

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](#)

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 **The Community Guide** website. 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.

DEFAULT Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

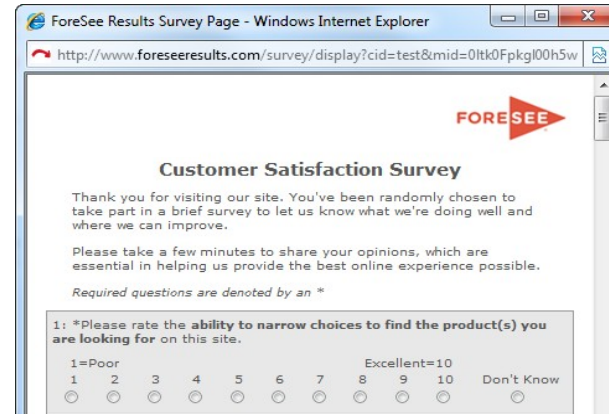
ALTERNATE WEB Thank You Text

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

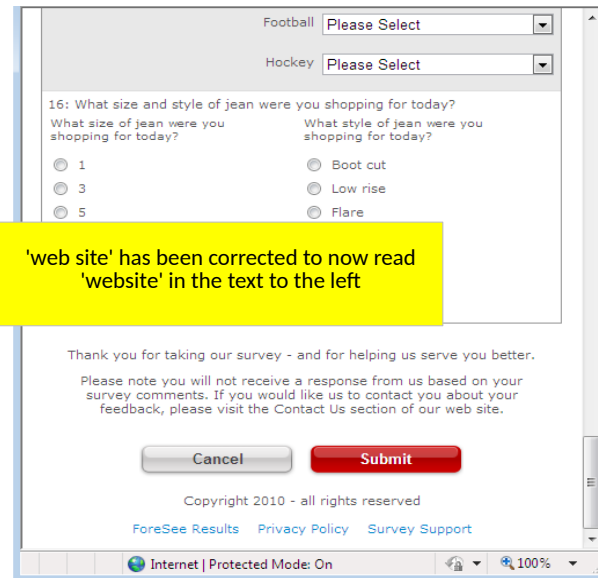
~~Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.~~

Examples

Welcome Text Example



Thank You Text Example



Model Instance Name:
The Community Guide
MID:
Partitioned (Y/N)? Y
FPI Included(Y/N)? N
Date: 09/30/2014



The Community Guide

Model questions utilize the ForeSee CXA methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
1 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the future?
2 Navigation - Options	Please rate the options available for navigating this site.	17 Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
3 Navigation - Layout	Please rate how well the site layout helps you find what you need.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for health information, guidelines and recommendations?
4 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.				
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance -Errors	Please rate the ability to load pages without getting error messages on this site.				
7 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.				
8 Site Information - Understandable	Please rate how understandable this site's information is.				
9 Site Information - Answers	Please rate how well the site's information provides answers to your questions.				
10 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.				
11 Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
12 Look and Feel - Readability	Please rate the readability of the pages on this site.				
13 Information Browsing - Sort	Product Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site.				
14 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
15 Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				

Model Instance Name:
The Community Guide
 MID:
 Date: 10/15/2014

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

The Community Guide 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
		How frequently do you use/visit The Community Guide website?	Daily Weekly Monthly A couple times a year About once a year This is my first time		Drop down, select one	S	Y
		Which of the following best describes you?	Student Volunteer Teacher/Instructor Lay Health Worker/CHW/Promoter Health Educator/Health Promotion Specialist Financial/Budget Manager Policy Maker/Analyst/Advisor Program Planner/Manager/Project Officer Social Worker Researcher Clinical Professional Other, please specify:		Drop down, select one	S	Y
	A	Please specify other role.		A	Text area, no char limit		N
		Which of the following best describes where you work?	Academic Institution Advocacy Organization Business/For Profit Community-based organization/Community Coalition County or City Health Department County/Local Government Agency Faith-based Organization Federal Government Agency Foundation Hospital, Clinics, Health Care Systems Local Board of Health Managed Care Organization/HMO Professional Organization State Government Agency State Health Department Territorial Health Department Tribal Health Department Other, please specify:		Drop down, select one	S	Y
	A	Please list where you work.		A	Text area, no char limit		N
		Which category best describes the health topics you were looking for?	Adolescent Health Alcohol - Excessive Consumption Asthma Birth Defects Cancer Cardiovascular Disease Diabetes Emergency Preparedness Health Communication Health Equity HIV/AIDS, STIs, Pregnancy Mental Health Motor Vehicle Injury Nutrition Obesity Oral Health Physical Activity Tobacco		Checkbox, one-up vertical	M	Y

