

Guide to questionnaire (Excel doc):

(Tab 1 - Guide to Questionnaire)

(Tab 4 - Notes/History)

Tab 2 - Model Questions

- Located in column B are the Elements, or aspects of your website that drive/influ
- In Column D are the ACSI-based Satisfaction questions
- In Column F are Future Behavior questions - the activities we want visitors to do
- Unlike the Custom Questions on Tab 3, Model Questions will stay consistent on y

Tab 3 - Custom Questions

- These are the questions that allow us to segment the Model Questions, visitors g
- I also included a question on "Social Value" which allows us to understand the rol
- Column Guide:
 - o Column A - please ignore
 - o B - *Skip Logic Label* dictates which previous response option that que:
 - o C - *Question text* is the exact question text the respondent will see
 - o E - *Answer Choices* are the exact response options the respondent wi
 - o F - The *Skip To* letter will guide you to the appropriate follow-up ques
 - o G - *Type* will explain how the respondent will answer the questions (e
 - o H - *Single or Multi* indicates if the respondent can provide one, or mo
 - o I - *Required Y/N* indicates if a response is optional
 - o J - *Special Instructions* will allow you to know if that question is indep
 - o K - *CQ Label* is the label we will apply to that question in our Client Pc



ence visitor satisfaction

more of in the future

our questionnaire over the next year

roups, etc. Please let me know if there are other areas within the site you would like to ask about.

le that social media plays in driving traffic on your site. If you find a response choice for this question that does

stion is associated with. You will also see groups of colored cells; these groups are skip logic groups.

ll see

tion in the proceeding row(s) – some responses will have multiple *Skip To* questions and others will simply hav

.g. a drop down menu or by entering text into a form field)

re than one response

endent or dependent on another question(s)

ortal for analysis purposes (we will perform a tutorial together)

: not apply to your site, please advise and I can remove it. I am excited to see the responses to this question!

re "Other (Please specify)"

Model Instance Name:
 USPTO Browse v2
 MID: 51cgowUFchExMNk8ZUN5Bw4C

Partitioned (Y/N): NO
 Date: 5/1/14

USPTO Browse v2

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

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
	Site Information (1=Poor, 10=Excellent, Don't Know)		Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return How likely are you to return to uspto.gov ?
Site Information - Understandable	Please rate how understandable this site's information is.	Satisfaction - Expectations	How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
Site Information - Answers	Please rate how well the site's information provides answers to your questions .	Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	Recommend How likely are you to recommend uspto.gov to someone else ?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			Primary Resource (1=Very Unlikely, 10=Very Likely)
Site Performance - Loading	Please rate how quickly pages load on this site.			Primary Resource How likely are you to use uspto.gov as your primary resource for patent and trademark information and services ?
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.			
Site Performance - Errors	Please rate how completely the page content loads 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.			
	Navigation (1=Poor, 10=Excellent, Don't Know)			
Navigation - Organized	Please rate how well the site is organized .			
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 .			



Model Instance Name:

USPTO Browse

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 12/15/2011

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USPTO Browse 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
ACQCoI0009916		Please rate the clarity of the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
ACQCoI0009917		Please rate how well you understand the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
ACQCoI0009918		Please rate this site on its use of short, clear sentences.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
EDO07368		Which of the following best describes you?	Attorney/Agent/Support Staff Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Other (please specify)	A	Radio button, one-up vertical	Single	Y
EDO07369	A	Other description			char limit	Single	N
EDO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other		Drop down, select one	Single	Y

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			Non-U.S. Government				
			College/University				
			K-12 School				
			Individual / General public				
			Foreign citizen				
			Other (please specify)				
EDO07371	A	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Y



Special Instructions

Skip Logic Group
Randomize

Anchor Answer Choice
Skip Logic Group

Skip Logic Group





Special Instructions

Randomize

Anchor Answer Choice

Skip Logic Group



Model Instance Name:
 USPTO Browse

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Partitioned (Y/N): NO
 Date: 8/23/2010

USPTO Browse
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	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know) Please rate the accuracy of information on this site.	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 uspto.gov ?
	Please rate the quality of information on this site. Please rate the freshness of content on this site.	Satisfaction - Expectations 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 uspto.gov to someone else?
Site Information - Thoroughness Site Information - Understandable	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site. Please rate how understandable this site's information is.			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use uspto.gov as your primary resource for patent and trademark information and services ?
Site Information - Answers	Please rate how well the site's information provides answers to your questions .				Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on this agency to act in my best interests . I consider this agency to be trustworthy . This agency can be trusted to do what is right .
Site Performance - Loading Site Performance - Consistency	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.				Future Participation (1=Very Unlikely, 10=Very Likely) How likely are you to express your thoughts or ideas to this agency in the next 90 days?
Site Performance -Errors	Please rate how completely the page content loads on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided on this site. Please rate the convenience of the features on this site. Please rate the variety of features on this site.				
Look and Feel - Appeal Look and Feel - Balance Look and Feel - Readability	Look and Feel (1=Poor, 10=Excellent, Don't Know) 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.				
Navigation - Organized Navigation - Options	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized . Please rate the options available for navigating this site.				



