

## 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](#)



Model Instance Name:

USITC v2

MID: 9s91pMU90IR4twYxx9oVpw==

Date: Fill In Date



### 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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

#### 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 for visiting www.usitc.gov . You have been randomly selected to take part in this survey that is being conducted by ForeSee Results on behalf of United States International Trade Commission. Please take a minute or two to give us your opinions. The feedback you provide will help United States International Trade Commission enhance its site and serve you better in the future. All results are strictly confidential.

bharati.hulbanni:  
if STORES MEASURE:  
do NOT use any  
welcome text.

#### DEFAULT Thank You Text

~~Thank you for taking our survey - and for helping us serve you better. We appreciate your input!! Thank you for your time in completing this survey. Your input is very valuable and will be taken into consideration.~~

bharati.hulbanni:  
TY text can be used  
for all measure types  
(call center, web,  
stores, mobile etc.)

#### ALTERNATE WEB Thank You Text

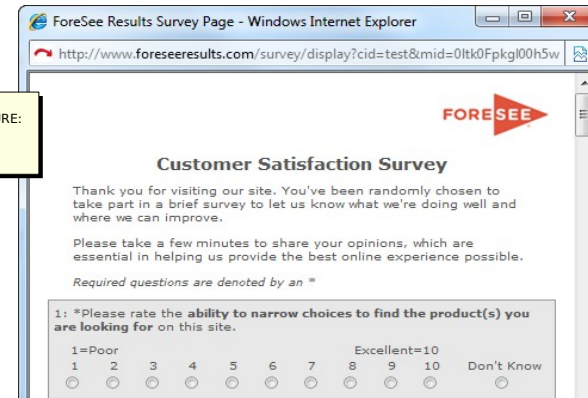
Thank you for taking our survey - and for helping us serve you better.

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 website.

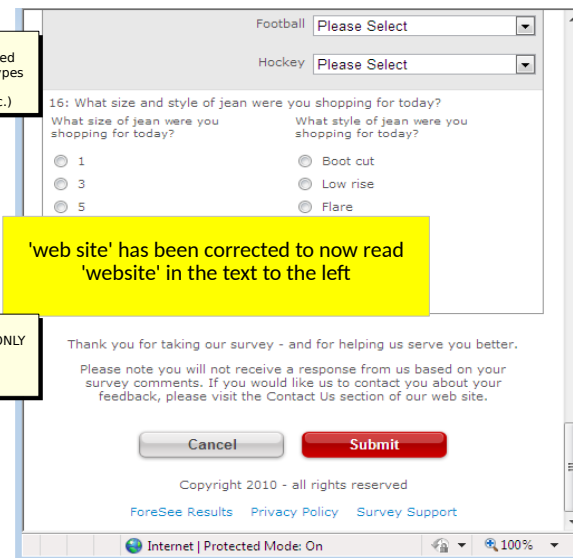
bharati.hulbanni:  
Use this TY text ONLY  
for WEB

#### Examples

##### Welcome Text Example



##### Thank You Text Example



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Partitioned (Y/N)? YES

FPI Included(Y/N)? NO

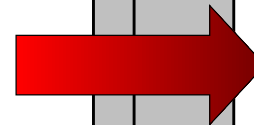
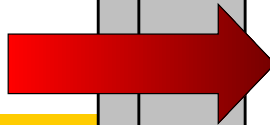
Date: 3/12/2013



**USITC v2**

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>USITC Information (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
USITC Information - Thoroughness	Please rate the <b>thoroughness of information</b> you viewed on this site today.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to <b>return to this site</b> in the next 60 days?
USITC Information - Answers	Please rate how <b>understandable the information</b> you viewed today was. Please rate how well the <b>information viewed today provided answers</b> to your questions.	Satisfaction - Satisfaction - Ideal	How well does this site <b>meet your expectations</b> ? How does this site <b>compare to your idea of an ideal website</b> ?	Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site</b> to someone else?
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
Navigation - Organized	Please rate how well the site is <b>organized</b> .			Primary Resource	How likely are you to use this site as your <b>primary resource</b> for obtaining information from this organization?
Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				
	<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>				
Online Transparency - Disclose	Please rate how <b>thoroughly this site discloses</b> information about what this agency is doing.				
Online Transparency - Quick	Please rate how <b>quickly this agency's information is made available</b> on this site.				
Online Transparency - Access	Please rate how well information about this <b>agency's actions can be accessed by the public</b> on this site.				



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MID: 9s91pMU90IR4twYxx9oVpw==

Date: 8.19.14

~~red & strike-through~~: DELETE

*underlined & italicized*: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USITC v2 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
LNH4003		How frequently do you visit this site?	First time Every 6 months or less About once a month About once a week Daily More than once a day		Drop down, select one	Single	Y		Visit Frequency
LNH4004		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Single	Y	Skip Logic Group*	Role

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LNH4003		How frequently do you visit this site?	First time Every 6 months or less About once a month About once a week Daily More than once a day		Drop down, select one	Single	Y		Visit Frequency
LNH4004		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Single	Y	Skip Logic Group*	Role

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LNH4003		How frequently do you visit this site?	First time <u>Every 6 months or less</u> <u>About once a month</u> <u>About once a week</u> <u>Daily</u> <u>More than once a day</u>		Drop down, select one	Single	Y		Visit Frequency
LNH4004		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Single	Y	Skip Logic Group*	Role

