



Voice of Consumer

Training Manual

Version 2.1
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Introduction

The HHS Voice of Customer (VOC) tool is a key component of the website performance measurement framework being developed by the Web Communications Division (WCD). By integrating data collected from site visitors through the VOC tool into other web analytics data, such as clickstream (Google Analytics) and site search (Google Search Appliance) metrics, WCD can gather user-generated, actionable insights to identify best practices and areas of improvements for HHS priority websites.

1. Login Page

Enter your HHS email and password information into the VOC login screen (*see figure 1*).

The screenshot shows the 'HHS VOC Tool Login' page. At the top, it features the 'Voice of Consumer' logo and the 'Department of Health and Human Services' seal. Below the logo, there are two input fields: 'Email:' and 'Password:', each with a corresponding text input box. Underneath these fields are two buttons: 'Sign In' and 'Reset Password?'. At the bottom of the page, there is a footer bar containing the 'Voice of Consumer' logo, the text 'A federal government website managed by the U.S. Department of Health & Human Services.', and the address '200 Independence Avenue, S.W. - Washington, D.C. 20201'.

Figure 1

If your password is not working correctly or you forgot what your password has been set as, you can reset your password using the “Reset Password” link on the Login Page. On the Reset Password screen (*see figure 2*) you will be prompted to enter your HHS email address where instructions on resetting your password will be provided through email.

The screenshot shows a simple form for password reset. It contains three text blocks: 'Please enter the email address you wish to reset the password for.', 'After clicking submit, an email will be sent to the specified address.', and 'Email Address:' followed by an input field. At the bottom of the form are two buttons: 'Submit' and 'Cancel'.

Figure 2

2. Administrative Controls Home Page

Once logged in you will be navigated to the Voice of Consumer (VOC) home page (*see figure 3*).

The screenshot shows the VOC tool's 'All Surveys' page. At the top, there's a navigation bar with links: Home, Create New Survey, View Responses, Manage Images, Manage Users, and Manage Sites. On the right side of the header, it shows the email 'sysadmin@ctacorp.com' and a Logout link. Below the header, the title 'Voice of Consumer' and 'Department of Health and Human Services' is displayed. The main content area is titled 'All Surveys'. It features a search bar labeled 'Search Surveys' with a placeholder 'View all surveys'. A table lists various surveys with columns for 'Edit', 'Ver.', 'Survey' (with a link to view responses), 'Description', 'Type', and 'Site'. The table contains 10 rows of survey information. At the bottom of the page, there's a footer with the VOC logo and text: 'A federal government website managed by the U.S. Department of Health & Human Services. 200 Independence Avenue, S.W. - Washington, D.C. 20201'.

Edit	Ver.	Survey	Description	Type	Site
edit	1	Anthony's 508 Review Test Survey	Test	Site	Test.gov
edit	2	Anthony's 508 Review Test Survey Page	test	Page	Test.gov
edit	3	delete me	test	Site	Test.gov
edit	4	Healthcare.gov Test	Test embedded iFrame on Healthcare.gov	Site	HealthCare.gov
edit	5	Help us improve our website	StopBullying.gov site-level survey for visitor demographics	Site	StopBullying.gov
edit	6	How was your visit to StopBullying.gov?	StopBullying.gov site-level survey for visitor feedback	Site	StopBullying.gov
edit	7	Jocelyn Test 3	Test	Site	Test.gov
edit	8	KPT2 - Poll	Kaya's phase 2 test - poll survey	Site	Test.gov
edit	9	Lots of questions	this test includes lots of questions	Page	HHS.gov
edit	10	Matrix Question Test	testing matrix questions	Page	StopBullying.gov

Figure 3

1. Primary Navigation
 - o Home
 - o Crate New Survey
 - o View Responses
 - o Manage Images
 - o Manage Account (Displayed only for VOC “User” role)
 - o Manage Users (Displayed only for VOC “Admin” role)
 - o Manage Sites (Displayed only for VOC “Admin” role)
 - o Logout
2. Link to create a New Survey
3. Search tool for filtering surveys by key words
4. Survey Table that displays all available surveys or filtered list
5. Page number of survey results

2.1 Search Survey Tool

The search feature on the Home screen (*see item 3 in figure 3 above*) provides the ability to search all surveys for which the user has access to within the VOC tool through the search survey tool. When entering keyword(s) into the search box, the VOC tool will generate a survey table listing all surveys that have key word(s).

The ability to use “and”, “or”, “and not” is available to use in the search feature.

To search for a specific set of exact words in the exact order without change you may use quotation marks in the search to obtain the desired results.

2.2 Survey Table

When first landing on the VOC tool, the Survey Table is defaulted to show all surveys and contains 7 columns (*see item 4 in figure 3 above*):

1. Edit – Icon to edit page for the specified survey.
2. View Revisions – Link to view different versions of the specified survey.
3. Survey Name – Displays tiles of each survey. Can be sorted in ascending or descending order by clicking on the “Name” table heading.
4. Survey Description – Displays the description of each survey.
5. Survey Types – Indicates whether the survey is Site or Page Level.
6. View Site – Indicates what site the survey is for.
7. Delete – Icon to delete the survey.

