



Good Survey Design

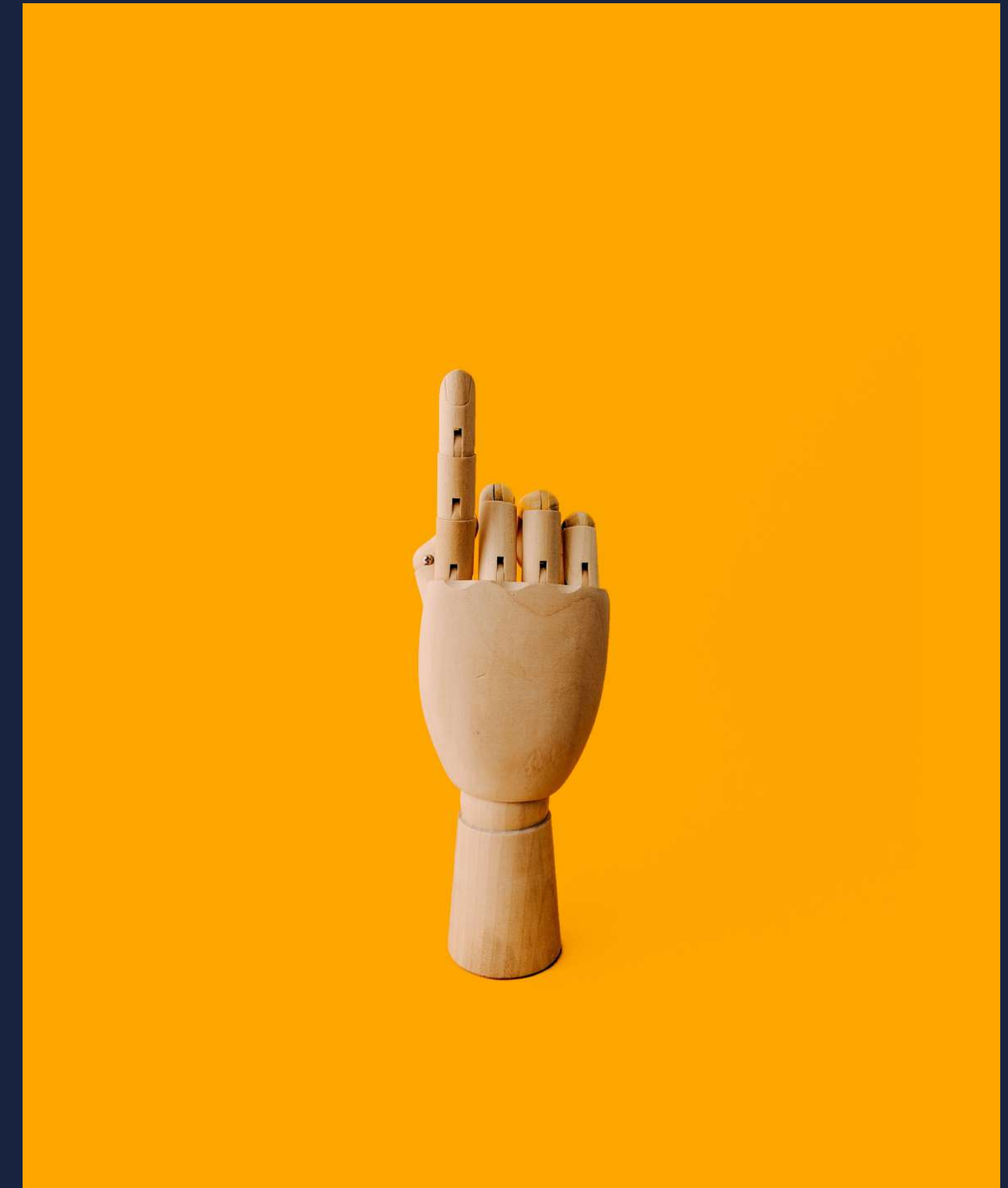
Creating surveys that are accessible,
engaging and data driven

2021



Coming Up

- What makes a **good consultation**
- **The thinking work** to do before you get started
- The **respondent journey**
- **Survey structure** in Citizen Space
- **Question design** and answer components
- **Providing information** to respondents
- **Digital access** - Online Accessibility
- **Checking your work**



What makes a good consultation?