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Date: 5/1/14

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USPTO Browse 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
NMS5187Q001		Which of the following best describes you?	IP Professional: attorney/ agent IP Professional: paralegal Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker Engineer Other (please specify)	A	Drop down, select one	Single	Y
NMS5187Q002	A	Other description			char limit	Single	N
NMS5187Q003		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other U.S. State or Local Government College/University K-12 School Individual / General public International Other (please specify)	A	Drop down, select one	Single	Y
NMS5187Q004	A	Please describe the organization you belong to.			char limit	Open	N
NMS5187Q005		How frequently do you visit this site?	Daily or almost daily		Dropdown	Single	Y



Special Instructions

Skip Logic Group

Randomize

Anchor Answer Choice

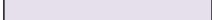
Skip Logic Group

Skip Logic Group

Randomize

Anchor Answer Choice

Skip Logic Group



Model Instance Name:
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 MID: Fxh4AZJEIIVZMNBwMBgk8A==
 Date: 4/11/2013

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USPTO Browse 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
ACQCoI0009916		Please rate the clarity of the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
ACQCoI0009917		Please rate how well you understand the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
ACQCoI0009918		Please rate this site on its use of short, clear sentences.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y
EDO07368		Which of the following best describes you?	Attorney/Agent/Support Staff IP Professional: attorney IP Professional: paralegal Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Engineer Other (please specify)	B B B A	Radio button, one-up vertical	Single	Y
EDO07369	A	Other description			char limit	Single	N
	B	Which of the following best describes your experience with	0-5 years		vertical	Single	N

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USPTO Browse 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
			5-15 years 15+ years				
EDO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other U.S. State or Local Government Non-U.S. Government College/University K-12 School Individual / General public Foreign citizen Other (please specify)	A	Drop down, select one	Single	Y
EDO07371	A	Please describe the organization you belong to.			char limit	Open	N
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Sel	Single	Y



Special Instructions

Skip Logic Group

Randomize

Anchor Answer Choice

Skip Logic Group

Skip Logic Group



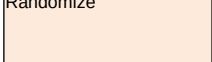
Special Instructions



Skip Logic Group



Randomize



Anchor Answer Choice

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EDO07369	A	Other description			char limit	Single	N
EDO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other		Drop down, select one	Single	Y

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			Foreign citizen				
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EDO07369	A	Other description			char limit	Single	N
EDO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other		Drop down, select one	Single	Y

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Special Instructions

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Anchor Answer Choice

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Special Instructions

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Randomize

Anchor Answer Choice

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USPTO Browse 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 rate the clarity of the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y	
		Please rate how well you understand the wording on this site.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y	
		Please rate this site on its use of short, clear sentences.	1 = Poor 2 3 4 5 6 7 8 9 10 = Excellent Don't know		Radio button, scale, has don't know	Single	Y	
EDO07368		Which of the following best describes you?	Attorney/Agent/Support Staff Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Other (please specify)	A	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize Anchor Answer Choice
EDO07369	A	Other description			char limit	Single	N	Skip Logic Group
EDO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other		Drop down, select one	Single	Y	Skip Logic Group

Model Instance Name:

USPTO Browse

MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 12/15/2011

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

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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	Special Instructions
			U.S. State or Local Government					Randomize Anchor Answer Choice
			Non-U.S. Government					
			College/University					
			K-12 School					
			Individual / General public					
			Foreign citizen					
			Other (please specify)	A				
EDO07371	A	Please describe the organization you belong to.			char limit	Open	N	Skip Logic Group
EDO07372		How frequently do you visit this site?	Daily or almost daily	R	Dropdown (Sel	Single	Y	Skip Logic Group

Model Instance Name:

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MID: Fxh4AZJEIIVZMNBwMBgk8A==

Date: 5/17/2011

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USPTO Browse CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
EDO07368		Which of the following best describes you?	Attorney/Agent/Support Staff Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Other (please specify)	A	Radio button, one-up vertical	Single
EDO07369	A	Other primary reason --> description			Text area, no char limit	Single
EDO07370		Which of the following best describes your organization?	Law firm/Private company/Corporation Non-profit/Non-governmental Organization Federal: U.S. Congress / Committee Staff Federal: U.S. Executive Branch, Other U.S. State or Local Government Non-U.S. Government College/University K-12 School Individual / General public Foreign citizen Other (please specify)	A	Drop down, select one	Single
EDO07371	A	Please describe the organization you belong to.			Text area, no char limit	Open
EDO07372		How frequently do you visit this site?	Daily or almost daily		Dropdown (Select-one)	Single



Required Y/N	Special Instructions
Y	Skip Logic Group Randomize Anchor Answer Choice
N	Skip Logic Group
Y	Skip Logic Group Randomize Anchor Answer Choice
N	Skip Logic Group
Y	