3. Creating a New Survey

To create a new survey simply select the “Create New Survey” from the navigation links at the top of the page or “New Survey” link from the Home page. This will generate the New Survey screen (*see figure 4*).

There are 4 fields that must be filled out and are required to proceed:

1. Site – Site where the survey will be placed
2. Name
3. Description
4. Survey Type
 - o Site – Intended to be comprehensive surveys and Matrix type questions are allowed
 - o Page – Intended to be small, quick 1-3 question surveys pertaining to individual page content
 - o Poll – Displays results after submission. No matrix questions allowed.

The screenshot shows the VOC system's "New Survey" creation interface. At the top, there's a blue header bar with the VOC logo and the Department of Health and Human Services. On the right of the header are links for "sysadmin@ctacorp.com" and "Logout". Below the header is a navigation menu with links for "Home", "Create New Survey", "View Responses", "Manage Images", "Manage Users", and "Manage Sites". The main content area has a white background and is titled "New Survey". It contains four input fields: "Site" (dropdown menu set to "HHS.gov"), "Name" (text input field containing "User Guide Example"), "Description" (text area containing "This is a sample for the VOC user Guide"), and "Survey Type" (dropdown menu set to "Site"). At the bottom right of the form are two buttons: "Cancel" and "Create Survey". The footer of the page also features the VOC logo and the text "A federal government website managed by the U.S. Department of Health & Human Services. 200 Independence Avenue, S.W. - Washington, D.C. 20201".

Figure 4

Once the fields have been properly entered the “Create Survey” button must be selected at the bottom of the form. There is also a “Cancel” link on this page if the survey should not be saved.

Once properly saved, the Edit Survey page will generate (*see figure 5*) and display a confirmation message indicating that the “Survey was successfully created.” All newly created surveys are assigned as version 1.0 automatically.

The screenshot shows the VOC software's 'Edit Survey Version' page. At the top, the 'Voice of Consumer' logo and 'Department of Health and Human Services' are displayed. On the right, there are links for 'sysadmin@ctacorp.com' and 'Logout'. Below the header, a navigation bar offers links to 'Home', 'Create New Survey', 'View Responses', 'Manage Images', 'Manage Users', and 'Manage Sites'. The main content area is titled 'Edit Survey Version' and contains a green success message box stating 'Survey was successfully created.' Below this, survey details are listed: 'Survey:' followed by 'User Guide Example1' and 'Version:' followed by '1.0'. To the right of these details are three buttons: 'View All Versions', 'Preview Survey', and 'Publish'. A large central area is labeled 'Pg. 1' and features four green plus-sign buttons for adding different question types: 'Add an open-ended question', 'Add a multiple-choice question', 'Add matrix question', and 'Add snippet'. At the bottom left, there is a link 'Insert Page Here'. The bottom of the screen features a blue footer bar with the VOC logo and the text 'A federal government website managed by the U.S. Department of Health & Human Services. 200 Independence Avenue, S.W. - Washington, D.C. 20201'.

Figure 5

4. Edit Survey Page

From the home screen on the VOC tool, a system administrator can edit the Survey Page by selecting the edit icon in the Survey Table on the Home screen (*see figure 6*).

The screenshot shows the 'All Surveys' page of the Voice of Consumer system. At the top, there's a navigation bar with links for Home, Create New Survey, View Responses, Manage Images, Manage Users, and Manage Sites. On the right, there are user-specific links for sysadmin@ctacorp.com and Logout.

The main content area displays a table of surveys. The columns are labeled: Edit, Ver., Survey (with a link to view responses), Description, Type, Site, and a delete icon. There are 10 rows of survey data:

Edit	Ver.	Survey	Description	Type	Site
Edit	Ver.	Anthony's 508 Review Test Survey	Test	Site	Test.gov
Edit	Ver.	Anthony's 508 Review Test Survey Page	test	Page	Test.gov
Edit	Ver.	delete me	test	Site	Test.gov
Edit	Ver.	Healthcare.gov Test	Test embedded iFrame on Healthcare.gov	Site	HealthCare.gov
Edit	Ver.	Help us improve our website	StopBullying.gov site-level survey for visitor demographics	Site	StopBullying.gov
Edit	Ver.	How was your visit to StopBullying.gov?	StopBullying.gov site-level survey for visitor feedback	Site	StopBullying.gov
Edit	Ver.	Jocelyn Test 3	Test	Site	Test.gov
Edit	Ver.	KPT2 - Poll	Kaya's phase 2 test - poll survey	Site	Test.gov
Edit	Ver.	Lots of questions	this test includes lots of questions	Page	HHS.gov
Edit	Ver.	Matrix Question Test	testing matrix questions	Page	StopBullying.gov

At the bottom left, there's a link for 'New Survey'. At the bottom right, there are navigation links for 1, 2, 3, Next, and Last.