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Vaccination Violence Worksite I was just browsing the site Other, please specify	A			
	A	Please specify other health topic you were looking for.			Text area, no char limit		N
		Which of the following best describes the types of information you were looking for?	General information about the health topic selected Guidelines and recommendations for public health professionals Data and statistics Scientific research, articles, publications, and journals Guidelines and recommendations for healthcare providers Training for healthcare providers, researchers, public health professionals, etc. Educational materials Campaigns and initiatives Information about the Community Preventive Services Task Force Tools and resources Print materials (fact sheets, flyers, stories, etc.) Multimedia products (podcasts, videos, widgets, etc.) Information about the Community Guide Branch of CDC Information on methods for systematic reviews Information on content syndication Info graphics Other, please specify	A	Checkbox, one-up vertical	M	Y
	A	Please specify other type of information you were looking for.			Text area, no char limit		N
		How did you look for information on The Community Guide website today?	Site's search box Topics Section Links on the pages Combination of search and navigation I was just browsing the site	A C C A,C C	Drop down, select one	S	Y
	A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	B	Checkbox, one-up vertical	M	Y
	B	Please specify search difficulty encountered.			Text area, no char limit		N
	C	How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	D	Checkbox, one-up vertical	M	Y
	D	Please specify navigation difficulty encountered.			Text area, no char limit		N
		Were you able to find what you were looking for?	Yes Partially No	A	Drop down, select one	S	Y
	A	What were you trying to find? Please be as specific as possible.			Text area, no char limit		N
		I'm planning to use the information I found today:	For my own health or my family's health For my friend or family member (not living in my household) For a physician's office/hospital		Radio button, one-up vertical	S	Y

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			For a patient or client For a public health agency For a research institution For a business / workplace For an educational institution or teaching purposes For a school / class project For a news report or article Other, please specify:				
	A	Please specify how you will use the information you are looking for today:			Text area, no char limit		N
		If you could suggest one change to improve the Community Guide website, what recommendation would you make?			Text area, no char limit		N
		Which of the following sources drove you to visit the site today? (Please rank the top 3, with number 1 being the most important) Rank 1 (Required)	Message directly from CDC on Facebook or Twitter Message or recommendation from a friend on Facebook or Twitter Video I saw on CDC's YouTube Page Advertisement on Facebook, or Twitter CDC's mobile site Mobile phone text messages or alerts Mobile application or "app" Scanned a QR code Instant message from someone Familiarity with site/agency Email updates from the site Website is bookmarked Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Advertisement on another website Don't know Other		Drop down, select one	S	Y
		Rank 2 (Optional)	Message directly from CDC on Facebook or Twitter Message or recommendation from a friend on Facebook or Twitter Video I saw on CDC's YouTube Page Advertisement on Facebook, or Twitter CDC's mobile site Mobile phone text messages or alerts Mobile application or "app" Scanned a QR code Instant message from someone Familiarity with site/agency Email updates from the site Website is bookmarked Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Advertisement on another website Don't know Other		Drop down, select one	S	N
		Rank 3 (Optional)	Message directly from CDC on Facebook or Twitter Message or recommendation from a friend on Facebook or Twitter Video I saw on CDC's YouTube Page Advertisement on Facebook, or Twitter CDC's mobile site Mobile phone text messages or alerts Mobile application or "app" Scanned a QR code		Drop down, select one	S	N

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Instant message from someone				
			Familiarity with site/agency				
			Email updates from the site				
			Website is bookmarked				
			Search engine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Advertisement on another website				
			Don't know				
			Other				

Special Instructions	CQ Label Frequency
Skip Logic Group*	Role
Skip Logic Group*	Other role
Skip Logic Group*	Work
Skip Logic Group*	Other work
Skip Logic Group*	Topic looking for

Special Instructions	CQ Label
Skip Logic Group*	Other topic
Skip Logic Group*	Information looking for
Skip Logic Group*	Other information
Skip Logic Group*	How look for information
Skip Logic Group*	Search experience
Skip Logic Group*	Other search experience
Skip Logic Group*	Navigation experience
Skip Logic Group*	Other nav experience
Skip Logic Group*	Able to find
Skip Logic Group*	Information not found
Skip Logic Group*	Planning

Special Instructions	CQ Label
Skip Logic Group*	Other planning
	Improvement
Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice	SV - Rank 1
Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice	SV - Rank 2
Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Special Instructions	
Special Instructions	CQ Label
Anchor Answer Choice	