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

Client Name:	
Measure Name:	The Community Guide

Version of Code:	Please fill in
Custom Qualifier Page	Please Select
Custom Invitation Text?	Please Select
Custom Tracker Text?	Please Select
Custom Welcome/ Thank You Text?	Please Select
Company Website Audience (SEE COMMENT)	

The following fields need to be filled in:

For Dataloads (new surveys/V2):
- ALL fields with the exception of MID

Custom Question Changes:

- Language
 NOTES: previous survey URL so we have the sam

If your client has a specific translator they work wi the alternate translator in the NOTES section. This approved by the DOT Manager.

Language(s)	Target Audience Country(ies)	Website URL	MID(s) (DOT FILL THIS IN)

Date: 9/30/2014

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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 **The Community Guide** website. 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.

DEFAULT Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

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.

Examples

Welcome Text Example



Thank You Text Example





		The Co	nmunity Guide		
	Mod	lel questions utilize the ForeSee CX	A methodology to determine scores and impacts		
	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
MQ Label		MQ Label		MQ Label	
	Navigation (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1 Navigation - Organized	Please rate how well the site is organized.	16 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 site in the future?
2 Navigation - Options	Please rate the options available for navigating this site.	17 Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3Navigation - Layout	Please rate how well the site layout helps you find what you need.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4Site Performance - Loading	Please rate how quickly pages load on this site.			Primary Resource	How likely are you to use this site as your primary resource for health information, guidelines and recommendations?
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance -Errors	Please rate the ability to load pages without getting error messages on this site.				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
7 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
8 Site Information - Understandable	Please rate how understandable this site's information is.				
9Site Information - Answers	Please rate how well the site's information provides answers to your questions.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
0 Look and Feel - Appeal	Please rate the visual appeal of this site.				
1 Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
2 Look and Feel - Readability	Please rate the readability of the pages on this site.				
	Product Browsing (1=Poor, 10=Excellent, Don't Know)				
.3Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
4Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
15 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				

Model Instance Name: The Community Guide MID: red & strike-through: DELETE
underlined & italicized: RE-ORDER

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blue + -->: REWORDING

Date: 10/15/2014

The Community Guide CUSTOM QUESTION LIST Skip **Answer Choices** Single or Required Logic **Question Text** QID Label (limited to 50 characters) Skip to Type (select from list) Multi ÝΝ How frequently do you use/visit The Community Guide Daily Drop down, select one Υ Weekly Monthly A couple times a year About once a year This is my first time Which of the following best describes you? Student Drop down, select one S Υ Volunteer Teacher/Instructor Lay Health Worker/CHW/Promoter Health Educator/Health Promotion Specialist Financial/Budget Manager Policy Maker/Analyst/Advisor Program Planner/Manager/Project Officer Social Worker Researcher Clinical Professional Other, please specify: Please specify other role. Text area, no char limit Ν Which of the following best describes where you work? Academic Institution Drop down, select one Advocacy Organization Business/For Profit Community-based organization/Community Coalition County or City Health Department County/Local Government Agency Faith-based Organization Federal Government Agency Foundation Hospital, Clinics, Health Care Systems Local Board of Health Managed Care Organization/HMO Professional Organization State Government Agency State Health Department Territorial Health Department Tribal Health Department Other, please specify: Please list where you work. Text area, no char limit Ν Which category best describes the **health topics you** were looking for? Adolescent Health Checkbox, one-up vertical Alcohol - Excessive Consumption Asthma Birth Defects Cancer Cardiovascular Disease Diabetes Emergency Preparedness Health Communication **Health Equity** HIV/AIDS, STIs, Pregnancy Mental Health Motor Vehicle Injury Nutrition Obesity Oral Health Physical Activity

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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
		·	Vaccination				
			Violence				
			Worksite				
			I was just browsing the site				
			Other, please specify	Α			
	Α	Please specify other health topic you were looking for.	сто, рошее сресо,		Text area, no char limit		N
		Which of the following best describes the types of	General information about the health topic selected		Checkbox, one-up vertical	М	Y
		information you were looking for?	Guidelines and recommendations for public health professionals				
		, ,	Data and statistics				
			Scientific research, articles, publications, and journals				
				_			
			Guidelines and recommendations for healthcare providers				
			Training for healthcare providers, researchers, public health professionals, etc.				
			Educational materials				
			Campaigns and initiatives				
			Information about the Community Preventive Services Task Force				
			Tools and resources	1			
			Print materials (fact sheets, flyers, stories, etc.)				
			Multimedia products (podcasts, videos, widgets, etc.)				
			Information about the Community Guide Branch of CDC				
			Information on methods for systematic reviews				
			,	_			
			Information on content syndication				
			Info graphics				
			Other, please specify	A			
	Α	Please specify other type of information you were looking for.			Text area, no char limit		N
		How did you look for information on The Community	Site's search box	Α	Drop down, select one	S	Υ
	Guide website today? Topics Section	Topics Section	С				
			Links on the pages	С			
			Combination of search and navigation	A,C			
			I was just browsing the site	c			
	Α	Please tell us about your experience with the site's	Search results were helpful		Checkbox, one-up vertical	М	Y
	^	search feature today. (Please select all that apply.)	Results were not relevant/not what I wanted		Checkbox, one up vertical	""	
		Scaron reacare today. (Fredee Scient an artic appry.)					
			Too many results/I needed to refine my search				
			Not enough results				
			Returned NO results				
			Received error message(s)				
			Search speed was too slow				
			l experienced a different search issue (please explain):	В			
	В	Please specify search difficulty encountered.			Text area, no char limit		N
	С	How would you describe your navigation experience on	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	М	Υ
		this site today? (Please select all that apply.)	Links often did not take me where I expected				
			Had difficulty finding relevant information/products				
			Links/labels are difficult to understand				
			Too many links/navigational options to choose from				
			Had technical difficulties (error messages, broken links, etc.)				
			Could not navigate back to previous information				
			I had a navigation difficulty not listed above:	D			
	D	Please specify navigation difficulty encountered.			Text area, no char limit		N
		Were you able to find what you were looking for?	Yes		Drop down, select one	S	Y
			Partially				
			No	Α			
	Α	What were you trying to find? Please be as specific as			Text area, no char limit		N
		possible. I'm planning to use the information I found today:	For my own health or my family's health		Radio button, one-up vertical	S	Y
		p.aing to doe the information r found toddy.	For my friend or family member (not living in my household)		battori, one-up vertical		
			For a physician's office/hospital				