Figure 6

This will allow the system administrator to edit the main survey settings (site, name, and description) but not the questions (*see figure 7*). To edit the survey questions, the View Versions link on the home page must be selected and is described in section 5.

The screenshot shows the VOC software interface. At the top, there's a blue header bar with the VOC logo and the text "Department of Health and Human Services". On the right side of the header, there are links for "sysadmin@ctacorp.com" and "Logout". Below the header is a navigation bar with links for "Home", "Create New Survey", "View Responses", "Manage Images", "Manage Users", and "Manage Sites". The main content area is titled "Edit Survey". It contains fields for "Site" (set to "Test.gov"), "Name" ("User Guide Example"), and "Description" ("This is a sample for the VOC user guide"). There's also a dropdown for "Survey Type" set to "Site". At the bottom right of the form are "Cancel" and "Update Survey" buttons. The footer of the page includes the VOC logo, the text "A federal government website managed by the U.S. Department of Health & Human Services.", and the address "200 Independence Avenue, S.W. - Washington, D.C. 20201".

Figure 7

5. Survey Versions

To add/remove/edit survey questions, to modify the layout of a survey, or to view different versions of a particular survey, select the View Versions icon from the VOC Home screen (see figure 8).

The screenshot shows the VOC software interface. At the top, there's a blue header bar with the VOC logo and the text "Department of Health and Human Services". On the right side of the header, there are links for "sysadmin@ctacorp.com" and "Logout". Below the header is a navigation bar with links for "Home", "Create New Survey", "View Responses", "Manage Images", "Manage Users", and "Manage Sites". The main content area is titled "All Surveys". It displays a list of surveys with columns for "Edit", "Ver.", "Survey" (with a link to "click to view responses"), "Description", "Type", and "Site". A red oval highlights the "Edit" column for the first survey entry. The surveys listed are: "Test Survey Created by rake task on 2012-08-07 19:52:19 +0000", "Testing HTML Answer Options", "User Guide Example", "Was This BeTobaccoFree.gov Page Helpful?", and "Was this page helpful?". At the bottom of the list, there are links for "New Survey", "Search Surveys" (with a search input field), and "View all surveys". The footer of the page includes the VOC logo, the text "A federal government website managed by the U.S. Department of Health & Human Services.", and the address "200 Independence Avenue, S.W. - Washington, D.C. 20201".

Figure 8

The Versions screen will generate with all the different versions that have been created for the selected survey (see figure 9). If there is only one version, then the screen will display with only one result. The table on the Versions screen will have the following columns:

- Edit – Icon where a system administrator will add/remove/edit survey questions or modify the layout of a survey.
- Version – Displays the system generated version number with 1 being the original.
- Export – Allows the system administrator to export to a CSV file.
- Thank You Page – Where the text displayed upon submission of a survey by a survey participant can be added/edited.
- Published – Indicates if the survey is published (i.e. Green check = active). Click to publish/unpublished. Once a survey version is published it locked down and is no longer editable. To edit, the survey version must be cloned (see below)
- Created – The creation date of the survey versions.
- Updated – Indicates the last time the survey was modified (i.e. any question within the survey saved).
- Clone – Icon duplicates a survey version and all of its questions.
- Delete – Icon will permanently remove the version of a survey from the system.

To create a new version of a survey, select the “New Version” link on the Versions screen.

The screenshot shows the 'Survey Versions' page of the Voice of Consumer website. At the top, there's a banner for 'User Guide Example'. Below the banner, a green success message box says 'Successfully cloned new minor version'. The main content area has three sections: Site information ('Site: site name here'), Survey information ('Survey: User Guide Example'), and Description ('Description: This is a sample for the VOC user guide'). Below these is a table of survey versions:

Edit	Survey Version	Export CSV	Thank You Page	Published	Created	Updated
1.0	User Guide Example	export			08/24/2012	09/16/2012 17:59:58
1.1	User Guide Example	export			09/16/2012	09/25/2012 15:25:16
1.2	User Guide Example	export			11/21/2012	11/21/2012 17:12:39
2.0	User Guide Example	export			09/16/2012	09/16/2012 18:18:55
2.1	User Guide Example	export			09/16/2012	09/16/2012 18:22:45

At the bottom of the page, there are sections for iFrame Instructions, Javascript Widget Instructions, and Webservice Instructions. The footer includes the 'Voice of Consumer' logo and a note about it being a federal government website managed by the U.S. Department of Health & Human Services.

Figure 9

6. Adding/Editing Survey Questions and Layout

The Edit Survey allows you to add/remove/edit several different question types to the selected survey as well as adding/deleting/moving page(s) to the survey:

- Open ended-ended question
- Multiple-choice question (Radio, dropdown, multi-select, or check boxes)
- Matrix question
- Snippet

6.1 Open-ended Question

Open-ended questions are long answer questions that are limited to 50, 75, or 100 characters. To create an open-ended question, select the “Add an open-ended question” link from the Edit Survey page (*see figure 9*). That will generate an open-ended question settings box (*see figure 10*).

