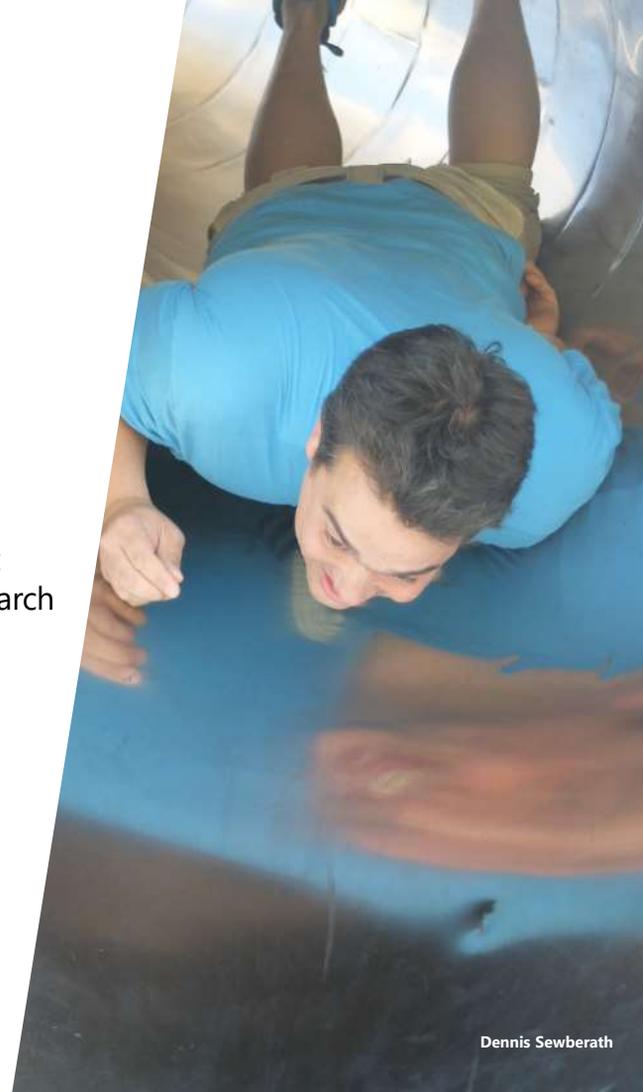


SurveyFriendly

Be SurveyFriendly too

How design in surveys help us solving the biggest challenges we currently face in online market research



We can't afford **NOT** to change

1. Low response rate
2. High dropout
3. High sample costs
4. Bad data, no variance in results
5. Loose projects and clients
6. No engagement



Are you too busy to innovate?



**By applying small adjustments in your survey,
you create huge improvements**

BE PROUD!

Are you proud of your survey? You are the benchmark.

Would you send it to friends and family to showcase your great work?

Do you like to fill out your own survey?

If you don't like to fill it out yourself. What can you expect from someone else?

If you are not showing any passion in your survey how can you expect other people are willing and motivate to participate.

Or even worse they just fill it in without any attention and interest.

Bad surveys lead to **bad data**.

Poor data lead to **wrong results**.

Incorrect results lead to **wrong decisions**.

Before you start designing your questionnaire

Good preparation is 1/2 the work
Always brief your project with your designer!



9:00 AM
Project briefing

Researcher take time to
brief your survey designer!



09:30 AM
Project briefing

Survey Designer take time to
brief your researcher!
Bring up ideas, suggestions, best
practise

START

"Unless commitment is made, there are only promises
and hopes; but no plans."

— **Peter F. Drucker**

Final survey?



There is not just one final master survey!

We always have two versions

1. On paper (research design)
2. Online (user experience)

Be SurveyFriendly too

Break free from traditional surveys!



People Friendly

Respondents are real people, don't just fire questions to them. Design a survey that assists people in truly understanding your content.

Device Friendly

Online surveys should work simultaneously cross platform, on all kind of devices, screen sizes and operating systems. Surveys should contain question types that work for both mouse and touch.

Design Friendly

Survey design goes well beyond creating a visually stunning survey. Use proven solutions that improve the data-quality.

People Friendly

Respondents or Participants?

In any case we are talking about **real people**

Respect people



Respect and reward people for **their time and effort** to fill in your survey and you receive **valuable feedback** in return.

Challenge people



Don't just fire computerized questions!

Otherwise people will just tick off the answers!

Better to challenge participants!

You ask people to solve your problem, your research question.

Make it human and personal



When something is personal you feel more engaged!

Participants are real people, so setup a real **conversation**.

They need to solve your research questions.

What is the **tone of voice** when you talk with them?

Set the **right stage**, in what kind of mood do you need to bring them?

Be aware of cultural differences



People respond differently per culture, more pleasing, more general, more neutral, etc.

Use question types that capture the right type of information.

Be careful which visuals and colours you use.
They can have a different meaning per culture.

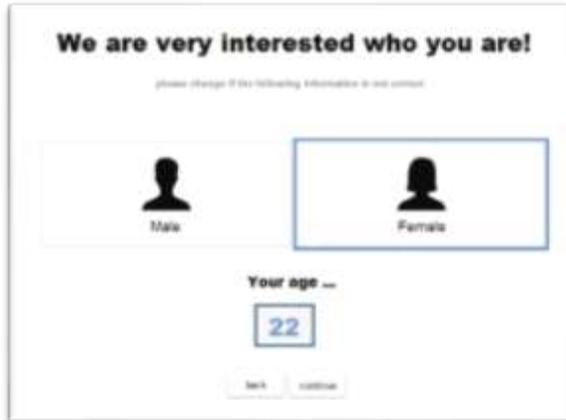
Multi lingual surveys



When using images and text be aware the length can vary and could mess up layout.