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	Skip		The Community Bulue Costom Question I				
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require Y/N
. -		Queenon tom	For a patient or client		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
			For a public health agency	1			
			For a research institution				
			For a business / workplace	1			
			For an educational institution or teaching purposes				
			For a school / class project				
			For a news report or article				
			Other, please specify:	A			
	Α	Please specify how you will use the information you are	Caron, process spessif.		Text area, no char limit		N
		looking for today: If you could suggest one change to improve the			Text area, no char limit		N
		Community Guide website, what recommendation would you make?			rext area, no char iinnit		IN IN
		Which of the following sources drove you to visit the site			Drop down, select one	S	Y
		today? (Please rank the top 3, with number 1 being the	Message or recommendation from a friend on Facebook or Twitter				
		most important)	Video I saw on CDC's YouTube Page				
		Rank 1 (Required)	Advertisement on Facebook, or Twitter				
			CDC's mobile site				
			Mobile phone text messages or alerts				
			Mobile application or "app"				
			Scanned a QR code				
			Instant message from someone				
			Familiarity with site/agency				
			Email updates from the site				
			Website is bookmarked				
			Search engine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising	1			
			Advertisement on another website				
			Don't know	1			
			Other	1			
		Rank 2 (Optional)	Message directly from CDC on Facebook or Twitter		Drop down, select one	S	N
		a (cp. co.)	Message or recommendation from a friend on Facebook or Twitter		.,		
			Video I saw on CDC's YouTube Page				
			Advertisement on Facebook, or Twitter				
			CDC's mobile site				
			Mobile phone text messages or alerts	-			
			Mobile application or "app"				
			Scanned a QR code				
			Instant message from someone				
			Familiarity with site/agency	-			
			Email updates from the site	-			
				_			
			Website is bookmarked	-			
			Search engine results	-			
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Advertisement on another website				
			Don't know				
			Other				
		Rank 3 (Optional)	Message directly from CDC on Facebook or Twitter		Drop down, select one	S	N
			Message or recommendation from a friend on Facebook or Twitter				
			Video I saw on CDC's YouTube Page				
			Advertisement on Facebook, or Twitter				
			CDC's mobile site				
			Mobile phone text messages or alerts				
			Mobile application or "app"				

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			The Community Guide CUSTOM QUESTION L	IST			
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Instant message from someone				
			Familiarity with site/agency	1			
			Email updates from the site	1			
			Website is bookmarked	1			
			Search engine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Advertisement on another website	1			
			Don't know				
			Other				

Special Instructions	CQ Label Frequency
Skip Logic Group*	Role
Skip Logic Group*	Other role
Skip Logic Group*	Work
Skip Logic Group* Skip Logic Group*	Other work Topic looking for

Special Instructions	CQ Label
Skip Logic Group*	Other topic
Skip Logic Group*	Information looking for
Skip Logic Group*	Other information
Skip Logic Group*	How look for information
Skip Logic Group*	Search experience
Skip Logic Group*	Other search experience
Skip Logic Group*	Navigation experience
Skip Logic Group*	Other nav experience
Skip Logic Group*	Able to find
Skip Logic Group*	Information not found
Skip Logic Group*	Planning

Special Instructions	CQ Label
Clain Logio Crount	Other planning
Skip Logic Group*	Other planning
	Improvement
	·
Danis Carre	SV - Rank 1
Rank Group Adjust Template/Style Sheet	SV - Rank 1
Adjust Template/Style Sheet	
Randomize	
Anchor Answer Choice	
Danis Carre	SV - Rank 2
Rank Group Adjust Template/Style Sheet	SV - Rank 2
Adjust Template/Otyle Officer	
Randomize	
Anchor Answer Choice	
David C	01/ 5 10
Rank Group Adjust Template/Style Sheet	SV - Rank 3
Aujust Template/Style Sifeet	
Randomize	

Special Instructions	CQ Label
Anchor Answer Choice	