When setting up, you can select the Answer Type if Field or Area. The row size can be 3, 4, or 5 lines when displayed to the survey participant.

Any question can be marked as required by selecting the check box marked “Require an answer to this questions (optional)”. By default all questions are optional.

The text box allows for the question text to be displayed on the survey.

The page selection allows you to specify what page the question should appear on.

To save the question, select the “Submit Question” button.

New Text Question

Answer Type: Field Area

Answer Size: 50 Characters Row Size: 3

Question: Require an answer to this question (optional)

Page: 1

Submit Question Cancel

Figure 10

6.2 Multiple-choice Question

Multiple-choice questions are questions that have several fixed answer options to select from. To create a multiple-choice question, select the “Add a multiple-choice question” link from the Edit Survey page (*see figure 9*). That will generate a multiple-choice question settings box (*see figure 11*).

Any question can be marked as required by selecting the check box marked “Require an answer to this questions (optional)”. By default all questions are optional.

The text box allows for the question text to be displayed on the survey. Multiple-choice questions can be set up with the following answer options:

- Radio buttons
 Yes No Not applicable
- Dropdown

- Multi-select

- Check boxes


By default there are four (4) answer fields where the answer text can be entered. At least one answer field must contain data to be allowed to proceed to save. To add more answer options, select “Add Answer” after the fourth answer field.

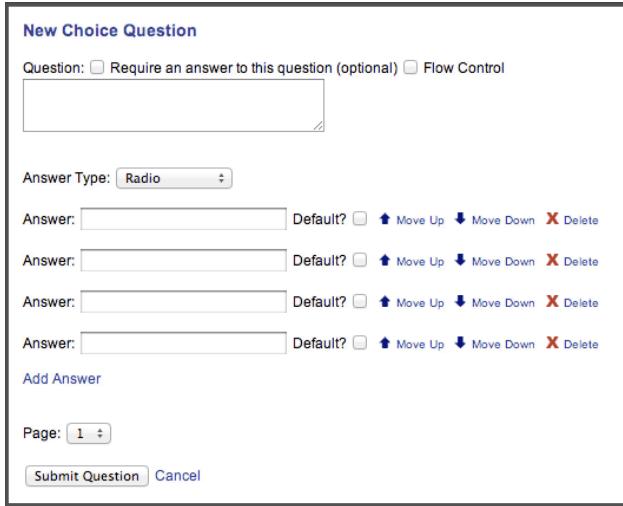
Any question can be marked as required by selecting the check box marked “Require an answer to this questions (optional)”. By default all questions are optional.

The “Default?” check boxes will automatically select the answer to the survey participant when going through the survey. For Radio and Dropdown style questions there can only be one default answer selected. For Multi-select and Check box style questions there can be multiple default answers displayed.

The page selection allows you to specify what page the question should appear on.

To save the question, select the “Submit Question” button.

For information on Flow control see section 5.4.



New Choice Question

Question: Require an answer to this question (optional) Flow Control

Answer Type: Radio

Answer: Default?

Answer: Default?

Answer: Default?

Answer: Default?

Add Answer

Page: 1

Submit Question **Cancel**

Figure 11

6.3 Matrix Question

Matrix questions are questions that have several fixed answer options to select from but have a series of related questions (i.e. on a scale of 1-5). To create a matrix question, select the “Add a matrix question” link from the Edit Survey page (*see figure 9*). That will generate a matrix question settings box (*see figure 12*).

New Matrix Question

Statement: Require an answer to this question (optional)

Question: Require an answer to this question (optional)

Add Question

Answer:

Answer:

Answer:

Answer:

Add Answer

Page:

[Add Matrix Question](#) [Cancel](#)

Figure 12

The statement is to be used for instructions or information for the survey user (i.e. the following pertains to your experience, Please rate the following on a scale of 1-5 with 1 being least likely and 5 being most likely...).

The question box(es) are for the question(s) to be answered by the survey participant. By default there is only one question but more may be added by selecting the “Add Question” link.

Default answers cannot be set for matrix questions.

The page selection allows you to specify what page the question should appear on.

To save the question, select the “Add Matrix Question” button.

Figure 13 and 14 are examples of a sample question and how it displays to the survey participant in relation to the data inputted into the settings of a matrix question.

Edit Matrix Question

Statement: Require an answer to this question (optional)
Please answer the following based on US holidays

Question: Require an answer to this question (optional)
What holiday is your favorite?

Question: Require an answer to this question (optional)
What holiday to you is your least favorite?

