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:	**NPS.gov V2 Survey**	

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)	

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

FORESEE

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.
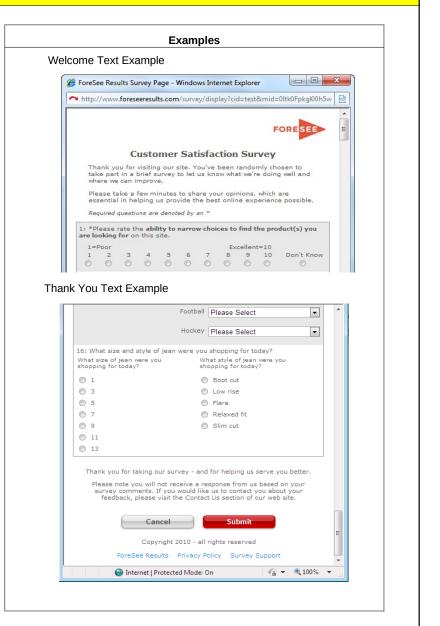
DEFAULT Thank You Text

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

Model Instance Name:
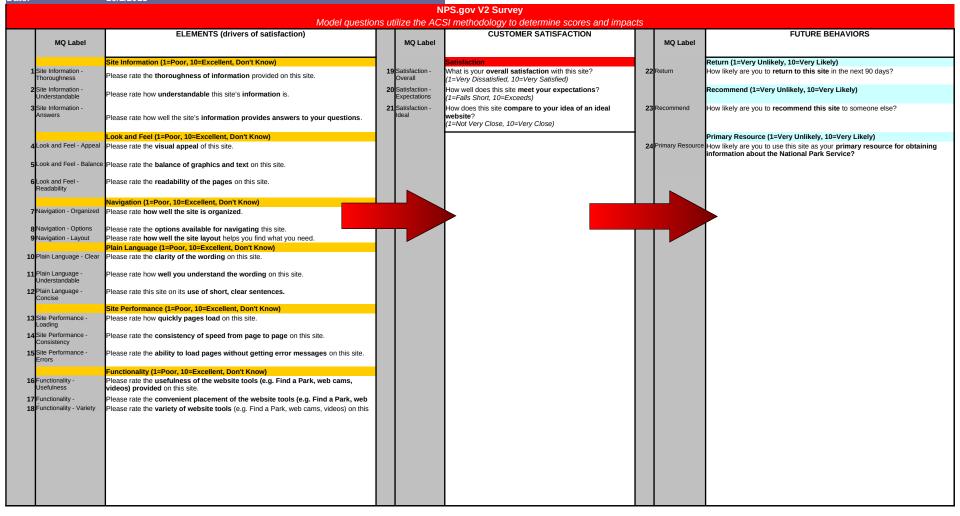*NPS.gov V2 Survey*

MID: J51UgddIhoFNFwll81tBYA4C

Partitioned (Y/N)?   Yes
FPI Included(Y/N)?   No
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: 10/1/2013

FORESEE

NPS.gov V2 Survey
Model questions utilize the ACSI methodology to determine scores and impacts

MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	Site Information (1=Poor, 10=Excellent, Don't Know)		**Satisfaction**		**Return (1=Very Unlikely, 10=Very Likely)**
1 Site Information - Thoroughness	Please rate the **thoroughness of information** provided on this site.	19 Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	22 Return	How likely are you to **return to this site** in the next 90 days?
2 Site Information - Understandable	Please rate how **understandable** this site's **information** is.	20 Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*		**Recommend (1=Very Unlikely, 10=Very Likely)**
3 Site Information - Answers	Please rate how well the site's **information provides answers to your questions**.	21 Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	23 Recommend	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 Look and Feel - Appeal	Please rate the **visual appeal** of this site.			24 Primary Resource	How likely are you to use this site as your **primary resource for obtaining information about the National Park Service?**
5 Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.				
6 Look and Feel - Readability	Please rate the **readability of the pages** on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate **how well the site is organized**.				
8 Navigation - Options	Please rate the **options available for navigating** this site.				
9 Navigation - Layout	Please rate **how well the site layout** helps you find what you need.				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
10 Plain Language - Clear	Please rate the **clarity of the wording** on this site.				
11 Plain Language - Understandable	Please rate how **well you understand the wording** on this site.				
12 Plain Language - Concise	Please rate this site on its **use of short, clear sentences.**				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
13 Site Performance - Loading	Please rate how **quickly pages load** on this site.				
14 Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.				
15 Site Performance - Errors	Please rate the **ability to load pages without getting error messages** on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
16 Functionality - Usefulness	Please rate the **usefulness of the website tools (e.g. Find a Park, web cams, videos) provided** on this site.				
17 Functionality -	Please rate the **convenient placement of the website tools (e.g. Find a Park, web**				
18 Functionality - Variety	Please rate the **variety of website tools** (e.g. Find a Park, web cams, videos) on this				

