

## 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 [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](#)

## 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 the **Office of Financial Stability**. 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 redesign the site to provide you the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping the **Office of Financial Stability** 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 website and make sure to include your contact information.

'web site' has been corrected to now read 'website' in the text to the left

## Examples

### Welcome Text Example

The screenshot shows a web browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The address bar shows the URL: <http://www.foreseeresults.com/survey/display?cid=test&mid=0M60Fpkg00h5w>. The page content includes the FORESEE 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. Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible. Required questions are denoted by an \*". Below the message is a question: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." followed by a rating scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option.

### Thank You Text Example

The screenshot shows a web browser window displaying a survey question. At the top, there are two dropdown menus for "Football" and "Hockey", both set to "Please Select". The question is: "16: What size and style of jean were you shopping for today?". It is split into two columns: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size column has radio buttons for 1, 2, 3, 5, 7, 9, 11, and 13. The style column has radio buttons for "Boot cut", "Low rise", "Flare", "Relaxed fit", and "Slim cut". Below the question is a thank you message: "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." At the bottom are "Cancel" and "Submit" buttons. The footer includes "Copyright 2010 - all rights reserved", "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%".



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 Financial Stability Survey  
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Date: 5/21/2013

FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MCW0421		How <b>often</b> do you visit this site?	This is my first time Daily About once a week About once a month Every few months	
MCW0422		In what <b>capacity</b> are you visiting this site?	Home Owner or Realtor Academia /Student General public Banker or financial institution Congress Government oversight body Government Agency (not oversight) Press or media Other	B         A
LON0029752	A	Please specify your <b>other role or capacity</b> you are visiting the site.		
LON0029753	B	<b>Did you visit the Making Home Affordable website</b> prior to coming to the Financial Stability site?	Yes No	C
LON0029754	C	What <b>type of information</b> from the MHA site brought you over to Financial Stability?		
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit today?	About TARP TARP Programs Housing Programs Reports Briefing Room/Newsroom Doing Business with Financial Stability/Procurement	
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds Check on the status of TARP investments Learn more about TARP or the financial stability plan Get help with my mortgage Review the contracts awarded with TARP funds Read press releases about TARP Find reports about TARP Get information on Executive Compensation restrictions Other	A
MCW0425	A	Please specify your <b>other reason</b> for visiting.		
MCW0427		What <b>type of information</b> are you interested in on this site?	Daily TARP Update Monthly Report (105(a) Report to Congress) Dividends & Interest Report TARP Transactions Report MHA Housing Report Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.) General TARP information Contracts Graphs Other Resources Executive Compensation information	
MCW0428		Did you <b>find</b> what you were looking for?	Yes - I found what I was looking for	

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			No - I did not find what I was looking for I don't know yet, because I'm still looking	A A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you <b>primarily navigate</b> the site today?	Left-hand Navigation Bar Links within the Page Search	A A B
MCW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty Layout/organization of the pages is not intuitive Too much text or clutter on pages, hard to select appropriate content Links/labels are are not clear Links did not take me where I expected Encountered broken links Other	C
LON0029761	C	Please specify the <b>other navigation difficulty</b> you encountered.		
MCW0432	B	Please tell us about your <b>search experience</b> .	Search results were helpful Too many results Not enough results Results were not relevant Other	D
LON0029764	D	Please specify the <b>other search difficulty</b> you encountered.		
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Drop down, select one	S	Y		Visit Frequency
Drop down, select one	S	Y	Skip Logic Group	Role
Text area, no char limit		N		Other role
Drop down, select one	S	Y		Visited MHA
Text area, no char limit		N		Info from MHA
Checkbox, one-up vertical	M	Y	Skip Logic Group	Section
Checkbox, one-up vertical	M	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason
Checkbox, one-up vertical	M	Y		Data type
Drop down, select one	S	Y		Find Info

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y		Navigation
Text area, no char limit		N		Other nav difficulty
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		N		Other search diff
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement

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MCW0421		How <b>often</b> do you visit this site?	This is my first time Daily About once a week About once a month Every few months	
MCW0422		In what <b>capacity</b> are you visiting this site?	Home Owner or Realtor Academia /Student General public Banker or financial institution Congress Government oversight body Government Agency (not oversight) Press or media Other	B         A
LON0029752	A	Please specify your <b>other role or capacity</b> you are visiting the site.		
LON0029753	B	<b>Did you visit the Making Home Affordable website</b> prior to coming to the Financial Stability site?	Yes No	C
LON0029754	C	What <b>type of information</b> from the MHA site brought you over to Financial Stability?		
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit today?	About TARP TARP Programs Housing Programs Reports Briefing Room/Newsroom Doing Business with Financial Stability/Procurement	
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds Check on the status of TARP investments Learn more about TARP or the financial stability plan Get help with my mortgage Review the contracts awarded with TARP funds Read press releases about TARP Find reports about TARP Get information on Executive Compensation restrictions Other	A
MCW0425	A	Please specify your <b>other reason</b> for visiting.		
MCW0427		What <b>type of information</b> are you interested in on this site?	Daily TARP Update <a href="#">Monthly Report (105(a) Report to Congress)</a> Dividends & Interest Report TARP Transactions Report MHA Housing Report Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.) General TARP information Contracts Graphs Other Resources Executive Compensation information	
MCW0428		Did you <b>find</b> what you were looking for?	Yes - I found what I was looking for	



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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			No - I did not find what I was looking for I don't know yet, because I'm still looking	A A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you <b>primarily navigate</b> the site today?	Left-hand Navigation Bar Links within the Page Search	A A B
MCW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty Layout/organization of the pages is not intuitive Too much text or clutter on pages, hard to select appropriate content Links/labels are are not clear Links did not take me where I expected Encountered broken links Other	C
LON0029761	C	Please specify the <b>other navigation difficulty</b> you encountered.		
MCW0432	B	Please tell us about your <b>search experience</b> .	Search results were helpful Too many results Not enough results Results were not relevant Other	D
LON0029764	D	Please specify the <b>other search difficulty</b> you encountered.		
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

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Drop down, select one	S	Y		Visit Frequency
Drop down, select one	S	Y	Skip Logic Group	Role
Text area, no char limit		N		Other role
Drop down, select one	S	Y		Visited MHA
Text area, no char limit		N		Info from MHA
Checkbox, one-up vertical	M	Y	Skip Logic Group	Section
Checkbox, one-up vertical	M	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason
Checkbox, one-up vertical	M	Y		Data type
Drop down, select one	S	Y		Find Info

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y		Navigation
Text area, no char limit		N		Other nav difficulty
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		N		Other search diff
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MCW0421		How <b>often</b> do you visit this site?	This is my first time Daily About once a week About once a month Every few months	
MCW0422		In what <b>capacity</b> are you visiting this site?	Home Owner or Realtor Academia /Student General public Banker or financial institution Congress Government oversight body Government Agency (not oversight) Press or media Other	B          A
	A	Please specify your <b>other role or capacity</b> you are visiting the site.		
	B	Did you visit the Making Home Affordable website prior to coming to the Financial Stability site?	Yes No	C
	C	What <b>type of information</b> from the MHA site brought you over to Financial Stability?		
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit today?	About TARP TARP Programs <del>Bank Programs</del> <del>Credit Market Programs</del> Housing Programs <del>Auto Industry</del> <del>American International Group (AIG)</del> Reports Briefing Room/Newsroom <del>About Financial Stability</del> Doing Business with Financial Stability/Procurement <del>Contact Us</del> <del>Executive Compensation</del>	
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds Check on the status of TARP investments Learn more about TARP or the financial stability plan <del>Contact someone at Treasury</del> Get help with my mortgage <del>Do business with OFS</del> <del>Learn more about the TARP funded programs</del> <del>Learn what OFS does</del> Review the contracts awarded with TARP funds <del>Read or write a story concerning TARP/financial stability</del> Read press releases about TARP Find reports about TARP Get information on Executive Compensation restrictions Other	A
MCW0425	A	Please specify your <b>other reason</b> for visiting.		