Add Question

Answer: New Years

Answer: Valentines

Answer: 4th of July

Answer: Halloween

Answer: Thanksgiving

Answer: Christmas

Answer: Other

Add Answer

Page:

Figure 13

3. Please answer the following based on US holidays

	New Years	Valentines	4th of July	Halloween	Thanksgiving	Christmas	Other
What holiday is your favorite?	<input type="radio"/>						
What holiday to you is your least favorite?	<input type="radio"/>						

Figure 14

6.4 Snippet

A snippet is used for adding plain text to a page to provide survey users information or instructions. There is no answer related to a snippet, it is simply display text. To create a matrix question, select the “Add a matrix question” link from the Edit Survey page (*see figure 9*). That will generate a matrix question settings box (*see figure 15*).

The page selection allows you to specify what page the snippet should appear on.

To save the snippet, select the “Create Snippet” button.

New Snippet

Page: 1

Create Snippet Cancel

Figure 15

6.4 Flow Control

The check box for “Flow Control”, on the Multiple-Choice when selected will display trigger functionality that allows different paths through the survey (*see figure 16*). The selection of a specific answer will bring the survey user to a specified page. For example; if the question is “Do you like apples?” and the survey participant selects “Yes” (which has been set up with flow control), and the question is set up to bring the survey participant to page 2, which asks additional questions specific to apples. If the survey participant selects “No”, the question is set up to bring them to page 3.

Edit Choice Question

Question: Require an answer to this question (optional) Flow Control
Do you like apples?

Answer Type: Radio

Go to next page when answer is chosen (will only apply to radio buttons):

Answer: Yes	Go To Page:	2	Default? <input checked="" type="checkbox"/>	<input type="button" value="Move Up"/>	<input type="button" value="Move Down"/>
Move Down	X Delete				
Answer: No	Go To Page:	3	Default? <input type="checkbox"/>	<input type="button" value="Move Up"/>	<input type="button" value="Move Down"/>
Move Down	X Delete				

Add Answer

Page: 1

Submit Question Cancel

Figure 16

6.5 Thank You Page

To customize the text displayed on the Thank You page of a survey, select the “Thank You Page” link on the survey versions screen (*see figure 9*). The Edit Custom Thank You page will generate (*see figure 17*), where the system user can enter the message to be displayed on the Thank You page at the end of the survey.

Edit Custom Thank You Page

Thank You Page:

[Cancel](#)

Figure 17

6.6 Preview

To preview and test any version of a survey, regardless of Published status, select the “Preview” link on the survey versions screen (*see figure 9*).

This will allow a VOC admin tool user the ability to test a survey by answering questions in the selected survey and view the flow of pages based on question answers (*see figure 18*).

Preview Survey: User Guide Example 1.1

1. What is your favorite movie? *

2. Is this a test survey?

Yes No Not applicable

3. Please answer the following based on US holidays

New Years	Valentines	4th of July	Halloween	Thanksgiving	Christmas	Other
-----------	------------	-------------	-----------	--------------	-----------	-------

What holiday is your favorite?

What holiday is your least favorite?

This is for informational purposes. The next section is about your driving habits.

4. Do you like apples?

Yes No

[Next Page](#)

[View All Versions](#)

Figure 18

7. View Responses Page

From the home screen on the VOC tool, a system administrator can view the Survey Responses by selecting the “View Responses” link in the Survey Table on the Home screen (*see figure 19*),

Home	Create New Survey	View Responses	Manage Images	Manage Users	Manage Sites	Logout
All Survey's						
New Survey						
Search Surveys <input type="text"/> View all surveys						
Name	Description	Type	Edit	View Versions	View Responses	Delete
Test Survey by Aaron	Test Survey by Aaron	Site	Edit	View Versions	View Responses	Delete
Test Survey Created by rake task on 2012-08-07 19:52:19 +0000	Test Survey	Page	Edit	View Versions	View Responses	Delete
Testing HTML Answer Options	Testing HTML Answer Options	Site	Edit	View Versions	View Responses	Delete
User Guide Example	This is a sample for the VOC user guide	Site	Edit	View Versions	View Responses	Delete
Was this page helpful?	page-level survey for StopBullying.gov	Page	Edit	View Versions	View Responses	Delete
« First « Prev 1 2						
New Survey						

Figure 19

or by selecting the “View Responses” tab at the top of any screen, taking the user to the Survey Responses screen where the survey and version must be selected (*see figure 20*).

Figure 20

This will take you to the Survey Responses page (*see figure 21*) for the selected survey version. This is where all of the completed survey answers can be viewed.

The screenshot shows the 'Survey Responses' page of the Voice of Consumer system. At the top, there's a navigation bar with links for Home, Create New Survey, View Responses, Manage Images, Manage Users, and Manage Sites. The user is logged in as 'sysadmin@ctacorp.com'. Below the navigation is a search bar with dropdowns for 'Survey' (set to 'User Guide Example') and 'Version' (set to '1.1'), and a 'Refresh' button. There's also a 'Search' button and an 'Advanced Search' link. Underneath the search bar are buttons for Export to CSV, Manage Rules, Manage Display Fields, and Select View (set to 'Standard View'). There are also links for Add New View and Edit Current View.

