------------------------------|------------------------|---------------------|-----------------------------|
| Drop down, select one | Single | Y | |

Model Instance Name

U.S. Embassy Enterprise V2 (Arabic)

Client Name: International Information Programs

MID: xlt0hR8VtNhkh44UsoAYEg==

Date: 6/8/2011

~~red & strike-through~~: DELETEunderlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

U.S. Embassy Enterprise V2 (Arabic) CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) |
|-----------|------------------|-------------------------|--|---------|-------------------------|
| ARSAC2699 | | كم مرة تزور هذا الموقع؟ | أول مرة | | Drop down, select one |



| Single or Multi | Required Y/N | Special Instructions |
|----------------------------|-------------------------|-----------------------------|
| Single | Y | |

Model Instance Name

U.S. Embassy Enterprise V2 (Chinese)

Client Name: International Information Programs

MID: 4g1kggsYs5tpMM1glpdMkA==

Date: 6/8/2011

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

U.S. Embassy Enterprise V2 (Chinese) CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) |
|-----------|------------------|---------------|---|---------|-------------------------|
| CTSAC2699 | | □□□□□□□□□□□□ | □□□ | | Drop down, select one |



| Single or Multi | Required Y/N | Special Instructions |
|----------------------------|-------------------------|-----------------------------|
| Single | Y | |

Model Instance Name

U.S. Embassy Enterprise V2 (Portuguese)

Client Name: International Information Programs

MID: 9g1VdE4ERJRYZIJ4cQJMUw==

Date: 7/27/2011

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

U.S. Embassy Enterprise V2 (Portuguese) CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) |
|-----------|------------------|--|---|---------|-------------------------|
| POSAC2699 | | Com que frequência você visita este site? | Primeira vez | | Drop down, select one |



| Single or Multi | Required Y/N | Special Instructions |
|----------------------------|-------------------------|-----------------------------|
| Single | Y | |