Reserve extra time for layout optimisation for each language.

Autofill Questions



The screenshot shows a survey interface with the following elements:

- Header: "We are very interested who you are!"
- Sub-header: "please change if the following information is not correct"
- Gender selection: Two radio buttons labeled "Male" and "Female". The "Female" option is selected and highlighted with a blue border.
- Age input: A label "Your age" followed by a text input field containing the number "22".
- Navigation: "back" and "continue" buttons at the bottom.

Showing collected information can have a positive effect on engagement and honest answers. However, it can also have a negative effect as people think they are monitored. Be careful how and when to use it.

If you have already panel information, show this to the respondent. But always with the option to change if it is not correct.

Don't ask the same questions each time if that information is already available. It is one of the biggest frustrations from panel members.

Autocomplete Questions

In which state do you live?

- California
- Colorado
- Connecticut
- Kentucky
- Massachusetts

of answers. This will be hidden for the participant.

| | | | |
|---|--------------------------------|-----------------------------------|------------------------------------|
| <input type="radio"/> Alaska | <input type="radio"/> Idaho | <input type="radio"/> Minnesota | <input type="radio"/> North Dakota |
| <input type="radio"/> Arizona | <input type="radio"/> Illinois | <input type="radio"/> Mississippi | <input type="radio"/> Ohio |
| <input type="radio"/> Arkansas | <input type="radio"/> Indiana | <input type="radio"/> Missouri | <input type="radio"/> Oklahoma |
| <input checked="" type="radio"/> California | <input type="radio"/> Iowa | <input type="radio"/> Montana | <input type="radio"/> Oregon |
| <input type="radio"/> Colorado | <input type="radio"/> Kansas | <input type="radio"/> Nebraska | <input type="radio"/> Pennsylvania |
| | <input type="radio"/> Kentucky | <input type="radio"/> Nevada | <input type="radio"/> Rhode Island |

Speed up the open answers by already using a predefined answer list. By typing certain characters some matching responses are shown.

Add auto next option to save a lot of clicks



Add in a back button (at the following up question) if you think people could have answered too quickly.

Don't confuse people in your survey by sometimes adding autonext and sometimes not.

For a certain block of statements, it can be very useful.

Length of Interview vs. Survey Flow



The shorter the better right?

Yes, HOWEVER if something is fun or interested time doesn't matter!
More important to have your general survey flow running smooth.

Try to keep surveys ideally under 15 minutes to keep people motivated so you are certain people take the time to read and to think before they answer your questions.

Provide Instant Feedback



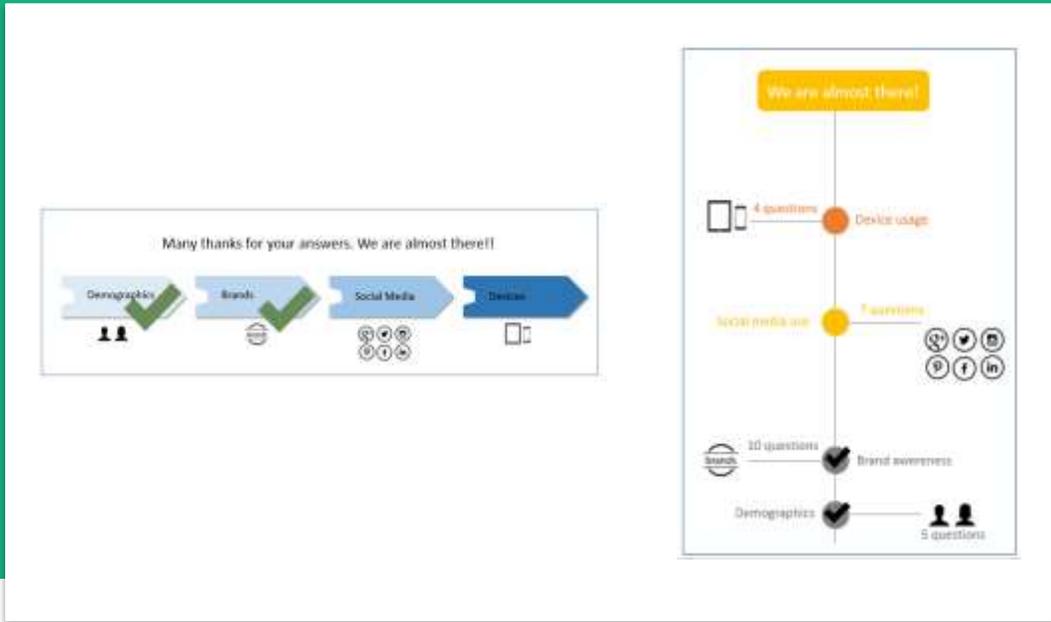
Everybody wants to know that it matters what they do.

Engage the participant by providing them instant feedback during the survey.

For example: feedback about their answers, ie. what kind of shopper they are, how other people responded, facts, fun, etc.

Reward people by the time and effort they take to answer your questions rather than just getting an incentive depended on the length of the interview.

Show Progress



Respondents want to know how much longer the survey will take.

However, leaving them off does no real harm, it is just that respondents can make informed decisions about whether to continue or to quit.

Progress bars alone are not providing or motivating people to complete the survey.

Adding extra progress pages between the different sections indicate much better what people have already accomplished and what they still need to do.

Add Pauses

Sorry, we know it is a long survey
But you are almost there!



It's time to refuel
Time for a boost!

Many thanks for all your efforts so far.
Give yourself a short break.
When you are ready you can proceed again.



You have done more than half of the survey!

Many thanks for all your efforts so far.
Give yourself a short break.
When you are ready you can proceed again.

People can't absorb information beyond a certain rate.
Adding pauses allow people to keep their focus capacity.

Even when people don't take a break it is good they know they just finished a certain part and have the option to breathe again.

Always ask for feedback



Ask for feedback at the end of the survey.
Learn from your respondents, they also can point you on stuff that you totally missed.
Not only about solving your research question but also on technical issues.

Think about how and when you invite



Consider the benefit of reaching people by SMS, Push Notifications or GEO and not only by mail.

Try to reach people when they have time, aim for the right moment.

Think about the time and day and a good spread through your fieldwork time.

Think about reaching them in the heat of the moment (in store, at home watching commercials, etc.)

Design your invitation



It all starts with an invitation.

You have a great opportunity to get people interested in your research.

It is your first contact with someone who might be willing to take their precious time to help you answer your research question.

Make your invitation interesting!

Device Friendly

Online surveys should work simultaneously cross platform, on all kind of devices, screen sizes and operating systems.

Surveys should contain question types that work for both mouse and touch.

Think mobile first, but don't be limited for mobile only!



Mobile is not the light version of your survey.
Rethink how people can interact with your survey.

Think less as a researcher and more as a designer.

Not mobile friendly? Deny access for mobile!



When you are online you are already mobile

If you don't want people to fill in your survey on a mobile device, make sure to block mobile devices.

If you don't design your survey mobile friendly block mobile.

Otherwise people get disappointment and frustrated when they can access and expect to complete the survey on mobile.

Ideally online surveys should work simultaneously cross platform, on all kind of devices, screen sizes and operating systems.

Benefit with mobile thinking

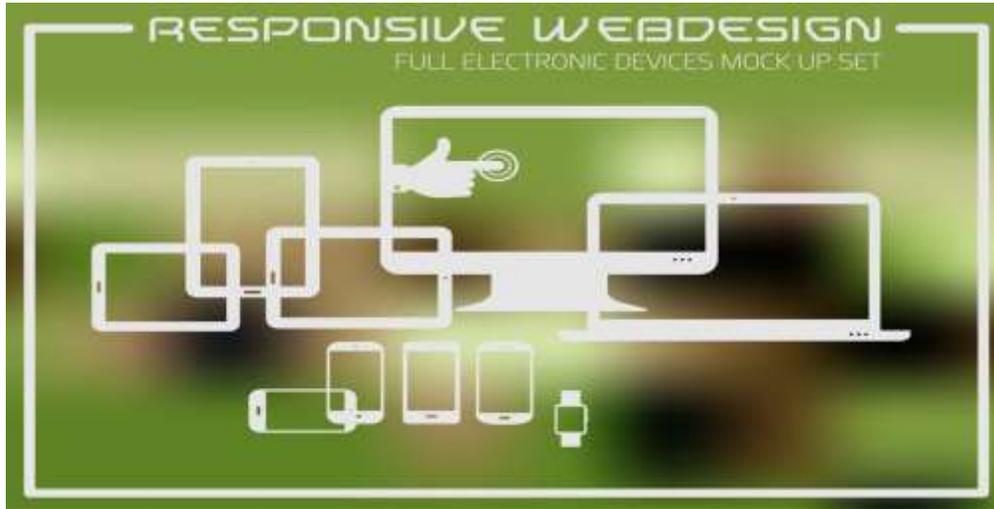


Mobile forces you to better survey design even if you not to decide to go for mobile.

You have limited space for content and it forces you better to rephrase your questions and answers.

If it works on mobile it also works for desktop

We all use multiple devices, make your survey responsive



Big chance somebody receives the survey email invitation on their phone or tablet. Should they login to their laptop or desktop first to participate?

We can't predict what kind of device, operating system or screen size someone is using. You need to design your survey for all kind of devices and screen sizes.

Make your survey responsive not only in the template layout but also in question types, content and visuals.

Make sure people can participate by using both mouse and touch.

Additional time for testing required



It is impossible to test your survey on all screen resolutions and devices.
But you need to reserve some time to do this.

Technical functionality in question types should be all covered when question types have been released.
The additional time you need for testing is how question text, answers, visuals are aligned.

Design Friendly

Survey design goes well beyond creating a visually stunning survey.
Use proven solutions that improve the data-quality.

1. Content
2. Visual Design
3. Question Types

Design Friendly

1. Content

Attractive Introduction Screen

Next to the invitation (mail), the intro page is the first contact point of your survey.

Make it attractive, easy to read and interesting to participate.

Explain not only the purpose of the study but also how people's feedback will be used.

This can improve participant's engagement. If they feel it matters what they answer you get more valuable feedback.



We are very interested in your opinion on **supermarkets**.

Your feedback helps a retailer to create a **new concept**.
At the end of the questionnaire I will tell you more.

The questionnaire takes about 15 minutes.
Let's start right away

Adding extra screens

There is a big chance people are not willing to read a big block of text. Making it simple and clean you are more certain people really read and have noticed what the purpose of the topic is.

Don't be afraid to divide long intro's or long block of text into separate multiple pages. Try to shorten text and visualize.

More pages doesn't mean the survey becomes longer. It improves the survey flow and will only reduce the length and keeps the participant focussed.

Often there is no introduction before a certain topic starts. We jump directly into the big battery of grid statements. An extra screen helps to make the survey fluent.



The next 5 questions are about travel by plane

We want to ask you how well **known** a particular brand is for you.

You don't need to have bought or used it.



Shorten Questions and Answer Text

Write simple and easy to understand, leave out unnecessary scene settings. Self-explaining questions don't need extra instructions. Avoid to repeat question text in answer text and vice versa.

For example, there is no need to explain the scale in question text if you show the scale also in the answers. Or instructions like, click on next to continue, only one answer possible, describe in your own words, etc.

Ideally try to phrase your question in no longer than two sentences.

It might seem as a small thing but for the participant it is all extra text that is not necessary and an overkill of extra time to read. If you already have a long survey everything helps to reduce the length.

Shorten Questions and Answer Text

Question text: We'd like to understand your household's interest in some activities and types of entertainment. For each of the items listed below, please indicate the interest among members of your household using a 5 point scale where 5 means LOVE IT! Really Important to my household and 1 means No one in my household really cares about it.

Change to: We'd like to understand your household's interest in some activities and types of entertainment.

Or: How interested is your household in ...

~~Please read through the statements shown below and select which statement best describes your attitude towards this brand. Please select the most appropriate statement per brand.~~

Which of these statements best describes your attitude towards each brand.

~~Now, a commercial follows:~~

Can you indicate whether you have recently seen this commercial on television?

~~I have certainly recently seen this commercial~~

~~I might have recently seen this commercial~~

~~I'm sure I've never seen this commercial~~

~~I do not know~~

OR:

Have you recently seen this commercial on television?

Certainly

Maybe

Never

Do not know

Adding abstract rules to make your question more like mental challenges



Describe in less than 10 words
Name ONE THING that you would like to change
Can you pick exactly 3 things ...
In your perfect shopping centre how would you ...
Imagine you are the manager what would do different

Group Questions

We are very interested who you are!

please change if the following information is not correct

Male

Female

Your age ...

Add multiple questions on one page.
Reduces next button clicks, multiple pages.
Quicker to fill in and clean view.

Combine Questions

Q1 Which of these **BRAND XXX** are you aware of?

Not heard of

Heard of

Q2 Which of have you purchased?

Purchased

Not purchased

Q3 How much do you like?

Do not like

Like a little

Like

Love

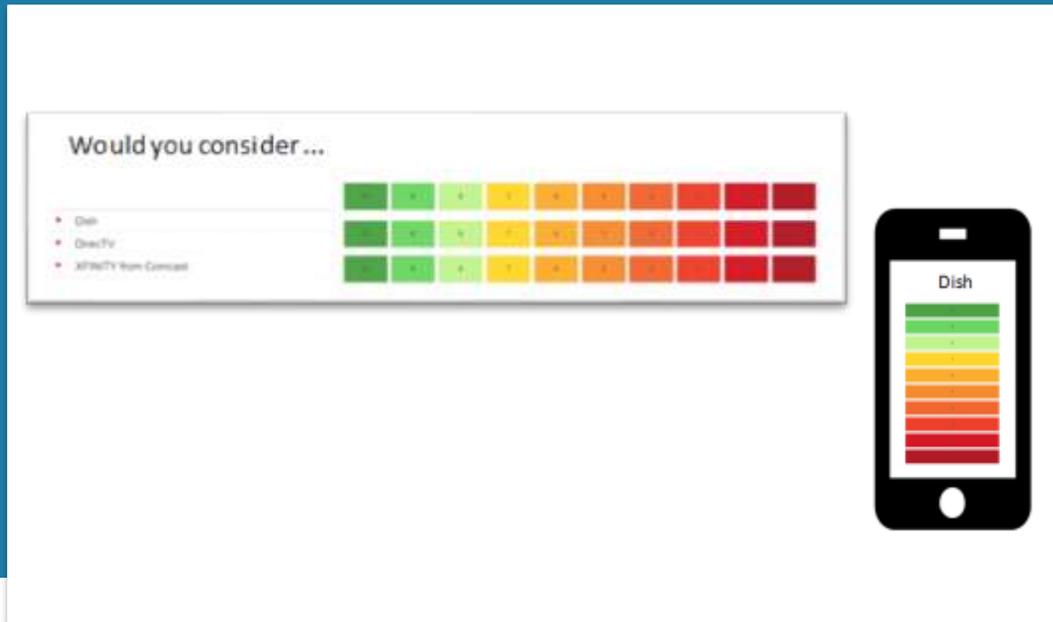
Instead of repeating a set of questions you can combine these.



Adding images and icons are very powerful and processed more quickly in the brain.

Especially by repeating questions it is helpful to recognize the answer quickly.

Consistent Scales



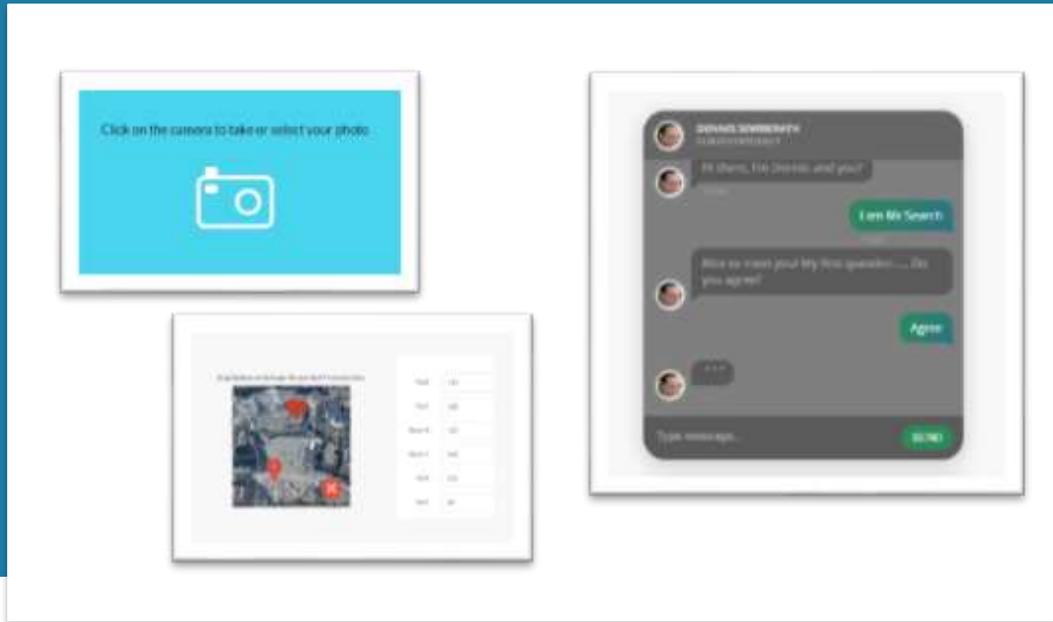
Be aware to be consistent through your whole questionnaire with the use of scales.

ie. Positive → Negative

Desktop: from left to right,

Small screens: from top to bottom

Collect Richer Data



There are more features available than just straight forward questions.

Voice to text, heat maps, GEO location, GEO watching, draw on canvas, offline options with online surveys, camera use photo/video upload, drag and drop items on canvas, mood board, chat simulator

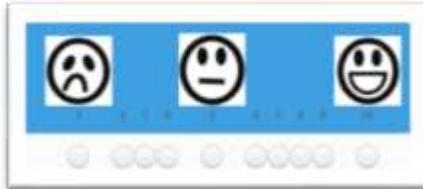
Design Friendly

2. Visual Design

#Quote

Design
is not just what it looks like and feels like.
It is how it works
-Steve Jobs

A picture says more than a thousand words



Don't just use some random smilies or thumbs up or down.



Design or buy the right visuals.

Visuals engage and commit people.

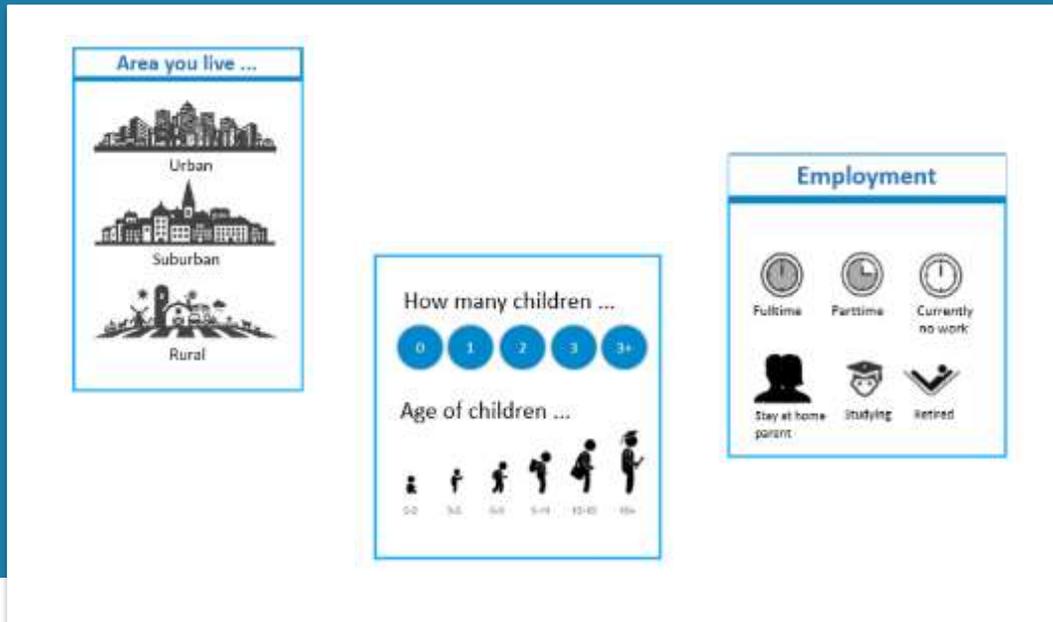
However, be very selective which visuals you use in your survey.

Make sure not to use visuals that could give the wrong meaning or which are leading to a bias.

Be careful with the use of images in different cultures.

ie. facial expressions cannot always be recognized.

Use icons for easy recognition



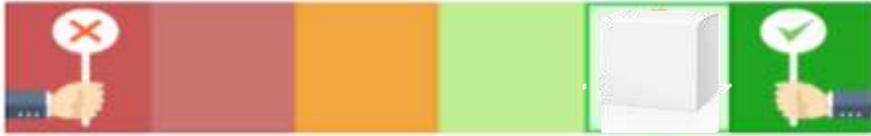
Ideally use 2 colour icons, or just black and white, you want to avoid any bias.

Colour evokes feelings

This brand is ...



Unique



Totally Disagree

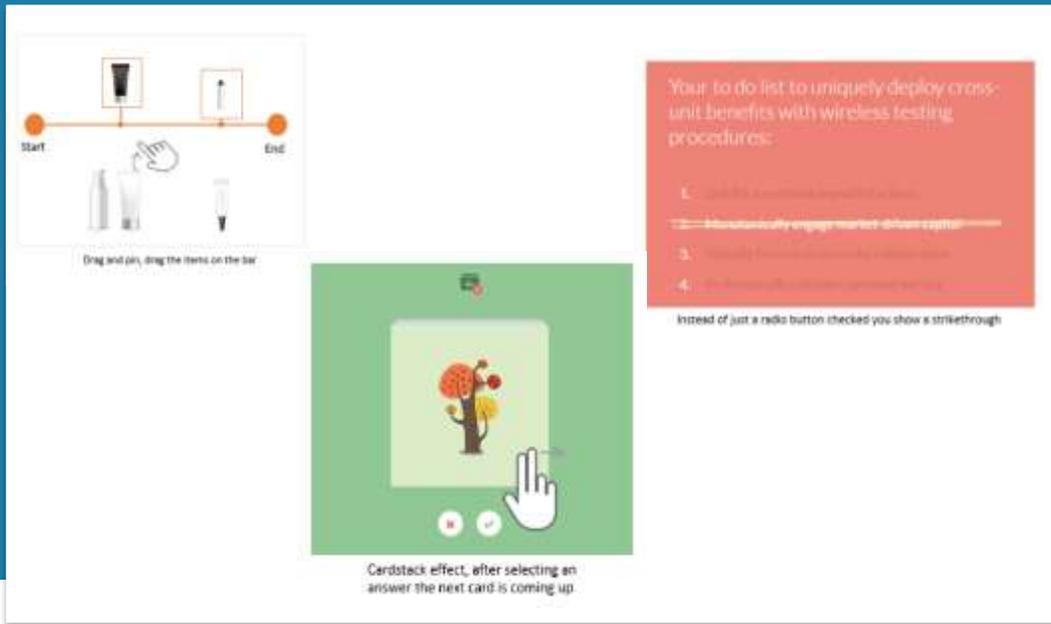
Totally Agree

Colour is emotional. The right colour can help persuade and motivate. Colour is also very helpful to distinguish answer options.

Be careful how you use colours.

Not all cultures associated for example red or green something negative or positive.

Interaction and transition effects



For some questions it can be useful to have transition methods / effects like swipe, drag and drop, pin items, sliding, etc.

Long complex questions are visualized more simple.

By using interaction, you create more engagement, it feels more personal when you see and literally feel the effect when you do a certain action.

Emotion

The image displays several visual survey components:

- Two horizontal sliders with orange handles. The top slider has a small red heart above it and is positioned towards the left. The bottom slider has a large red heart above it and is positioned towards the right.
- A horizontal scale of five faces with labels: "Hate it", "Dislike", "Neutral", "Like", and "Love it".
- A question box with an image of a woman with shopping bags and the text: "Imagine you could set up your perfect shopping centre. Can you make a list of everything you would have in your shopping centre?"
- A row of five yellow stars, with the last one being an outline.

By the use of emotion, you encourage people to think more, it feels more personal.

You can do this with question types, like interactive sliders or star ratings, with visuals or how you write your question.

Design Friendly

3. Question Types

Use question types that **capture the right** type of information.
Create question types that work for both **mouse and touch**.

Use question types which are **device agnostic**.
Which means they have exactly the same look and feel on each device or screen. Because you don't want different behaviour how people fill in your survey.

Don't add interactive question types just for fun.
It is more the repetition of the same type of questions that makes a survey less interesting and where people are not concentrated anymore.

Grid Questions

Grid questions are the most difficult and repetitive questions for people to fill in. The more grid questions in your survey linear leads to more speedsters and straight liners.

The highest dropout in your survey is most of the time at a grid question.

And honestly, nobody likes to fill in long grid questions even on desktop. We all are aware of this and still we allow those enormous questions.

Each statement (row) is in fact one separate question.

Be very critical;

Do you really need all statements?

Do a lot of statements correlate? (check existing data)

Don't just add statements that might come in handy at some point.

Another disadvantage is that grids are not working for mobile devices.



Default grids are neither working on portrait and landscape mode



Multi Response Grid Questions

The diagram illustrates a transition from a complex multi-response grid question to a simpler list-based question. On the left, a question asks 'For which of the following brands have you seen TV commercials?' with three rows of response options: 'I have seen a commercial', 'I have maybe seen a commercial', and 'I haven't seen a commercial'. Each row has five columns for 'Brand1', 'Brand2', 'Brand3', 'Brand4', and 'Brand5', each with a small square selection box. A large blue arrow points to the right, where the same question is shown as a list of five radio button options: 'Brand1', 'Brand2', 'Brand3', 'Brand4', and 'Brand5'.

The above will be answered with those which have been certainly seen.

Create a filter for those not selected.

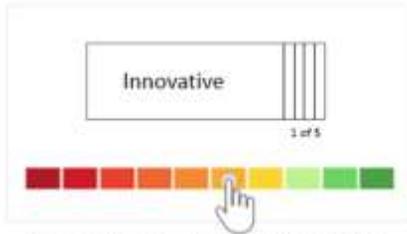
And ask, if people may have seen one of the others.

Now you know which have been seen, which maybe have been seen and automatically (the ones not selected at all) which haven't been seen at all.

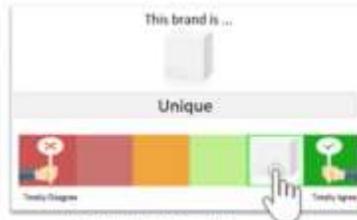
THIS IS A NO GO!!

Those are too difficult to answer, make it as separate multi response questions instead. It is easier to fill out but more important it is now very clear.

Grid Alternatives



With a carousel you show each item separately on the screen. The participant is only focussed on that specific item. Show a progress bar so people know how many items follow.

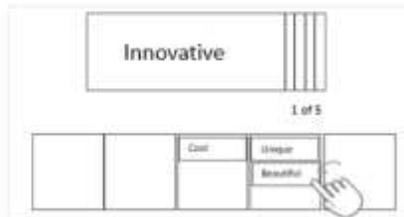


Show question per question. Each question has the same look and feel.



Show multiple questions on one page

If you need the option to compare the items, you can use the above example with a drag and drop. In that case you also have the option to move the answers around.



Carousels / stacks, loops, one page with multiple single and multi-response questions

Grid Alternatives

Standard grid question

Honestly, nobody likes to fill in long grid questions even on desktop. We all are aware of this and still we allow those enormous questions.



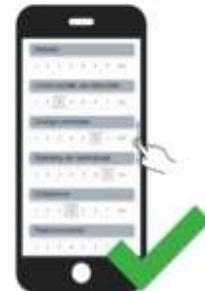
Grids are not working for mobile devices. Both not in portrait and in landscape mode.

You can choose to show the grid on desktop and as separate single response questions among each other on mobile. But then there is a different layout for mobile and desktop, but this can affect how people fill in this question.

Alternative grid question

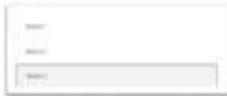
There are some alternatives for grid questions like carousels / stacks / rollovers etc. But maybe the easiest solution is just to show each item with the answer options separately. Works the same on desktop and mobile.

For desktop you can choose to put the statements in two columns.



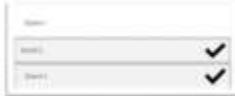
We understand you sometimes need grid questions because you always used it like this. Or perhaps for desktop it just works out as it should. For mobile you don't want to use a different question type because otherwise there is a chance people's behaviour could be different on the way they respond.

Single and Multi Response



A form with three input fields. The second field is highlighted with a grey background, indicating a single selection.

Single response, just highlight the answer



A form with three input fields. The second and third fields are highlighted with a grey background and have a checkmark icon to their right, indicating multiple selections.

Multi response, show extra checked image



Make the single response even more interactive by changing the image when a particular answer is selected

Single Response



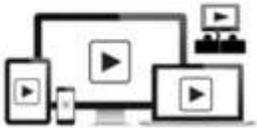
Three radio button options, each followed by the text 'Answer Text'. The middle option is selected.

Multi Response



Three checkbox options, each followed by the text 'Answer Text'. The top option is checked.

In total, how much do you watch **any type** of TV and video content (e.g. TV series, shows, movies, sports, short videos etc.) whether it is scheduled broadcast TV, recorded, streamed or downloaded, on any screen (e.g. big TV screen, laptop, smartphone, tablet)?



6 or more hours per day

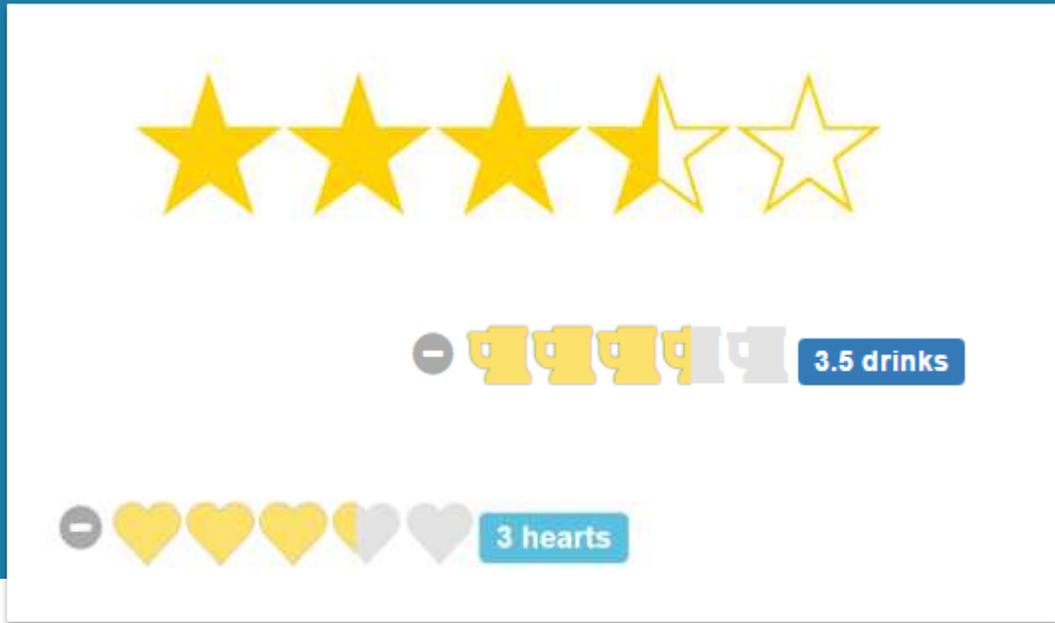
3-6 hours per day

1-3 hours per day

Less than 1 hour per day, but daily

Instead of using the standard radio and checkboxes you can replace this with other pictures. Make sure people can select the full answer and not only the checkbox itself. Leaving out the radio buttons and checkboxes gives you more space for the answer text. Only make sure to distinguish single with multiple answer options.

Starratings



Everybody knows star ratings, we use them everywhere to review things online. Advantage is that we don't have to explain this in our questions. You save space by leaving out the labels.

The more stars the better you rate it.
Also very useful in international studies.

Instead of stars you can use any kind of image.
But keep the maximum images to 5. If you really need a 10 point scale use half stars.

Sliders

Vertical sliders work best on small screens.

3D interactive slider

Interactive sliders, dependent on the movement the image is changing

Sliders more used as sort of single response with progress

Filter by price interval: € 50 € 1000
Price range

Sliders can be useful for pricing questions.

Be cautious, people always tend to slide to the right.

Therefore, it would be a good idea not to start with an anchored starting point at all to avoid any bias.

Sliders can become tiny on small screens depending on the data points on the slider itself.

Open End Questions

Sometimes 1 open end question can provide more information than 10 closed answers. Avoid to start with open end questions and don't put too many at the end. People can feel exhausted and may not be motivated anymore to write too much feedback.

Use multiple boxes so people don't have to write for example first that something is positive or negative.

Don't show too many open boxes for questions where you ask them to name as many brands they know.

Better to pop up a new box each time they provided an answer.

For mobile you can point people to use their microphone option – V2T (voice to text).

Different than audio recording the text is appearing the open text box and can be added too.



What do you like or dislike about this product?

What do you like about this product?

What do you dislike about this product?



Which brand comes first to mind?

After clicking on option, the next question appears

Do you know more?

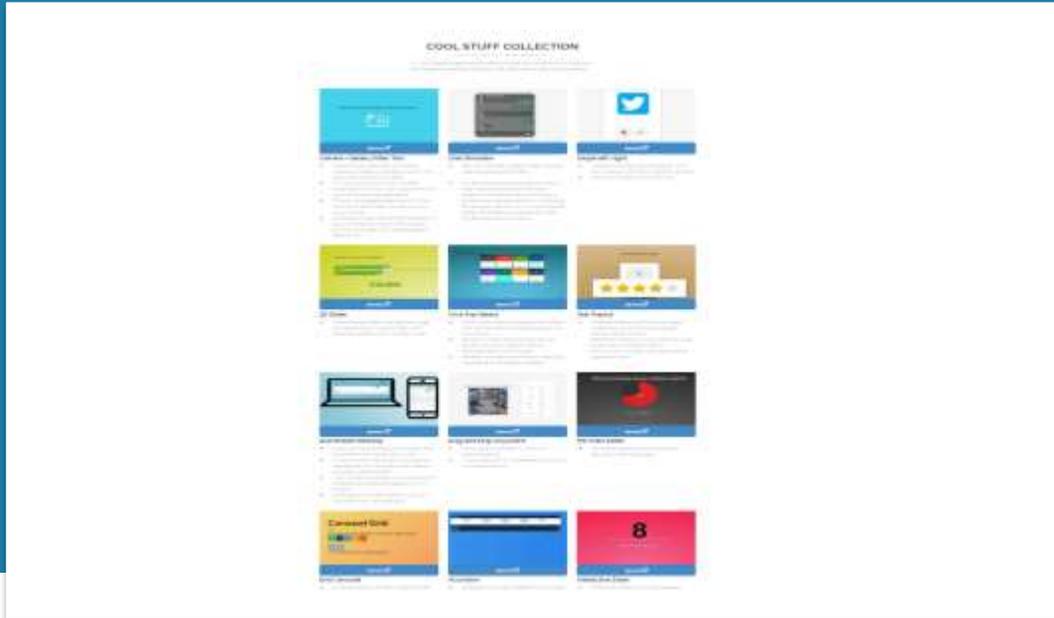


Click in the textbox to speak in your interview

Press on icon when the interviewer is closed recording your words. At the same time you will see the text appearing in the textbox

Next < > Continue

More Examples



For inspiration more examples can be found at:
<https://www.surveymethods.com/>

SurveyDesign is a job BUT it is not rocket science



With some extra love and attention, you can provide a great looking survey to your participants!