Model Instance Name
NPS.gov V2 Survey
MID: J51UgddlhoFNFwIl81tBYA4C
Date: 10/1/2013

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

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
MHM5122Q001		How **frequently** do you visit this site?	First time		Radio button, one-up vertical	S	Y		Visit Frequency
			More than once a day						
			Daily						
			About once a week						
			About once a month						
			Every 6 months or less						
MHM5122Q002		How did you arrive to the nps.gov site today?	Search Engine (Google, Bing, etc.)		Radio button, one-up vertical	S	Y	Skip Logic Group*	Arrive at site
			Referred by another website						
			Social media						
			News Source (magazine/newspaper/radio/television)						
			I have the NPS.gov site bookmarked						
			Referred by a friend or family member						
			Prior visit						
			Other, please specify	A					
MHM5122Q003	A	Please specify how you came to nps.gov.			Text area, no char limit		N	Skip Logic Group*	OE_Arrive at site
MHM5122Q004		What is your **primary role** in visiting the nps.gov site today?	Traveler		Radio button, one-up vertical	S	Y	Skip Logic Group*	Role
		Removed answer choices, re-worded question	Student						
			Teacher						
			Parent						
			Interested in outdoor recreation (hiker, camper, kayaker, etc.)						
			Interested in nature (birder, Fall foliage lover, etc.)						
			Interested in History						
			Natural or Cultural resource professional						
			NPS partner or volunteer						
			NPS employee						
			Government official or employee (non-NPS)						
			Other, please specify	A					
MHM5122Q005	A	Please specify what best describes you.			Text area, no char limit		N	Skip Logic Group*	OE_Role
MHM5122Q006		What is your **primary reason** for visiting the nps.gov site today?	Just browsing		Radio button, one-up vertical	S	Y	Skip Logic Group*	Primary Reason
		Removed answer choices	Plan a visit to a park						
			Support a park						
			Find maps						
			Find photos						
			Complete a school project/assignment						
			Find materials for teachers						
			Find activities for kids						
			Find information on outdoor recreation opportunities (trails, camping, etc.)						
			Find information on history or culture						
			Learn about American history						
			Learn about historic places						
			Find information on nature or the environment						
			Learn about park wildlife						
			Read news releases						
			Information on a specific park						
			Employment information						
			Other, please specify	A					
MHM5122Q007	A	Please specify your primary reason for visiting the site.			Text area, no char limit		N	Skip Logic Group*	OE_Primary Reason
MHM5122Q008		What sections of the site did you **primarily** visit today? (Please select all that apply.)	Find a Park		Checkbox, one-up vertical	Multi	Y		Site Sections Visited
			Discover History						
			Explore Nature						
			Working with Communities						
			Get Involved						
			Teachers						
			Kids						
			About Us						
MHM5122Q009		How did you **primarily** look for information on the site today?	Search feature	B	Radio button, one-up vertical	S	Y	Skip Logic Group*	How Look for Info
			Top navigation bar	C					
			Right navigation bar	C					
			Left navigation bar						
			Links in the center of the page	C					
			Site map	C					
			Other, please specify	A					
MHM5122Q010	A	Please specify how you looked for information on the site today.			Text area, no char limit		N	Skip Logic Group*	OE_How Look for Info
MHM5122Q011	B	Suggestions for improving the search experience			Text area, no char limit		N	Skip Logic Group*	
MHM5122Q012	C	Suggestions for improving the Navigation exerience			Text area, no char limit		N	Skip Logic Group*	

NPS.gov V2 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
MHM5122Q013		If nps.gov had a mobile version of the site would you access it from your mobile device?	Yes	A	Drop down, select one	S	Y	Skip Logic Group*	Mobile
			No, I don't have a mobile device that allows me to access the web						
			No, I would not use my mobile device to access this website						
			Not sure						
MHM5122Q014	A	What information would you like to see on the mobile website?			Text area, no char limit		N	Skip Logic Group*	OE_Mobile
MHM5122Q015		Did you **find** what you were looking for?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group*	Did You Find
			Partially	A					
			No	A					
MHM5122Q016	A	Please specify what you were trying to find.			Text area, no char limit		N	Skip Logic Group*	OE_Did you find
MHM5122Q017		I plan to visit a national park site within the next… Reworded Question and Ans Choices	Week		Drop down, select one	S	Y		Next Park Visit
			Month						
			3 months or less						
			6 months or less						
			Year						
			I have no plans to visit a park						
MHM5122Q018		How old are you?	Under 18		Drop down, select one	S	Y		Age
			18-24						
			25-34						
			35-44						
			45-54						
			55-64						
			65-74						
			75 and up						
			Prefer not to say						
MHM5122Q019		If you could make **one improvement** to this site, what would it be?			Text area, no char limit		N		One Improvement