Delete/ Edit	Date	Page URL	What Is Your Favorite Movie?	Is This A Test Survey?	Please Answer The Following Based On Us Holidays: What Holiday Is Your Favorite?	P F
	09/25/2012 - 15:34:55		Gone with the wind	Yes	New Years	V
	09/25/2012 - 15:35:57		Beauty and the Beast	Yes	Halloween	A
	09/25/2012 - 15:36:26		Scarface	No Not applicable	Thanksgiving	V
	09/25/2012 - 15:47:30		Titanic	No	New Years	H
	09/25/2012 - 16:26:24		test	No	New Years	V

At the bottom of the page, there are links for Export to CSV, Manage Rules, Manage Display Fields, Select View (set to 'Standard View'), Add New View, and Edit Current View. The footer contains the 'Voice of Consumer' logo and the text: 'A federal government website managed by the U.S. Department of Health & Human Services. 200 Independence Avenue, S.W. - Washington, D.C. 20201'.

Figure 21

7.1. Manage Display Fields

To preview and edit display fields, select the “Manage Display Fields” link on the survey responses screen (*see figure 21*).

This allows for editing the order in which the survey responses can be viewed. This will not alter the survey itself as that is accomplished through the Edit Survey (*see section 6*).

Use the up or down arrows to re-arrange the order in which the survey responses will display on the Survey Responses screen. The position of each display field can only be moved one line at a time.

Display Fields added to the survey responses (*see section 7.2*) can also be moved as well as deleted from the Manage Display Fields screen by selecting the red x.

Survey: User Guide Example
Version: 1.1

	Type	Move Up	Move Down
1 What is your favorite movie?	DisplayFieldText	↑	↓
2 Is this a test survey?	DisplayFieldText	↑	↓
3 Please answer the following based on US holidays: What holiday is your favorite?	DisplayFieldText	↑	↓
4 Please answer the following based on US holidays: What holiday to you is your least favorite?	DisplayFieldText	↑	↓
5 Do you like apples?	DisplayFieldText	↑	↓
6 Please describe what you like about apples.	DisplayFieldText	↑	↓
7 Do you enjoy the following: Apple pie	DisplayFieldText	↑	↓
8 Do you enjoy the following: Apple turnovers	DisplayFieldText	↑	↓
9 Do you enjoy the following: Applesauce	DisplayFieldText	↑	↓
10 Do you enjoy the following: Apple marmalade	DisplayFieldText	↑	↓
11 Please provide any additional information you feel would be helpful.	DisplayFieldText	↑	↓
12 Jocelyn Test	DisplayFieldChoiceMultiselect	↑	↓

Add New Display Field | View Survey Responses

Voice of Consumer | A federal government website managed by the U.S. Department of Health & Human Services.
200 Independence Avenue, S.W. - Washington, D.C. 20201

Figure 22

7.2. Add New Display Field Page

To add a new display field, select the “Add New Display Field” link on the Display Fields screen (*see figure 22*).

Enter the name of the field to be displayed in the “Name” text box.

There are 3 types of display fields that can be added to survey responses:

- Text – Allows the admin user to add comments or notes to survey responses.
- Dropdown – Allows the admin user to provide feedback by selecting one option from a predefined list.
- Checkboxes – Allows the admin user to provide feedback via one or more option(s) from a predefined list.

Text and Dropdown display types allow for the option of adding a default value. To utilize this, simply enter the text of the default value.

To save the new display field, select the “Create Display Field” button on the bottom right of the screen. To cancel and go back to the Display Fields screen (*figure 22*), select the “Cancel” link on the bottom right of the screen.

The screenshot shows the 'Voice of Consumer' website interface. At the top, there's a blue header bar with the 'Voice of Consumer' logo and 'Department of Health and Human Services'. On the right side of the header are links for 'sysadmin@ctacorp.com' and 'Logout'. Below the header is a navigation menu with links for 'Home', 'Create New Survey', 'View Responses', 'Manage Images', 'Manage Users', and 'Manage Sites'. The main content area has a title 'New Display Field'. It contains three input fields: 'Name:' with an empty text input, 'Type:' with a dropdown menu set to 'Text', and 'Default Value:' with an empty text input. At the bottom right of this form are two buttons: 'Cancel' and 'Create Display Field'. A footer banner at the bottom of the page reads 'Voice of Consumer Department of Health and Human Services' and 'A federal government website managed by the U.S. Department of Health & Human Services. 200 Independence Avenue, S.W. - Washington, D.C. 20201'.

Figure 23

7.3. Add New Rule Page

To add a new rule to the survey responses, select the “Manage Rules” link on the Display Fields screen (*see figure 21*). This will take you to the View Rules page (*see figure 24*) where all the rules for each survey question can be viewed. Select the “Add New Rule” icon to generate the form to be filled to apply a new rule (*see figure 25*).

