

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](#)

Trigger Request Form

Client Name

Site URL

Domains/Subdomains

SRA Name

Team Lead / CS Manager

Today's Date

Customer ID (CID)

True Conversion Events

Multi-language

Language (Locales)

Persistent cookie-accept

Persistent cookie-decline

Logo

Pharmaceutical

Current Code

Session Replay

IE9 Upgrade

P

1

Name

MID

Loyalty Factor (LF)

Sampling Percentage (SP)

Invite

Pop what

Pop when

Pin

Include areas/pages

Special Instructions

Notes

P

Exclude from Invitation

Do not show a survey invitation

Details
URLs

Exclude from running code

Do not run code at all where t

Details

Customer Passed Parameters

Do you need Custom Cpps?

Name in Portal

Source

Name from Client

Invitation and tracker text

Invitation (now)

--

Tracker

Qualifier Text

OPTION A--> Preferred -
clearer filters in portal with
custom question

--

Present
Special instructions

Social Security Administration

www.ssa.govwww.SocialSecurity.gov

Cyndi Lyon

Erica Noble

Feb-14

TV7AmpuatC8KshccfhpXDQ==

N/A

N/A

N/A

N/A

On file other SSA measures

n/a

16.1.3.7

N/A

N/A

SSA Diagnostic Survey

TBD

Qualifier page only

qualifer page

ssa.gov | socialsecurity.gov

on on pages where URL contains the following strings:

Please carry over from old/existing code if necessary.

he following is true. You may use url, variable or cookie.

Please carry over from old/existing code if necessary

(CPPs)

Yes as part of qualifer

Qualifer notes below on qualifer page details

Thinking about your experience today, were you looking for information on SSA's Main pages or Frequently Asked Questions because you had difficulty using or finding one of Social Security's online services (e.g., online application, Retirement Estimator, creating or accessing you're my Social Security account, appealing a decision online)?

Answer: Yes, I had difficulty finding an application or online service (triggers the new SSA Main Pages/FAQ survey)
qtype:yesdif

Answer: Yes, I had difficulty using an online service or filing an application (triggers the new Diagnostic Survey) qtype:usingdi

Answer: No, I did not have any difficulty using or finding one of Social Security's online applications or services. (triggers the new SSA Main Pages/FAQ survey)qtype:nodif

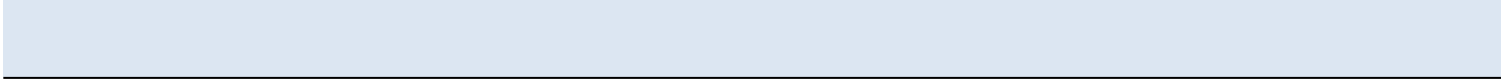
Thinking about your experience today, were you looking for information on SSA's Main pages or Frequently Asked Questions because you had difficulty using or finding one of Social Security's online services (e.g., online application, Retirement Estimator, creating or accessing you're my Social Security account, appealing a decision online)?

Answer: Yes, I had difficulty finding an application or online service (triggers the new SSA Main Pages/FAQ survey)

Answer: Yes, I had difficulty using an online service or filing an application (triggers the new Diagnostic Survey)

Answer: No, I did not have any difficulty using or finding one of Social Security's online applications or services. (triggers the new SSA Main Pages/FAQ survey)

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FM-000023; Rev: 4 (1/11/2012) - Trigger Request Form

[Wiki](#)





Model Instance Name:
SSA Diagnostic Survey

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Partitioned (Y/N)?
FPI Included(Y/N)?

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.

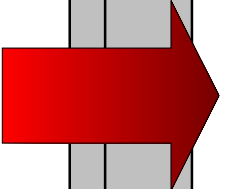
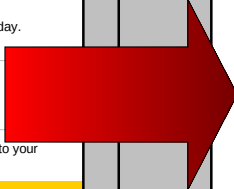
Date: 2/10/2014



SSA Diagnostic Survey

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	
	Plain Language (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Plain Language - Clear	Please rate the clarity of the wording 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 this website? in the next 30 days?
Plain Language - Concise	Please rate how well you understand the wording on this site. Please rate this site on its use of short, clear sentences.	Satisfaction - Ideal	How well does this site meet your expectations? How does this site compare to your idea of an ideal website? (1=Not Met Expectations, 10=Yes/Close)	Use Web Channel Over Others	How likely are you to use this site rather than seek information from other channels (i.e. local field office, call center)?
	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 - Research	Please rate how well the site layout helps you find what you need.				
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
	SSA Information (1=Poor, 10=Excellent, Don't Know)				
Site Information - Thoroughness	Please rate the thoroughness of information you viewed on this site today.				
Site Information - Understandable	Please rate the quality of information you viewed today.				
Site Information - Answers	Please rate how well the information viewed today provided answers to your questions.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
Functionality - Usefulness	Please rate the usefulness of the features provided on this site.				
Functionality - Convenient	Please rate the convenient placement of the features on this site.				
Functionality - Variety	Please rate the variety of features on this site.				