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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
		Do you expect to spend more or less online during the 2012 holiday season compared to 2011?	A lot more		Drop down, select one	Single	Y	
			A little more					
			I expect to spend about the same amount as last year					
			A little less					
			A lot less					
			Not sure					
		Do you expect to spend more or less online during the 2012 holiday season with *retailer.com* compared to 2011?	I didn't purchase anything from *retailer.com* last year		Drop down, select one	Single	Y	Skip Logic Group
			A lot more	A				
			A little more	A				
			I expect to spend about the same amount as last year					
			A little less	B				
			A lot less	B				
			Not sure					
	A	**Why** do you expect to spend **more online with** *retailer.com* this holiday season? (please select all that apply)	Promotions ($ or % off offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			Quality of merchandise					Randomize
			Merchandise selection					
			Good return policy					
			Online product prices					
			Shipping costs					
			Availability of merchandise					
			Better personal economic circumstances this year					
			Other (please specify):	C				Anchor Answer Choice
	C	Other reason to spend more online:			Text area, no char limit		Y	
	B	**Why** do you expect to spend **less online with** *retailer.com* this holiday season? (please select all that apply)	Promotions were not appealing ($ or % off offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			Quality of merchandise					Randomize
			Poor merchandise selection					
			Return policy					
			I'm trying to save more and spend less					
			Online product prices					
			Shipping costs					
			Poor availability of merchandise					
			Worse personal economic circumstances this year					
			Other (please specify):	C				Anchor Answer Choice
	C	Other reason to spend less online:			Text area, no char limit			
		Please tell us what you **did on** *retailer.com* today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	OPS Group
			I bought a gift for someone else today					
			I was browsing today to purchase online later					

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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
			I was browsing today to purchase at one of the store locations					
			I was browsing today to see what you have					
			Other (please specify):	A				Anchor Answer Choice
	A	What else did you do on *retailer.com* today?			Text area, no char limit	Open	N	OPS Group
	A	Did you access *(insert retailer's name here)* mobile website	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
	A				Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize
				B				Anchor Answer Choice
	B				Text area, no char limit	Open	Y	Skip Logic Group
					Radio button, one-up vertical	Single	Y	

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 ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization
- DO NOT change the CQ LABELS
- You may change your company name in the question which is highlighted in BLUE

QID	Skip Logic Label	Question Text	Answer Choices	Skip to	Type	Single/Multi	Req	Special Instructions
		retailer's website, mobile website, or mobile shopping app?	No, and I don't plan to No, but I might in the future Not sure					
		Which of the following ways did you **use your mobile device** this holiday season? (Please select all that apply.)	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			I made purchases online from my mobile device	A				
			I used my mobile device to compare products or prices while I'm shopping in person in a store	A				
			I used retailer-developed mobile shopping apps	A				
			None of these					Exclusive Answer Choice
	A	How did you use your mobile device **while in retail stores** this holiday season? (Please select all that apply.)	I accessed the store's website		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			I accessed a competitor's website					
			I accessed a shopping comparison website (Shopzilla.com, Shopping.com)					
			I accessed the store's mobile shopping app					
			I accessed a competitor's mobile shopping app					
			I didn't use my mobile device while in retail stores					

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
		Please think about your **shopping preferences.** In general, which of the following is your **preferred way to shop** for the type of **product you researched or purchased today**?	Research and **buy online**, have product delivered		Radio button, one-up vertical	Single	Y	Randomize
			Research and **buy online, pick up in store**					
			Research in a **catalog** and call **to order**					
			Research online, call to order					
			Research in a **catalog** and **buy online**					
			Research online, buy in **store**					
			Research in **store**, buy **online**					
			Research and **buy** in **store**					
			None of these			Exclusive Answer Cho	Anchor Answer Choice	

CQ Label
H2012-Spend general

H2012-Spend retailer

H2012-Spend more

H2012-Spend more other

H2012-Spend less

H2012-Spend less other

H2012-task accomp

CQ Label

H2012-task accomp other

H2012-access mobile

H2012-why access mobile

H2012-why access other

H2012-mobile any

H2012-mobile use

H2012-mobile use store

CQ Label

H2012-shop preference

Festive Season 2012 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

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			CUSTOM QUESTION LIST			
QID	**Skip Logic Label**	**Question Text**	**Answer Choices (limited to 50 characters)**	**Skip to**	**Type (select from list)**	**Single or Multi**
		Do you expect to spend more or less online during the 2012 festive season compared to 2011?	A lot more		Drop down, select one	Single

Required Y/N	Special Instructions
Y	