

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 Pr](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)
- 7 [Foreign Language Survey Instructions](#)

Model Instance Name:

DOT Main Site

MID: AUgFcodwIzVYEhVFpVMhg==

Date: 5/19/2011



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 text shown in the box below.

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.

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 web site.

Examples

Welcome Text Example

The screenshot shows a web browser window 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=Is0lo1EJV9ss9YwB5IBE". The page content includes the ForeSee Results logo, the title "Customer Satisfaction Survey", and a welcome message: "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." Below this is another message: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A note states "Required questions are denoted by an *". The first question is "1: *What is your overall satisfaction with this survey?". It features a scale from 1 to 10, with "1=Very Dissatisfied" and "Very Satisfied=10". The scale is represented by radio buttons: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10.

Thank You Text Example

The screenshot shows a web browser window displaying a survey page. The page content includes a "Thank You" message: "Thank you for taking our survey - and for helping us serve you better." Below this is another message: "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, there are "Cancel" and "Submit" buttons. The copyright notice is "Copyright 2010 - all rights reserved". There are links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".

Football:

Hockey:

16: What size and style of jean were you shopping for today?

What size of jean were you shopping for today?	What style of jean were you shopping for today?
<input type="radio"/> 1	<input type="radio"/> Boot cut
<input type="radio"/> 3	<input type="radio"/> Low rise
<input type="radio"/> 5	<input type="radio"/> Flare
<input type="radio"/> 7	<input type="radio"/> Relaxed fit
<input type="radio"/> 9	<input type="radio"/> Slim cut
<input type="radio"/> 11	
<input type="radio"/> 13	

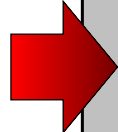
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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	23 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	24 How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	25 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	27 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 Please rate the visual appeal of this site.		How likely are you to use this site as your primary resource for obtaining information from this organization ?
5 Please rate the balance of graphics and text on this site.		Future Participation (1=Very Unlikely, 10=Very Likely)
6 Please rate the readability of the pages on this site.		How likely are you to express your thoughts or ideas to this department in the next 90 days?
Navigation (1=Poor, 10=Excellent, Don't Know)		Follow on Social Media (1=Very Unlikely, 10=Very Likely)
7 Please rate how well the site is organized .		How likely are you to follow this department on social media sites such as Facebook or Twitter?
8 Please rate the options available for navigating this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
9 Please rate how well the site layout helps you find what you are looking for .		I can count on this department to act in my best interests .
Please rate the number of clicks to get where you want on this site.		I consider this department to be trustworthy .
10 style="background-color: #ffff00;"> Site Performance (1=Poor, 10=Excellent, Don't Know)		This department can be trusted to do what is right .
11 Please rate how quickly pages load on this site.		
12 Please rate the consistency of speed from page to page on this site.		
13 Please rate the ability to load pages without getting error messages on this site.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how thoroughly this site discloses information about what this department is doing.		
15 Please rate how quickly department information is made available on this site.		
16 Please rate how well information about this department's actions can be accessed by the public on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the relevance of search results on this site.		
18 Please rate the organization of search results on this site.		
19 Please rate how well the search results help you decide what to select .		
20 Please rate how well the search feature helps you to narrow the results to find what you want.		



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DOT Main Site 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
SAC2160		How frequently do you visit this site?	SAC2160A001 SAC2160A002 SAC2160A003 SAC2160A004 SAC2160A005 SAC2160A006	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day	A,B A,B A,B A,B A,B	Dropdown (Select-one)	Single	Y	Frequency
ACQinh0016879	A	Please select the statement which best describes your experience with the new DOT.gov redesign:	ACQinh0016879A01 ACQinh0016879A02 ACQinh0016879A03 ACQinh0016879A04	It is easier to find what I am looking for It is harder to find what I am looking for My experience is no different when looking for information on the new site I don't recall the previous site		Dropdown (Select-one)	Single	Y	Redesign Experience
ACQinh0016880	B	Overall, the redesign changes to the DOT.gov website are:		Better than the previous experience About the same as the previous experience Worse than the previous experience I don't recall the previous site		Dropdown (Select-one)	Single	Y	Redesign Opinion
SAC2161		What is your role in visiting the site today?	SAC2161A001 SAC2161A002 SAC2161A003 SAC2161A004 SAC2161A005 SAC2161A006 SAC2161A007	General public DOT Employee Motor Carrier Company Trucker Student Parent Other (please specify):	A	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize Role
SAC2162	A	Please tell us what your role is today.				Text area, no char limit	N	Skip Logic Group	Role_Other
SAC2163		What is your primary reason for visiting this site today?	SAC2163A001 SAC2163A002 SAC2163A003 SAC2163A004 SAC2163A005 SAC2163A006 SAC2163A007 SAC2163A008 SAC2163A009 SAC2163A010 SAC2163A011 SAC2163A012 SAC2163A013 SAC2163A014 SAC2163A015	Research transportation data Get a DOT number Check flight status Trucking regulations (hours of safety, etc.) Airline travel complaints Car safety ratings Look for a job File a complaint against a trucking/moving company HAZMAT info Find your local Department of Transportation Transportation statistics (airline, crash test data, etc.) Read articles on transportation safety Traffic/Construction/Road Closures TSA information Other (please specify):	Z	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize Visit Reason
SAC2164	Z	Please tell us your primary reason for visiting.				Text area, no char limit	N	Skip Logic Group	Visit Reason_Other
SAC2165		How did you look for information on the site today? (Please select all that apply.)	SAC2165A001 SAC2165A002 SAC2165A003 SAC2165A004 SAC2165A005 SAC2165A006 SAC2165A007	Search feature Advanced search feature/tool Top navigation bar Left navigation bar Links in the center of the page Quick links Other (please specify):	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group How Look for Info
SAC2166	A	Other ways I looked for information:				Text area, no char limit	N	Skip Logic Group	How Look_Other
SAC2167		Were you able to find what you were looking for today?	SAC2167A001 SAC2167A002 SAC2167A003 SAC2167A004	Yes Partially I'm just browsing No	B B	Radio button, one-up vertical	Single	Y	Skip Logic Group Find

