

## 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 v3

MID:

0

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

ForeSee Results Survey Page - Windows Internet Explorer  
http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w

**FORESEE**

### Customer Satisfaction Survey

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
1	2	3	4	5	6	7	8	9	10	Don't Know					
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Thank You Text Example

Football

Hockey

16: What size and style of jean were you shopping for today?

What size of jean were you shopping for today?	What style of jean were you shopping for today?
<input type="radio"/> 1	<input type="radio"/> Boot cut
<input type="radio"/> 3	<input type="radio"/> Low rise
<input type="radio"/> 5	<input type="radio"/> Flare

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.

Copyright 2010 - all rights reserved

ForeSee Results Privacy Policy Survey Support

Internet | Protected Mode: On

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

Model Instance Name:  
 USITC v3  
 MID: 0YoVcwid59sUpZVB8RFsIQ4C  
 Partitioned (Y/N)? YES - 2MQ  
 FPI Included(Y/N)? NO  
 Date: 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
1 Look and Feel - Appeal	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>visual appeal</b> of this site.	16 Satisfaction - Overall	<b>Satisfaction</b> What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to this site</b> in the next 60 days?
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	17 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10= Exceeds)	20 Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site</b> to someone else?
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	18 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	21 Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary resource for obtaining information</b> from this organization?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
4 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate how well this site is <b>organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate how well the <b>site layout helps you find what you need</b> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10 Information Browsing - Sort	Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.				
11 Information Browsing - Narrow	Please rate the <b>ability to narrow choices to find the information you are looking for</b> on this site.				
12 Information Browsing - Features	Please rate how well the <b>features on the site help you find the information you need</b> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13 Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> provided on this site.				
14 Site Information - Understandable	Please rate how <b>understandable</b> this site's <b>information</b> is.				
15 Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				

Model Instance Name:

USITC v3

MID:

Date: 9.25.15

~~red & strike-through~~: DELETE

*underlined & italicized*: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USITC v3 CUSTOM QUESTION LIST

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KMJ6212Q001			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	Y		Visit Frequency
KMJ6212Q002	Role		Which of the following best describes your role?	U.S. Government Foreign Government Law Firm Academic Researcher Importer		Radio button, two-up vertical	Y	Skip Logic Group*	Role

Model Instance Name:

USITC v3

MID:

Date: 8.19.14

~~red & strike-through~~: DELETE

*underlined & italicized*: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

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 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

Model Instance Name:

USITC v3

MID:

Date: 8.19.14

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*underlined & italicized*: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

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 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

Model Instance Name:

USITC v3

MID:

Date: 8.14.14

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

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 <i>Every 6 months or less</i> <i>About once a month</i> <i>About once a week</i> <i>Daily</i> <i>More than once a day</i>		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



Model Instance Name:  
 Fill-in Measure Name  
 MID:  
 Date: 11/1/2011

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underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING



Fill-in Measure Name 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
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## RECOMMEND QUESTION

		How likely are you to recommend <ABC Company> to someone else?	<p>1=Very Unlikely</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10=Very Likely</p>		Radio button, scale, no don't know	Single	Y		WordofMouthIndex- Recommend
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Please use the following guidelines:  
 - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME  
 - DO NOT change the CQ LABELS

## DISCOURAGE Q

		How likely are you to discourage others from doing business with <ABC Company>?	<p>1=Very Unlikely</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10=Very Likely</p>						
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Contact Drew Bennett when adding this question to your clients survey. The following information is needed:  
 Client Name  
 Measure Name  
 MID  
 Question Live Date