

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:

NPS.gov V2 Survey

MID:

Date: 10/1/2013



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.

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

A screenshot of a web browser displaying a survey page. The page title is "ForeSee Results Survey Page - Windows Internet Explorer". The URL is "http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w". The survey content includes the FORESEE logo, the title "Customer Satisfaction Survey", and the following 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." and "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." Below this is a question: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." followed by a rating scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option.

Thank You Text Example

A screenshot of a web browser displaying a survey page. The page shows two dropdown menus for "Football" and "Hockey", both set to "Please Select". Below these is question 16: "What size and style of jean were you shopping for today?". The question is split into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size options are radio buttons for 1, 3, 5, 7, 9, 11, and 13. The style options are radio buttons for Boot cut, Low rise, Flare, Relaxed fit, and Slim cut. Below the question is a thank you message: "Thank you for taking our survey - and for helping us serve you better." followed by "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. The footer includes "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".

Model Instance Name:

NPS.gov V2 Survey

MID: J51UgddIhoFNFWl81tBYA4C

Partitioned (Y/N)? Yes

FPI Included(Y/N)? No

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

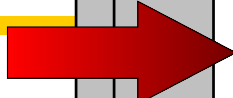
Date: 10/1/2013



NPS.gov V2 Survey

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	
Site Information (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)	
1 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.	19 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Return	How likely are you to return to this site in the next 90 days?
2 Site Information - Understandable	Please rate how understandable this site's information is.	20 Satisfaction - Expectations	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)	
3 Site Information - Answers	Please rate how well the site's information provides answers to your questions .	21 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	23 Recommend	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 Look and Feel - Appeal	Please rate the visual appeal of this site.			24 Primary Resource	How likely are you to use this site as your primary resource for obtaining information about the National Park Service ?
5 Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
6 Look and Feel - Readability	Please rate the readability of the pages on this site.				
Navigation (1=Poor, 10=Excellent, Don't Know)					
7 Navigation - Organized	Please rate how well the site is organized .				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	Please rate how well the site layout helps you find what you need.				
Plain Language (1=Poor, 10=Excellent, Don't Know)					
10 Plain Language - Clear	Please rate the clarity of the wording on this site.				
11 Plain Language - Understandable	Please rate how well you understand the wording on this site.				
12 Plain Language - Concise	Please rate this site on its use of short, clear sentences .				
Site Performance (1=Poor, 10=Excellent, Don't Know)					
13 Site Performance - Loading	Please rate how quickly pages load on this site.				
14 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
15 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				
Functionality (1=Poor, 10=Excellent, Don't Know)					
16 Functionality - Usefulness	Please rate the usefulness of the website tools (e.g. Find a Park, web cams, videos) provided on this site.				
17 Functionality - Variety	Please rate the convenient placement of the website tools (e.g. Find a Park, web cams, videos) on this site.				
18 Functionality - Variety	Please rate the variety of website tools (e.g. Find a Park, web cams, videos) on this site.				



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 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

NPS.gov V2 Survey 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
MHM5122Q001		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	S	Y		Visit Frequency
MHM5122Q002		How did you arrive to the nps.gov site today?	Search Engine (Google, Bing, etc.) Referred by another website Social media News Source (magazine/newspaper/radio/television) I have the NPS.gov site bookmarked Referred by a friend or family member Prior visit Other, please specify		Radio button, one-up vertical	S	Y	Skip Logic Group*	Arrive at site
MHM5122Q003	A	Please specify how you came to nps.gov.		A	Text area, no char limit		N	Skip Logic Group*	OE_Arrive at site
MHM5122Q004		What is your primary role in visiting the nps.gov site today? Removed answer choices, re-worded question	Traveler Student Teacher Parent Interested in outdoor recreation (hiker, camper, kayaker, etc.) Interested in nature (birder, Fall foliage lover, etc.) Interested in History Natural or Cultural resource professional NPS partner or volunteer NPS employee Government official or employee (non-NPS) Other, please specify		Radio button, one-up vertical	S	Y	Skip Logic Group*	Role
MHM5122Q005	A	Please specify what best describes you.		A	Text area, no char limit		N	Skip Logic Group*	OE_Role
MHM5122Q006		What is your primary reason for visiting the nps.gov site today? Removed answer choices	Just browsing Plan a visit to a park Support a park Find maps Find photos Complete a school project/assignment Find materials for teachers Find activities for kids Find information on outdoor recreation opportunities (trails, camping, etc.) Find information on history or culture Learn about American history Learn about historic places Find information on nature or the environment Learn about park wildlife Read news releases Information on a specific park Employment information Other, please specify		Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
MHM5122Q007	A	Please specify your primary reason for visiting the site.		A	Text area, no char limit		N	Skip Logic Group*	OE_Primary Reason
MHM5122Q008		What sections of the site did you primarily visit today? (Please select all that apply.)	Find a Park Discover History Explore Nature Working with Communities Get Involved Teachers Kids About Us		Checkbox, one-up vertical	Multi	Y		Site Sections Visited
MHM5122Q009		How did you primarily look for information on the site today?	Search feature Top navigation bar Right navigation bar Left navigation bar Links in the center of the page Site map Other, please specify	B C C C C A	Radio button, one-up vertical	S	Y	Skip Logic Group*	How Look for Info
MHM5122Q010	A	Please specify how you looked for information on the site today.		A	Text area, no char limit		N	Skip Logic Group*	OE_How Look for Info
MHM5122Q011	B	Suggestions for improving the search experience			Text area, no char limit		N	Skip Logic Group*	
MHM5122Q012	C	Suggestions for improving the Navigation experience			Text area, no char limit		N	Skip Logic Group*	