The screenshot shows the 'View Rules' page of the 'Voice of Consumer' website. The header and navigation bar are identical to Figure 23. The main content area has a title 'View Rules'. It displays survey information: 'Survey: User Guide Example' and 'Version: 1.1'. Below this, there's a table-like structure showing 11 survey rules. Each rule is listed with an edit icon and a numbered question. To the right of the rules is a column of icons for 'Move Up', 'Move Down', 'Run', and 'Delete'. At the bottom of the page are buttons for 'Add New Rule' and 'View Survey Responses'. The footer banner is the same as in Figure 23.

Rule (click to see details)	Move Up	Move Down	Run	Delete
1. What is your favorite movie?	↑	↓	↻	✖
2. Is this a test survey?	↑	↓	↻	✖
3. Please select all that apply: What holiday is your favorite?	↑	↓	↻	✖
4. Please select all that apply: What holiday to you is your least favorite?	↑	↓	↻	✖
5. Do you like apples?	↑	↓	↻	✖
6. Please describe what you like about apples.	↑	↓	↻	✖
7. Do you enjoy the following: Apple pie	↑	↓	↻	✖
8. Do you enjoy the following: Apple turnovers	↑	↓	↻	✖
9. Do you enjoy the following: Applesauce	↑	↓	↻	✖
10. Do you enjoy the following: Apple marmalade	↑	↓	↻	✖
11. Please provide any additional information you feel would be helpful.	↑	↓	↻	✖

Figure 24

Voice of Consumer
Department of Health and Human Services

sysadmin@ctacorp.com | Logout

Home | Create New Survey | View Responses | Manage Images | Manage Users | Manage Sites

New Rule

Name:

Type: Database Action: allows you to update or set a field value
 Email Notification: allows you to send out an automated email when something happens

This rule will execute when a survey is:
 Add Update Nightly

Criteria
 =

Actions
Send email to: Separate email addresses with a comma
Subject Line:
Message Content:
Update with: or

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200 Independence Avenue, S.W. - Washington, D.C. 20201

Figure 25

Once the form has been successfully completed, select the “Create Rule” button to save the changes.

7.4. Edit Rules Page

To edit an existing rule to the survey responses, select the “Manage Rules” link on the Display Fields screen (*see figure 21*). This will take you to the View Rules page (*see figure 24*) where all the rules for each survey question can be viewed. Select the pencil icon to generate the form that contains the details of the rules to be edited (*see figure 27*).

Once the needed changes have been made to the existing rule, select the “Update Rule” button to save the changes.

Voice of Consumer
Department of Health and Human Services

sysadmin@ctacorp.com | Logout

Home | Create New Survey | View Responses | Manage Images | Manage Users | Manage Sites

Edit Rule

Name:

Type:
 Database Action: allows you to update or set a field value
 Email Notification: allows you to send out an automated email when something happens

This rule will execute when a survey is:
 Add Update Nightly

Criteria
 = *
[+ Add Criteria](#)

Actions
Send email to: Separate email addresses with a comma
Subject Line:
Message Content:

Update with
 *
 or *
[+ Add Action](#)

[Cancel](#) [Update Rule](#)

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Figure 27

7.5. Delete Rules

To delete an existing rule to the survey responses, select the “Manage Rules” link on the Display Fields screen (*see figure 21*). This will take you to the View Rules page (*see figure 24*) where all the rules for each survey question can be viewed. Select the red X icon to delete a rule (*see figure 28*).

Survey: User Guide Example

Version: 1.1

Edit Rule (click to see details)

- 1. What is your favorite movie?
- 2. Is this a test survey?
- 3. Please select all that apply: What holiday is your favorite?
- 4. Please select all that apply: What holiday to you is your least favorite?
- 5. Do you like apples?
- 6. Please describe what you like about apples.
- 7. Do you enjoy the following: Apple pie
- 8. Do you enjoy the following: Apple turnovers
- 9. Do you enjoy the following: Applesauce
- 10. Do you enjoy the following: Apple marmalade?
- 11. Please provide any additional information you feel would be helpful.

Add New Rule **View Survey Responses**

Move Up **Move Down** **Run** **X**

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Department of Health and Human Services

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200 Independence Avenue, S.W. - Washington, D.C. 20201

Figure 28

7.6. Exporting Survey Results

The completed survey results can be exported into a .CSV file. To request a .CSV file of the survey results, select the “Export as CSV” link on the Survey Responses page. Once the link has been selected, a confirmation message will display verifying that the request is being processed (see figure 29).

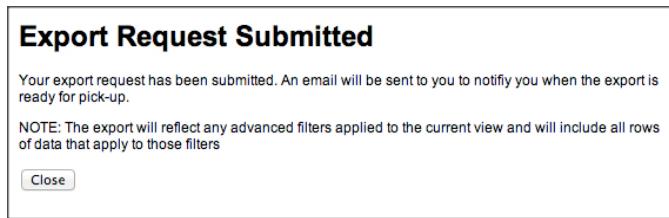


Figure 29

7.7. Custom View

The view on the Survey Responses screen can be customized to meet the users needs. Select the “Add New View” link on the Survey Responses screen, which will generate the New Custom View screen (see figure 30).