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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	CQ Label
SAC2168	B	Please tell us specifically what you were looking for on the site.				Text area, no char limit		N	Skip Logic Group	Cannot Find_OE
SAC2169		Did you use the search feature during your visit today?	SAC2169A001	Yes	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Used Search
			SAC2169A002	No						
			SAC2169A003	Don't recall						
SAC2170	C	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	SAC2170A001	The search feature met my needs today.	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search Experience
			SAC2170A002	I had issues with the basic search process (how to use it, terms to enter).						
			SAC2170A003	I had issues with the visual display of the search results (text size, images).						
			SAC2170A004	I had issues with the search results I received.						
			SAC2170A005	I had issues with sorting, filtering, advanced search, or lack of these options.						
			SAC2170A006	I had technical issues with the search feature.						
			SAC2170A007	None of these						
SAC2171	D	Please specify what other issues you had with the site's search feature today.				Text area, no char limit		N	Skip Logic Group	Search Experience_Other
SAC2172		If you could improve one aspect of the site, what would it be?				Text area, no char limit		N		Improvement

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SAC2160		How frequently do you visit this site?	SAC2160A001 SAC2160A002 SAC2160A003 SAC2160A004 SAC2160A005 SAC2160A006	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day	A,B A,B A,B A,B A,B	Dropdown (Select-one)	Single	Y		Frequency
	A	Please select the statement which best describes your experience with the new DOT.gov redesign:		It is easier to find what I am looking for It is harder to find what I am looking for My experience is no different when looking for information on the new site I don't recall the previous site		Dropdown (Select-one)	Single	Y		Redesign Experience
	B	Overall, the redesign changes to the DOT.gov website are:		Better than the previous experience About the same as the previous experience Worse than the previous experience I don't recall the previous site		Dropdown (Select-one)	Single	Y		Redesign Opinion
SAC2161		What is your role in visiting the site today?	SAC2161A001 SAC2161A002 SAC2161A003 SAC2161A004 SAC2161A005 SAC2161A006 SAC2161A007	General public DOT Employee Motor Carrier Company Trucker Student Parent Other (please specify):	A	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	Role
SAC2162	A	Please tell us what your role is today.				Text area, no char limit		N	Skip Logic Group	Role_Other
SAC2163		What is your primary reason for visiting this site today?	SAC2163A001 SAC2163A002 SAC2163A003 SAC2163A004 SAC2163A005 SAC2163A006 SAC2163A007 SAC2163A008 SAC2163A009 SAC2163A010 SAC2163A011 SAC2163A012 SAC2163A013 SAC2163A014 SAC2163A015	Research transportation data Get a DOT number Check flight status Trucking regulations (hours of safety, etc.) Airline travel complaints Car safety ratings Look for a job File a complaint against a trucking/moving company HAZMAT info Find your local Department of Transportation Transportation statistics (airline, crash test data, etc.) Read articles on transportation safety Traffic/Construction/Road Closures TSA information Other (please specify):	Z	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	Visit Reason
SAC2164	Z	Please tell us your primary reason for visiting.				Text area, no char limit		N	Skip Logic Group	Visit Reason_Other
SAC2165		How did you look for information on the site today? (Please select all that apply.)	SAC2165A001 SAC2165A002 SAC2165A003 SAC2165A004 SAC2165A005 SAC2165A006 SAC2165A007	Search feature Advanced search feature/tool Top navigation bar Left navigation bar Links in the center of the page Quick links Other (please specify):	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Look for Info
SAC2166	A	Other ways I looked for information:				Text area, no char limit		N	Skip Logic Group	How Look_Other
SAC2167		Were you able to find what you were looking for today?	SAC2167A001 SAC2167A002 SAC2167A003 SAC2167A004	Yes Partially I'm just browsing No	B B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Find

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SAC2168	B	Please tell us specifically what you were looking for on the site.			Text area, no char limit		N	Skip Logic Group	Cannot Find_OE
SAC2169		Did you use the search feature during your visit today?	SAC2169A001 Yes SAC2169A002 No SAC2169A003 Don't recall	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Used Search
SAC2170	C	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	SAC2170A001 The search feature met my needs today. SAC2170A002 I had issues with the basic search process (how to use it, terms to enter). SAC2170A003 I had issues with the visual display of the search results (text size, images). SAC2170A004 I had issues with the search results I received. SAC2170A005 I had issues with sorting, filtering, advanced search, or lack of these options. SAC2170A006 I had technical issues with the search feature. SAC2170A007 None of these	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search Experience
SAC2171	D	Please specify what other issues you had with the site's search feature today.			Text area, no char limit		N	Skip Logic Group	Search Experience_Other
SAC2172		If you could improve one aspect of the site, what would it be?			Text area, no char limit		N		Improvement