

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:

USITC v2

MID: 9s91pMU90IR4twYxx9oVpw==

Date: Fill In 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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

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 for visiting www.usitc.gov . You have been randomly selected to take part in this survey that is being conducted by ForeSee Results on behalf of United States International Trade Commission. Please take a minute or two to give us your opinions. The feedback you provide will help United States International Trade Commission enhance its site and serve you better in the future. All results are strictly confidential.

bharati.hulbanni:
if STORES MEASURE:
do NOT use any
welcome text.

DEFAULT Thank You Text

~~Thank you for taking our survey - and for helping us serve you better. We appreciate your input!! Thank you for your time in completing this survey. Your input is very valuable and will be taken into consideration.~~

bharati.hulbanni:
TY text can be used
for all measure types
(call center, web,
stores, mobile etc.)

ALTERNATE WEB Thank You Text

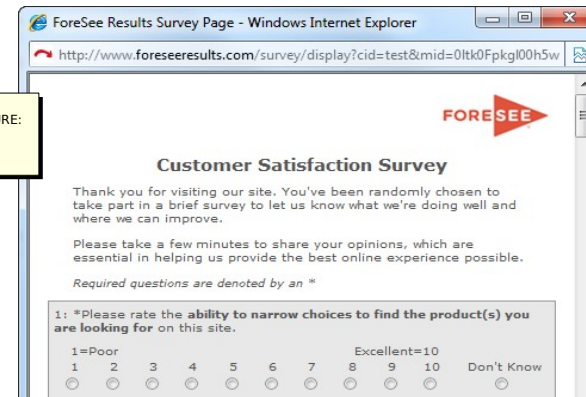
Thank you for taking our survey - and for helping us serve you better.

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 website.

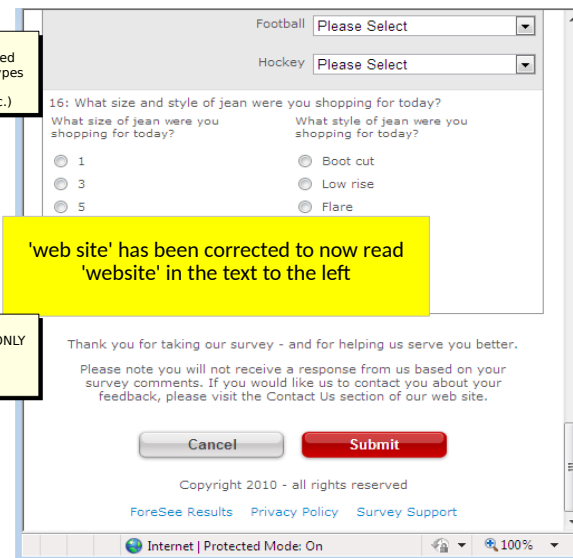
bharati.hulbanni:
Use this TY text ONLY
for WEB

Examples

Welcome Text Example



Thank You Text Example



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Partitioned (Y/N)? YES

FPI Included(Y/N)? NO

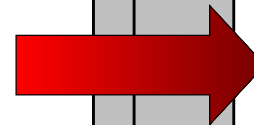
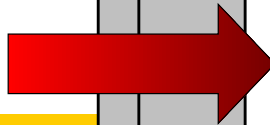
Date: 3/12/2013



USITC v2

Model questions utilize the ACSI methodology to determine scores and impacts

| ELEMENTS (drivers of satisfaction) | | CUSTOMER SATISFACTION | | FUTURE BEHAVIORS | |
|------------------------------------|--|-------------------------------------|--|------------------|---|
| MQ Label | | MQ Label | | MQ Label | |
| | USITC Information (1=Poor, 10=Excellent, Don't Know) | | Satisfaction | | Return (1=Very Unlikely, 10=Very Likely) |
| USITC Information - Thoroughness | Please rate the thoroughness of information you viewed on this site today. | Satisfaction - Overall | What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | Return | How likely are you to return to this site in the next 60 days? |
| USITC Information - Answers | Please rate how understandable the information you viewed today was. Please rate how well the information viewed today provided answers to your questions. | Satisfaction - Satisfaction - Ideal | How well does this site meet your expectations ? How does this site compare to your idea of an ideal website ? | Recommend | Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else? |
| | Navigation (1=Poor, 10=Excellent, Don't Know) | | | | Primary Resource (1=Very Unlikely, 10=Very Likely) |
| Navigation - Organized | Please rate how well the site is organized . | | | Primary Resource | How likely are you to use this site as your primary resource for obtaining information from this organization? |
| Navigation - Options | Please rate the options available for navigating this site. | | | | |
| Navigation - Layout | Please rate how well the site layout helps you find what you are looking for. | | | | |
| Navigation - Clicks | Please rate the number of clicks to get where you want 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. | | | | |
| Look and Feel - Readability | Please rate the readability of the pages on this site. | | | | |
| | Site Performance (1=Poor, 10=Excellent, Don't Know) | | | | |
| Site Performance - Loading | Please rate how quickly pages load on this site. | | | | |
| Site Performance - Consistency | Please rate the consistency of speed from page to page on this site. | | | | |
| Site Performance - Errors | Please rate the ability to load pages without getting error messages on this site. | | | | |
| | Online Transparency (1=Poor, 10=Excellent, Don't Know) | | | | |
| Online Transparency - Disclose | Please rate how thoroughly this site discloses information about what this agency is doing. | | | | |
| Online Transparency - Quick | Please rate how quickly this agency's information is made available on this site. | | | | |
| Online Transparency - Access | Please rate how well information about this agency's actions can be accessed by the public on this site. | | | | |



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 USITC v2
 MID: 9s91pMU90IR4twYxx9oVpw==
 Date: 8.19.14

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

USITC v2 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 |
|---------|------------------|--|--|---------|-------------------------------|-----------------|--------------|----------------------|-----------------|
| LNH4003 | | How frequently do you visit this site? | First time Every 6 months or less About once a month About once a week Daily More than once a day | | Drop down, select one | Single | Y | | Visit Frequency |
| LNH4004 | | Which of the following best describes your role? | U.S. Government Foreign Government Law Firm Academic Researcher Importer | | Radio button, two-up vertical | Single | Y | Skip Logic Group* | Role |

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|---------|------------------|--|--|---------|-------------------------------|-----------------|--------------|----------------------|-----------------|
| LNH4003 | | How frequently do you visit this site? | First time Every 6 months or less About once a month About once a week Daily More than once a day | | Drop down, select one | Single | Y | | Visit Frequency |
| LNH4004 | | Which of the following best describes your role? | U.S. Government Foreign Government Law Firm Academic Researcher Importer | | Radio button, two-up vertical | Single | Y | Skip Logic Group* | Role |

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|---------|------------------|--|---|---------|-------------------------------|-----------------|--------------|----------------------|-----------------|
| LNH4003 | | How frequently do you visit this site? | First time <u>Every 6 months or less</u> <u>About once a month</u> <u>About once a week</u> <u>Daily</u> <u>More than once a day</u> | | Drop down, select one | Single | Y | | Visit Frequency |
| LNH4004 | | Which of the following best describes your role? | U.S. Government Foreign Government Law Firm Academic Researcher Importer | | Radio button, two-up vertical | Single | Y | Skip Logic Group* | Role |

