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:
USITC v3

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

Language(s)	If other language not listed, please specify.	Website URL	MID(s) (DOT FILL THIS IN)	Measure Name(s) (DOT WIII FILL THIS IN)
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MID:



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 **Examples** 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 Example - - X ForeSee Results Survey Page - Windows Internet Explorer http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkql00h5w **Welcome Text** bharati.hulbanni: Thank you for visiting www.usitc.gov . You have been randomly selected to take part in this survey that is being FORESEE STORES MEASURE: conducted by ForeSee Results on behalf of United States International Trade Commission. Please take a do NOT use any welcome text. minute or two to give us your opinions. The feedback you provide will help United States International Trade **Customer Satisfaction Survey** Commission enhance its site and serve you better in the future. All results are strictly confidential. 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 * 1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site. 1=Poor Excellent=10 3 4 5 6 7 8 9 10 Don't Know Thank You Text Example **DEFAULT Thank You Text** Football Please Select bharati.hulbanni: TY text can be used "Thank you for your time in completing this survey. Your input is very valuable and will be taken into Hockey Please Select consideration. for all measure types (call center, web, stores, mobile etc.) 16: What size and style of jean were you shopping for today? What size of jean were you What style of jean were you shopping for today? shopping for today? 0 Boot cut 3 Low rise 5 Flare 'web site' has been corrected to now read 'website' in the text to the left **ALTERNATE WEB Thank You Text** bharati.hulbanni: Use this TY text ONLY Thank you for taking our survey - and for helping us serve you better. Thank you for taking our survey - and for helping us serve you better. for WEB 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 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. feedback, please visit the Contact Us section of our web site. Cancel Submit Copyright 2010 - all rights reserved ForeSee Results Privacy Policy Survey Support Internet | Protected Mode: On ♠ ▼ ■ 100%

Model Instance Name: USITC v3

MID:

Partitioned (Y/N)?
FPI Included(Y/N)?
Date: YES - 2MQ NO

9/25/2015

USITC v3

Model questions utilize the ACSI methodology to determine scores and impacts								
Label	Element Questions	Label	Satisfaction Questions		Label	Future Behaviors		
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction	19	Return	Return (1=Very Unlikely, 10=Very Likely)		
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	16 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)			How likely are you to return to this site in the next 60 days?		
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	17 Satisfaction -	How well does this site meet your expectations?	20	Recommend	Recommend (1=Very Unlikely, 10=Very Likely)		
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website?			How likely are you to recommend this site to someone else?		
	Site Performance (1=Poor, 10=Excellent, Don't Know)			21	Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely)		
4 Site Performance - Loading	Please rate how quickly pages load on this site.					How likely are you to use this site as your primary resource for obtaining information from this organization?		
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.							
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.							
	Navigation (1=Poor, 10=Excellent, Don't Know)							
7 Navigation - Organized	Please rate how well this 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.		_			1		
	Information Browsing (1=Poor, 10=Excellent, Don't Know)		'					
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.							
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.							
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .							
	Site Information (1=Poor, 10=Excellent, Don't Know)							
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.							
14 Site Information - Understandable	Please rate how understandable this site's information is.							
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .							

Model Instance Name: USITC v3 MID: Date: 9.25.15

USITC v3 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		Drop down, select one	Single	Y		Visit Frequency	
			Every 6 months or less						
			About once a month						
			About once a week						
			Daily						
			More than once a day		1				
LNH4004		Which of the following best describes your role?	U.S. Government		Radio button, two- up vertical	Single	Y	Skip Logic Group*	Role
			Foreign Government		1				
			Law Firm						
			Academic Researcher						
			Importer		1				

Model Instance Name: Fill-in Measure Name MID: Date:

11/1/2011

ed & strike through: DELETE underlined & italicized: RE-ORDER ink: ADDITION blue + -->: REWORDING

0=Very Likely



Fill-in Measure Name CUSTOM QUESTION LIST Skip Logic Label Answer Choices Single or Multi Required Y/N QID **Question Text Special Instructions** CQ Label **RECOMMEND QUESTION** ow likely are you to recommend <ABC Company> to 1=Very Unlikely Radio button, scale, no don't know WordofMouthIndex- Recommend Single Please use the following guidelines: - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY - DO NOT change the CQ LABELS 0=Very Likely Contact Drew Bennett when adding this question to your clients survey. The following information is **DISCOURAGE Q** needed: **Client Name** Measure Name ow likely are you to discourage others from doing usiness with <ABC Company>? =Very Unlikely MID **Question Live Date**