SSA Diagnostic Survey

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: 2/10/2014

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

SSA Diagnostic 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
Reminder - Bill we need to add a question to the Main survey for difficulties "finding the service or application" I include with my next draft.		You indicated that you had difficulty today using or finding one of Social Security's online services. Which of the following online services or applications did you have difficulty with? (Select All That Apply)	Creating a new My Social Security account	A, A1	Checkbox, one-up vertical	Single	Yes	Skip Logic Group*
			Accessing a previously created My Social Security account	B, B1				
			Using one of the services located within your my Social Security account (e.g., online Statement, Change of Address or Direct Deposit, Check Your Benefits, etc.)	C, C1, C2				
			Using the Retirement Estimator	D, D1, D2				
			Applying for Extra Help with Medicare Prescription Drug Plan	D, D1, D2				
			Applying for Disability benefits	D, D1, D2				
			Applying for Medicare benefits	D, D1, D2				
			Applying for retirement benefits	D, D1, D2				
			Applying for spousal benefits	D, D1, D2				
			Checking the status of my application	E, E1,				

#REF!
 SSA Diagnostic Survey
 MID: Existing Measure - Please fill in; New Measure - DOT will fill in
 Date: 3/1/2008

~~red & strike-through~~: DELETE
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 blue + -->: REWORDING

SSA Diagnostic 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
		What country do you live in?	Afghanistan Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin		Drop down, select one	Single	Y		COUNTRY

#REF!

SSA Diagnostic Survey

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: 3/1/2008

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SSA Diagnostic 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
		What region do you live in?	Asia		Drop down, select one	Single



Required Y/N	Special Instructions
Y	

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CUSTOM QUESTION LIST

QID (Group ID)	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
		Which of the following phrases would you use to describe your experience with this website? (Select all that apply)	Provides enjoyment		Checkbox, one-up vertical	Multi	No	Skip Logic Group Randomize	CME - Phrase
			Makes me happier						
			Inspires my life						
			Challenges my thinking						
			Part of my routine						
			Visited daily						
			Helps me make better decisions						
			Improves my life						
			Makes me a better person						
			Makes me closer to my community						
			Provides viewpoints from others						
			Gives opportunity to comment						
			Lets me interact with others						
			Provides a social outlet for me						
		Other, please specify						Anchor Answer Choice	
	A	Please provide any other phrases you would use to describe your experience with this website.			Text area, no char limit		No	Skip Logic Group	OE_CME Phrase
		In the following section, please consider the personal meaning of with this brand's website.				Single	N		CME - Meaning
		In the space below, please describe the MEANING of this information you get, or the experience you have, with this website.			Text area, no char limit	Single	N		CME - Use
		In the space below, please describe the most MEMORABLE MOMENT you have had with this website.			Text area, no char limit	Single	N		CME - Memorable

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 the CQ LABELS

deneen.davis:
 DO NOT USE. THESE QUESTIONS WERE FROM PHASE I

Social Media

Please use the following guidelines:

- DO NOT MODIFY THE WORDING of the ANSWER CHOICES IN GREEN
- DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES IN GREEN
- DO NOT CHANGE ORDER OF ANSWER CHOICES IN GREEN, if you would like answer choice order changed, please request randomization
- DO NOT ADD/DELETE more than 2 ANSWER CHOICES IN PINK without speaking with a DOT person
- DO NOT change the CQ LABELS

FOR MORE INFO ON RULES: [https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20\(Internal%20Use%20Only\)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx](https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20(Internal%20Use%20Only)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx)

To help clients distinguish which Social Media sites respondents are hearing about them on either include the follow-up open-ended question or the close ended question (below with a blue background). Please feel free to eliminate/add any of the answer choices in the close ended question to meet your clients request.

QUESTION LIST						
Questions (characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Find on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
UPDATES (4/16): - New answer choice added: Online Pinboard (Pinterest) - 'MySpace' removed from: Advertising on social networks (Facebook, Twitter)						
TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
Rank 2 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
Rank 3 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Questions Below Are Optional, They Are Not Used In The Social Media Value Calculation.

	If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				N	SV - Other Social Network	
	If you heard about this website from a social network, please select which social network it was.	Delicious Digg Facebook Google+ Groupon LinkedIn LivingSocial MySpace reddit StumbleUpon Twitter YouTube Other, please specify	Text area, no char limit Radio button, one-up vertical		N	OPS Group Randomize Anchor Answer Choice	SV - Social Network
A	If you heard about this website from a social network, please specify the site.		Text field, <100 char		N	OPS Group	SV - Other Social Network

Model Instance Name:
 Fill-in Measure Name
 MID:
 Date: 11/1/2011

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



Fill-in Measure Name 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
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RECOMMEND QUESTION

		How likely are you to recommend <ABC Company> to someone else?	1=Very Unlikely 10=Very Likely						Recommend
--	--	---	---	--	--	--	--	--	-----------

Please follow these guidelines: (as of 9/2013)

- Do not change the WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME
- the questions for WoMI measurement should be measured on the brand/company level NOT SITE level
- DO NOT change the CQ LABELS
- DO NOT change the anchors
- Recommend/Discourage questions can be MQs or CQs
- Recommend/Discourage questions must be required
- Words 'recommend' and 'discourage' should be bolded
- We do have public sector options for WoMI question wording but for most public sector clients, the WoMI measurement doesn't make sense. Please see Bharati before implementing

More comprehensive talking points and explanations of WoMI will be available shortly.

DISCOURAGE QUESTION

		How likely are you to discourage others from doing business with <ABC Company>?	1=Very Unlikely 10=Very Likely						Discourage
--	--	--	---	--	--	--	--	--	------------