

Transportation Security Administration

Airport-Initiated Customer Satisfaction Surveys:

Gathering Customer Opinion to Measure and Improve Performance

Office of Performance Management 2014

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Survey Design Guidelines

Airport-Initiated Customer Satisfaction Surveys: Gathering Customer Opinion to Measure and Improve Performance



The survey form must be clean and professional, representing high DHS/TSA standards

Forms should be reasonably consistent across airports

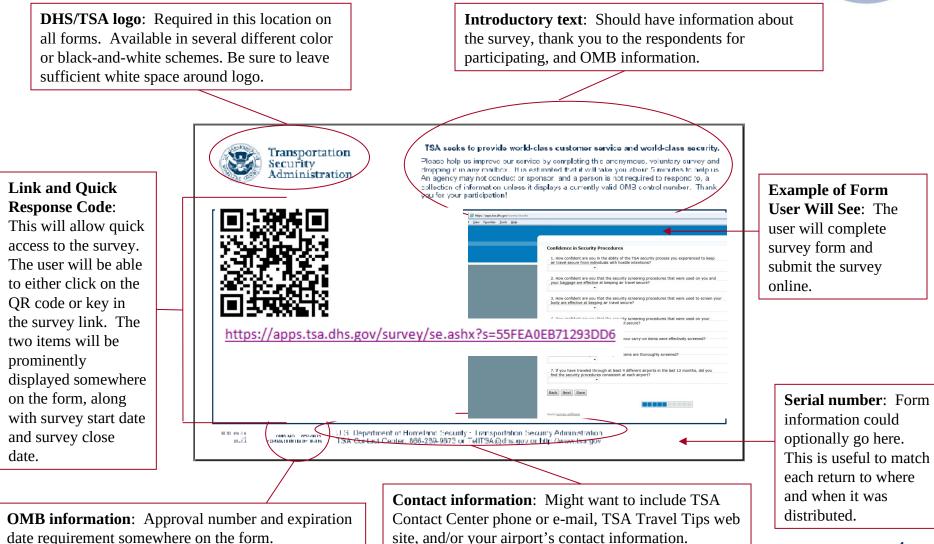
 At a minimum, the standard DHS/TSA logo, footer, and color scheme should be used

The form can be 5.5"x8.5" or 11"x8.5", one- or two-sided

The next two pages provides examples, the CSI-A form and reference card, and an illustration of the design elements used for that form

TSA/DHS logos and design guidelines are available at http:// tsaweb.tsa.dot.gov/tsaweb/intraapp/editorial/editorial_0285.xml.

Example Survey Reference Card with Design Elements Using QR and Link



Example Survey Reference Card with Design Elements