The screenshot shows the VOC tool's 'New Custom View' configuration page. At the top, there's a header with the VOC logo and navigation links: Home, Create New Survey, View Responses, Manage Images, Manage Users, and Manage Sites. On the right, there are user details (sysadmin@ctacorp.com) and a Logout link.

The main area is titled 'New Custom View'. It contains several sections:

- Options:** Fields for 'Name' (a text input box) and 'Default View' (radio buttons for Yes or No).
- Display Fields (Columns):** A list of survey questions:
 - What is your favorite movie?
 - Is this a test survey?
 - Please answer the following based on US holidays: What ho
 - Please answer the following based on US holidays: What ho
 - Do you like apples?
 - Please describe what you like about apples.
 - Do you enjoy the following: Apple pie
 Buttons for 'ADD >>' and '<< REMOVE' are available. Below the list are 'Manage Display Fields' and 'Add Display Field' buttons, along with up and down arrow icons for reordering.
- Default Sort:** Three dropdown menus for 'First Sort By', 'Then By', and 'Then By' with ascending and descending options.
- Note:** A note stating 'NOTE: Users will always be able to sort by clicking on the column headers.'
- Buttons:** 'Cancel' and 'Create Custom View' (highlighted in blue).

The footer features the VOC logo and a note: 'A federal government website managed by the U.S. Department of Health & Human Services. 200 Independence Avenue, S.W. - Washington, D.C. 20201'.

Figure 30

Complete the form to enable the custom view setting, and then select the “Create Custom View” button to save settings. Once saved the custom view can be enabled by selecting it in the “Select View” dropdown from the Survey Responses screen.

8. Manage Account

Manage Account is a functionality that only users set up with the “User” role have access to, which allows an individual VOC admin site user to edit their profile. From the home screen on the VOC tool, a system user can edit their account information by selecting the “Manage Account” tab on the top of the Home screen or any other screen (*see figure 6*). The following screen (*see figure 31*) will generate, allowing the information below to be updated by a “User”:

- First Name
- Last Name
- Password

First Name: Jocelyn Last Name: Davies

Email: jdavies@ctacorp.com Password:

Password Confirmation:

[Cancel](#)

Figure 31

9. Manage Users Page

Managing users is a functionality that only users set up with the “Admin” role have access to. From the Home screen on the VOC tool, a system administrator can create/edit/delete admin site users by selecting the “Manage Users” tab on the top of the Home screen or any other screen (*see figure 6*).

On the Manage Users screen (*see figure 32*), a table of all users will be presented which will have 5 columns

- User Name – First and Last name of user.
- Email – Email address for the user.
- Show – Displays the user settings (Name, Email, Role, and Sites).
- Edit – Allows the modification of the user settings (Name, Email, Role, and Sites).
- Delete – removes the user from VOC access.

User Name	Email	Show	Edit	Delete
System Administrator	sysadmin@ctacorp.com	Show	Edit	Delete
Achaia Walton	achaia.walton@hhs.gov	Show	Edit	Delete
Kathryn Messner	kathrynmessner@hhs.gov	Show	Edit	Delete
Anthony Prematta	anthony.prematta@hhs.gov	Show	Edit	Delete
Juan Alvarado	jalvarado@ctacorp.com	Show	Edit	Delete
Achaia Walton	kaya.walton@gmail.com	Show	Edit	Delete
Michelle Spencer	michelle.spencer@hhs.gov	Show	Edit	Delete
Karin Kurz	karin.kurz@hhs.gov	Show	Edit	Delete
Hanns Chong	hanns.chong@hhs.gov	Show	Edit	Delete

[New User](#)

Figure 32

9.2. Add New User

To add a new user, under the Manage Users select the “New User” link. A new window will pop up (*see figure 33*) to enter the following new user information:

- First Name
- Last Name
- Password

- Role
- Site(s)

Once the new user information has been entered, the “Create User” button at the bottom of the form will save the user in the VOC admin tool.

The screenshot shows a form titled "Add A New User". It includes fields for "First Name" and "Last Name" (both empty), "Email" (empty), "Password" (empty), "Password Confirmation" (empty), "Role" (radio buttons for "Admin" and "User" where "User" is selected), and "Sites" (a dropdown menu showing "StopBullying.gov").

Figure 33

9.3. Edit User

To edit an existing VOC admin tool user, the “Edit” link can be used which triggers an Edit User window (*see figure 34*) where the user settings and information can be edited:

- First Name
- Last Name
- Password
- Role

Once the new user information has been entered, the “Update User” button at the bottom of the form will save the changes.

The screenshot shows an "Edit User" form with the following data: First Name: "System", Last Name: "Administrator", Email: "sysadmin@ctacorp.com", and Role: "Admin". The Password and Password Confirmation fields are empty. At the bottom are "Cancel" and "Update User" buttons.

Figure 34