- Starts with the **audience**
- Is **accessible** to all
- Shows people that they and their input are **valued**
- Design is **aligned with the purpose**
- Produces **genuine insight**



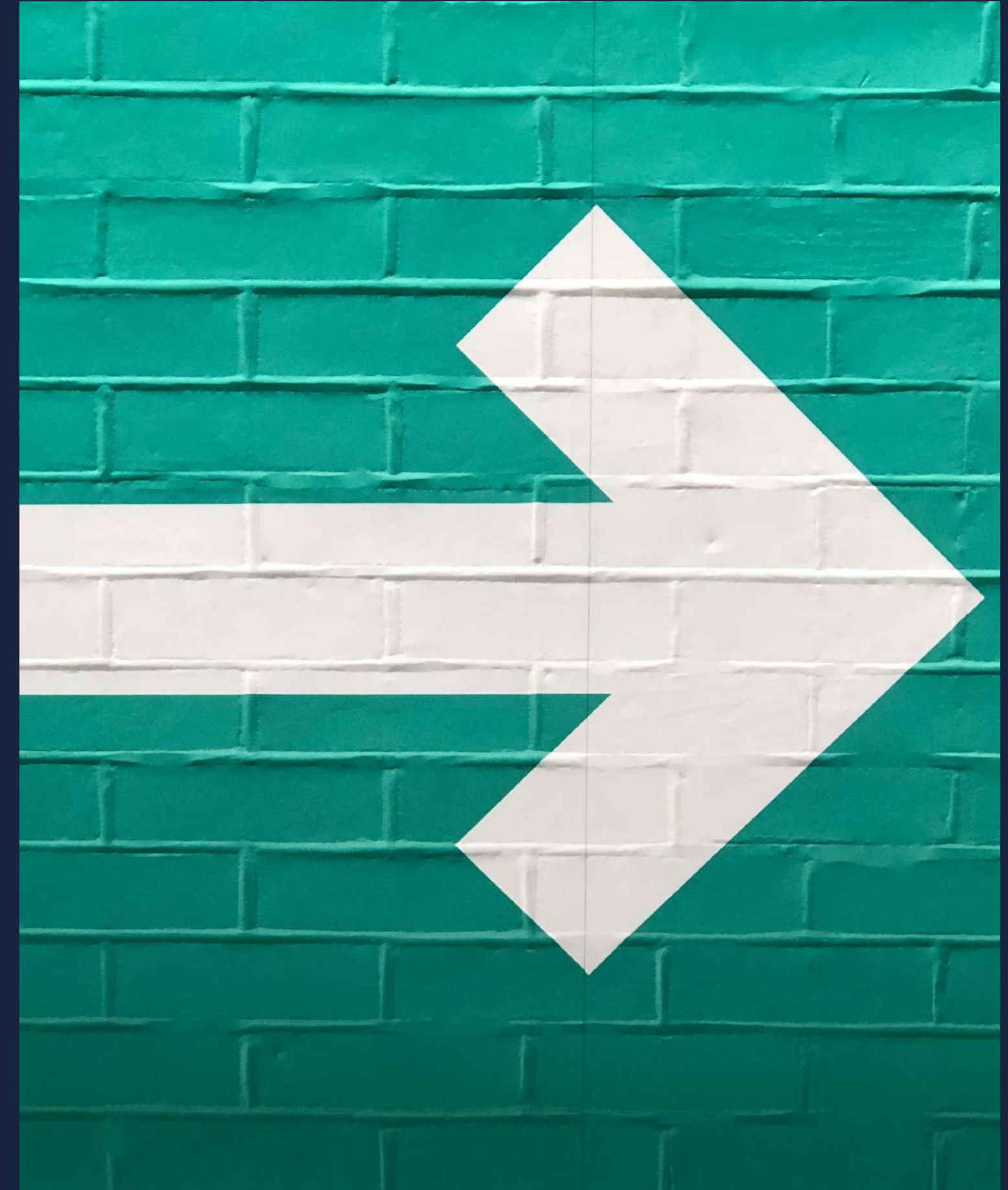
Before you start

- **Plan** - draw and map it out
- **Understand analysis** - work backwards
- **Respondent** - make it as easy as possible
- **Questions** - types, style, wording
- **Your team** - communication and collaboration
- **Your audience** - who are they?
- **Promotion** - how will people know about it?
- **Time** - timeframes play a big part