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NPS.gov V2 Survey 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
MHM5122Q013		If nps.gov had a mobile version of the site would you access it from your mobile device?	Yes No, I don't have a mobile device that allows me to access the web No, I would not use my mobile device to access this website Not sure	A	Drop down, select one	S	Y	Skip Logic Group*	Mobile
MHM5122Q014	A	What information would you like to see on the mobile website?			Text area, no char limit		N	Skip Logic Group*	OE_Mobile
MHM5122Q015		Did you find what you were looking for?	Yes Partially No	A A	Radio button, one-up vertical	S	Y	Skip Logic Group*	Did You Find
MHM5122Q016	A	Please specify what you were trying to find.			Text area, no char limit		N	Skip Logic Group*	OE_Did you find
MHM5122Q017		I plan to visit a national park site within the next... Reworded Question and Ans Choices	Week Month 3 months or less 6 months or less Year I have no plans to visit a park		Drop down, select one	S	Y		Next Park Visit
MHM5122Q018		How old are you?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75 and up Prefer not to say		Drop down, select one	S	Y		Age
MHM5122Q019		If you could make one improvement to this site, what would it be?			Text area, no char limit		N		One Improvement

Holiday 2012 Custom Question Setup
YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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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
		Do you expect to spend more or less online during the 2012 holiday season compared to 2011?	A lot more A little more I expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	
		Do you expect to spend more or less online during the 2012 holiday season with <i>retailer.com</i> compared to 2011?	I didn't purchase anything from <i>retailer.com</i> last year A lot more A little more I expect to spend about the same amount as last year A little less A lot less Not sure	A A B B	Drop down, select one	Single	Y	Skip Logic Group
	A	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice
	C	Other reason to spend more online:			Text area, no char limit		Y	
	B	Why do you expect to spend less online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy I'm trying to save more and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice
	C	Other reason to spend less online:			Text area, no char limit			
		Please tell us what you did on <i>retailer.com</i> today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later		Radio button, one-up vertical	Single	Y	OPS Group

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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	
			I was browsing today to purchase at one of the store locations						
			I was browsing today to see what you have						
			Other (please specify):	A				Anchor Answer Choice	
	A	What else did you do on <i>retailer.com</i> today?			Text area, no char limit	Open	N	OPS Group	
		Did you access <i>(insert retailer's name here)</i> mobile website	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	
	A	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE			Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	
	B					Text area, no char limit	Open	Y	Anchor Answer Choice Skip Logic Group
						Radio button, one-up vertical	Single	Y	
			retailer's website, mobile website, or mobile shopping app?	No, and I don't plan to No, but I might in the future Not sure					
			Which of the following ways did you use your mobile device this holiday season? (Please select all that apply.)	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) I made purchases online from my mobile device I used my mobile device to compare products or prices while I'm shopping in person in a store I used retailer-developed mobile shopping apps None of these	A A A A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice
	A	How did you use your mobile device while in retail stores this holiday season? (Please select all that apply.)	I accessed the store's website I accessed a competitor's website I accessed a shopping comparison website (Shopzilla.com, Shopping.com) I accessed the store's mobile shopping app I accessed a competitor's mobile shopping app I didn't use my mobile device while in retail stores		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	

Holiday 2012 Custom Question Setup

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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
		Please think about your shopping preferences . In general, which of the following is your preferred way to shop for the type of product you researched or purchased today ?	Research and buy online , have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of these		Radio button, one-up vertical	Single	Y	Randomize
						Exclusive Answer Choice		Anchor Answer Choice



CQ Label
H2012-Spend general

H2012-Spend retailer

H2012-Spend more

H2012-Spend more other

H2012-Spend less

H2012-Spend less other

H2012-task accomp



CQ Label
H2012-task accomp other
H2012-access mobile
H2012-why access mobile
H2012-why access other
H2012-mobile any

H2012-mobile use
H2012-mobile use store



CQ Label

H2012-shop preference



Festive Season 2012 Custom Question Setup

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Do you expect to spend more or less online during the 2012 festive season compared to 2011?	A lot more		Drop down, select one	Single



Required Y/N	Special Instructions
Y	