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MCW0426		Did you <del>download</del> any data?	Yes No Not applicable	A
MCW0427		What type of information are you interested in on this site?  <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 10px auto;">           BREAK CURRENT SKIP LOGIC PATTERN FOR THIS QUESTION, MAKE IT ITS OWN.         </div>	Daily TARP Update Report (TARP-Daily) Monthly Report (105(a) Report to Congress) Dividends & Interest Report TARP Transactions Report MHA Housing Report Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.) General TARP information Press Releases Contracts Graphs FAQs Other Resources Executive Compensation information	
MCW0428		Did you find what you were looking for?	Yes - I found what I was looking for No - I did not find what I was looking for I don't know yet, because I'm still looking	A A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you primarily navigate the site today?	Left-hand Navigation Bar Links within the Page Search	A A B
MCW0431	A	How would you primarily describe your navigation experience on the Financial Stability site today?	Had no difficulty Too many links Too few links Layout/organization of the pages is not intuitive Too much text or clutter on pages, hard to select appropriate content Links/labels are difficult to understand are not clear Often could not determine the best link Links did not take me where I expected Could not get started or did not know where to begin Encountered broken links Navigated to general area but could not find specific content Could not navigate back to previous information Other	C
	C	Please specify the other navigation difficulty you encountered.		
MCW0432	B	Please tell us about your search experience.	Search results were helpful Too many results Not enough results No results Results were too similar/redundant Results were not relevant Not sure what words to use Required too many refinements Search speed was too slow Other	D

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
	D	Please specify the <b>other search difficulty</b> you encountered.		
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Drop down, select one	S	Y		Visit Frequency
Drop down, select one	S	Y	Skip Logic Group	Role
Text area, no char limit		N		Other role
Drop down, select one	S	Y		Visited MHA
Text area, no char limit		Y		Info from MHA
Checkbox, one-up vertical	M	Y	Skip Logic Group	Section
Checkbox, one-up vertical	M	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
<del>Drop down, select one</del>	S	<del>Y</del>	<del>Skip Logic Group</del>	<del>Download Data</del>
Checkbox, one-up vertical	M	Y		Data type
Drop down, select one	S	Y		Find Info
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y		Navigation
Text area, no char limit		N		Other nav difficulty
Radio button, one-up vertical	S	Y		Search



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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Text area, no char limit		N		Other search diff
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
MCW0421		How <b>often</b> do you visit this site?	This is my first time Daily About once a week About once a month Every few months	
MCW0422		In what <b>capacity</b> are you visiting this site?	Home Owner or Realtor Academia /Student General public Banker or financial institution Congress Government oversight body Government Agency (not oversight) Press or media Other	
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit today?	About TARP TARP Programs Bank Programs Credit Market Programs Housing Programs Auto Industry American International Group (AIG) Reports Briefing Room/Newsroom About Financial Stability Doing Business with Financial Stability/Procurement Contact Us Executive Compensation	
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds Check on the status of TARP investments Learn more about TARP or the financial stability plan Contact someone at Treasury Get help with my mortgage Do business with OFS Learn more about the TARP funded programs Learn what OFS does Review the contracts awarded with TARP funds Read or write a story concerning TARP/financial stability Read press releases about TARP Find reports about TARP Get information on Executive Compensation restrictions Other	<b>A</b>
MCW0425	<b>A</b>	Please specify your reason.		
MCW0426		Did you <b>download</b> any data?	Yes No Not applicable	<b>A</b>
MCW0427	<b>A</b>	What <b>type of data</b> did you download?	Daily Report (TARP Daily) Monthly Report (e.g. 105(a) Report to Congress, Dividends & Interest, TARP Transactions, MHA Housing Report)	

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Date: 5/4/2012

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.) Press Releases Contracts Graphs FAQs <a href="#">Other Resources</a> Executive Compensation information	
MCW0428		Did you <b>find</b> what you were looking for?	Yes - I found what I was looking for No - I did not find what I was looking for I don't know yet, because I'm still looking	A A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you <b>primarily navigate</b> the site today?	<a href="#">Left-hand Navigation Bar</a> <a href="#">Right-hand Navigation Buttons</a> Links within the Page Search	A A A B
MCW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty Too many links Too few links Links/labels are difficult to understand Often could not determine the best link Links did not take me where I expected Could not get started or did not know where to begin Had technical difficulties (e.g. broken links, error messages) Navigated to general area but could not find specific content Could not navigate back to previous information Other	
MCW0432	B	Please tell us about your <b>search experience</b> .	Search results were helpful Too many results Not enough results No results Results were too similar/redundant Results were not relevant Not sure what words to use Required too many refinements Search speed was too slow Other	
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

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	S	Y		Visit Frequency
Drop down, select one	S	Y	Skip Logic Group	Role
Checkbox, one-up vertical	M	Y	Skip Logic Group	Section
Checkbox, one-up vertical	M	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason
Drop down, select one	S	Y	Skip Logic Group	Download Data
Checkbox, one-up vertical	M	Y		Data type

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Drop down, select one	S	Y		Find Info
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y		Navigation
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement