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 WIll FILL THIS IN)
Please Select a Language				
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Model Instance Name:
USITC v3

MID: 0

Date: Fill In Date

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.

Examples

Welcome Text Example

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.)

Thank You Text Example

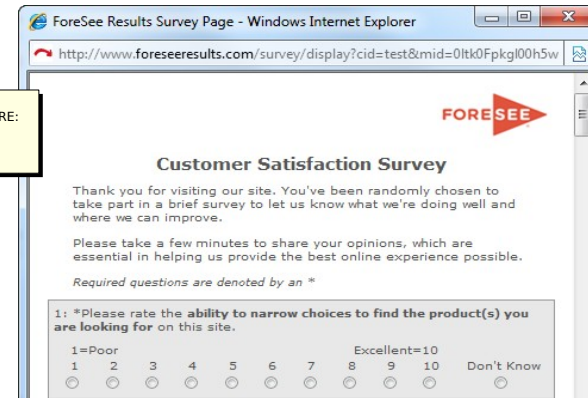### ALTERNATE WEB Thank You Text

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.
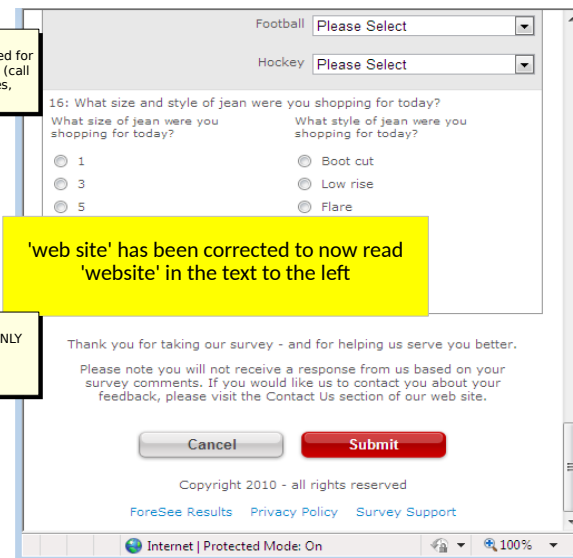
> bharati.hulbanni:
> Use this TY text ONLY for WEB

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

Model Instance Name:
USITC v3
MID: 0YoVcwld59sUpZVB8RFsIQ4C
Partitioned (Y/N)?   **YES - 2MQ**
FPI Included(Y/N)?   **NO**
Date: **9/25/2015**

FORESEE

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 (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)*		Return	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 - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*		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**? *(1=Not Very Close, 10=Very Close)*			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.							
7	Navigation - Organized	**Navigation (1=Poor, 10=Excellent, Don't Know)** 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**.							
10	Information Browsing - Sort	**Information Browsing (1=Poor, 10=Excellent, Don't Know)** 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**.							
13	Site Information - Thoroughness	**Site Information (1=Poor, 10=Excellent, Don't Know)** 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**.							

	A	B	C	D	F	G	H	J	K	L
1	**Model Instance Name:**				red & strike-through: DELETE					
2	*USITC v3*				underlined & italicized: RE-ORDER					
3	**MID:**				pink: ADDITION					
4	**Date:**		9.25.15		blue + -->: REWORDING					
5										
6	**USITC v3 CUSTOM QUESTION LIST**									
7	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
8	KMJ6212Q001			How **frequently** do you visit this site?	First time		Radio button, one-up vertical	Y		Visit Frequency
9					Every 6 months or less					
10					About once a month					
11					About once a week					
12					Daily					
13					More than once a day					
14				Is the new site visually pleasing?	Yes		Radio button, one-up vertical	Y		Visually pleasing
15					No					
16					No opinion					
17				Does the new site make it easy to find the information you want?	Yes		Radio button, one-up vertical	Y		Easy to find
18					No					
19					No opinion					
20				Is the new site an improvement over the previous one?	Yes	A	Radio button, one-up vertical	Y	Skip Logic Group*	Improvement
21					No	B				
22					No opinion					
23			A	What aspects of the new site are improvements over the previous?			Text area, no char limit	N	Skip Logic Group*	OE_Improvements
24			B	Why do you think the new site is NOT an improvement over the previous site?			Text area, no char limit	N	Skip Logic Group*	OE_Not improvements
25	KMJ6212Q002	Role		Which of the following best describes your **role**?	U.S. Government		Radio button, two-up vertical	Y	Skip Logic Group*	Role
26					Foreign Government					
27					Law Firm					
28					Academic Researcher					
29					Importer					
30					Exporter					
31					Customs Broker					
32					Importer/Exporter/Customs Broker					

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						
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						
			Law Firm						
			Academic Researcher						
			Importer						

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		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						
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						
			Law Firm						
			Academic Researcher						
			Importer						

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						
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						
			Law Firm						
			Academic Researcher						
			Importer						

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

FORESEE

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

RECOMMEND QUESTION

QID	Skip Logic Label	Question Text	Answer Choices		Skip to	Type	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How likely are you to recommend <ABC Company> to someone else?	1=Very Unlikely			Radio button, scale, no don't know	Single	Y		WordofMouthIndex- Recommend
				2						
				3						
				4						
				5						
				6						
				7						
				8						
				9						
			10=Very Likely							

DISCOURAGE Q

QID	Skip Logic Label	Question Text	Answer Choices		Skip to	Type	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How likely are you to discourage others from doing business with <ABC Company>?	1=Very Unlikely							
				2						
				3						
				4						
				5						
				6						
				7						
				8						
				9						
			10=Very Likely							

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**

Contact Drew Bennett when adding this question to your clients survey. The following information is needed:
Client Name
Measure Name
MID
Question Live Date