

Participant Number: _____

Date: _____ Time: _____

ASM Debriefings

Do you remember filling out the survey (*refresh respondent's memory, if necessary*)?

Overall, how did you find the questionnaire?

What were your overall impressions of the look and feel?

What did you think of the flow of the items?

What did you think about how you moved through the questionnaire? (*Follow-up on any difficulties about navigation or the screens*)?

Were there any items that stood out to you that seemed out of place or did not flow well? (If so – Can you tell me what they were?)

If you could, what changes, if any would you make to how you go through this questionnaire?

Adding products

Do you remember reporting on the products that you manufacture?

(If yes) Can you tell me about your experiences with that?

(If yes) Was it clear or unclear what you need to do? If unclear, what could we do to make it clearer?

(If yes) What changes to this question, if any, would you make?

Navigation

Can you tell me about how you filled out the questionnaire? Did you go through it question by question, or did you skip over some questions and go back to them later?

We incorporated a new feature in the questionnaire this year that allowed you to revisit previous questions. You could use a “Go To” button to go back to these questions. Did you happen to notice this feature?

(If yes) Did you use this feature?

(If yes) What were your experiences with it?

Difficulties with Questions

Were there any questions that were problematic for you or that you might have had difficulties with?

(If yes) Can you tell me about those questions? (*Follow-up on what was not clear and what could be done to make it more clear. Also, follow-up to find out if these were questions that triggered the edits and how the respondent reacted to them*)

Overall Impressions

What were the things, if any, that you liked about the questionnaire?

What were the things, if any, that you did not like about the questionnaire?

Other than anything we might have already discussed, did you encounter any other difficulties that you remember? If so, what were they?

Substitute for paper questionnaires

In the past, what role, if any, has the paper questionnaire played in your process?

We provided a copy of the questions and instructions for you to download. Did you happen to notice these questions and instructions?

(If yes) Did you download them?

(If yes) Was it helpful or not helpful to your process? *Follow-up on what was helpful/unhelpful about it.*

(If no to noticing or downloading) Because we are no longer sending out paper questionnaire, what information would you like to see available to take its place? Can you describe it to me? What would be in it?

Where would you expect to find it?

That is all the questions I have for you today. Thank you so much for your time.