The Respondent Journey

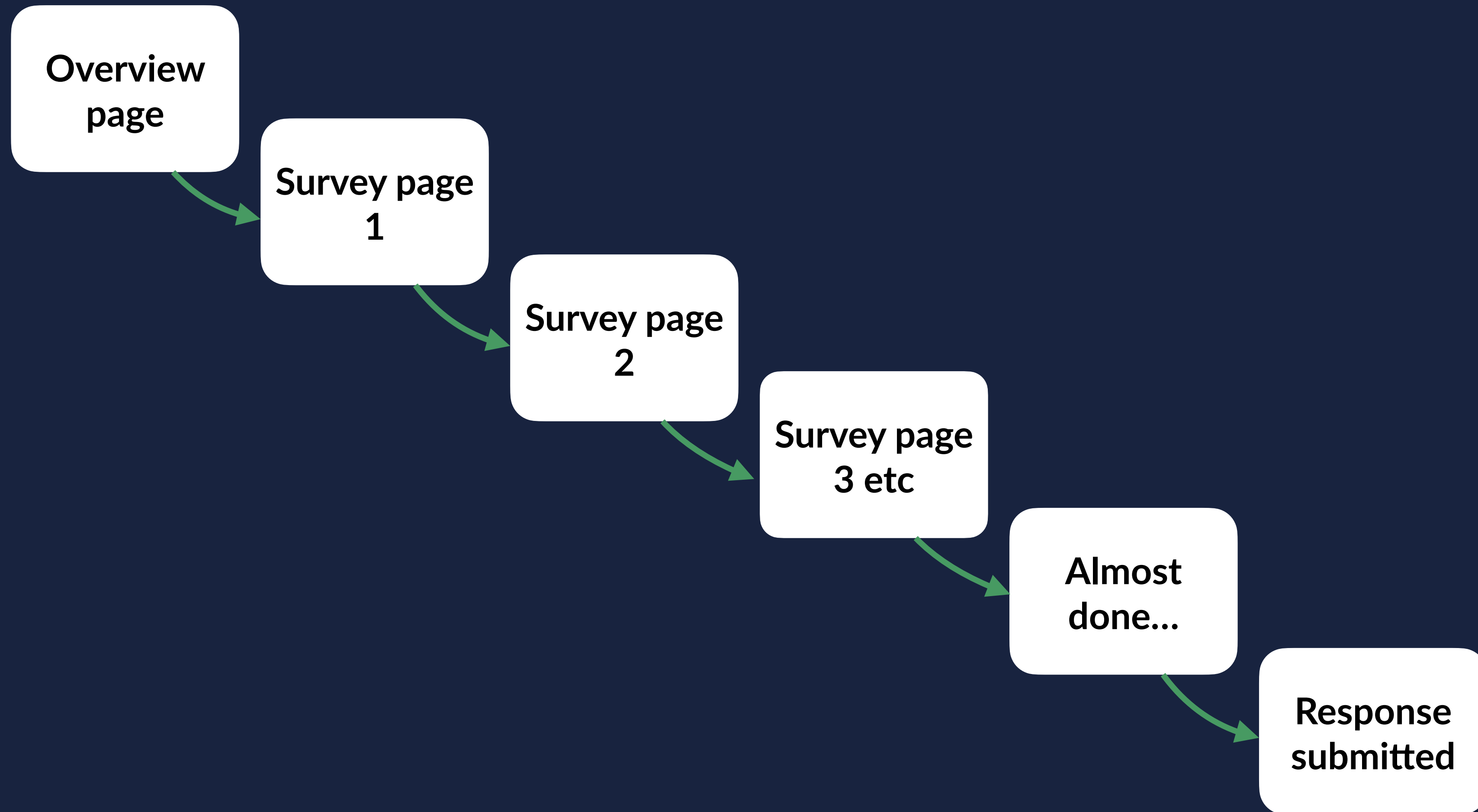
- Who are my **respondents**?
- Why will they complete this consultation?
- What do they **need** to know?
- What is the best way to **engage** and **connect** with them?
- How do I keep it **relevant for everyone**?



Survey Structure

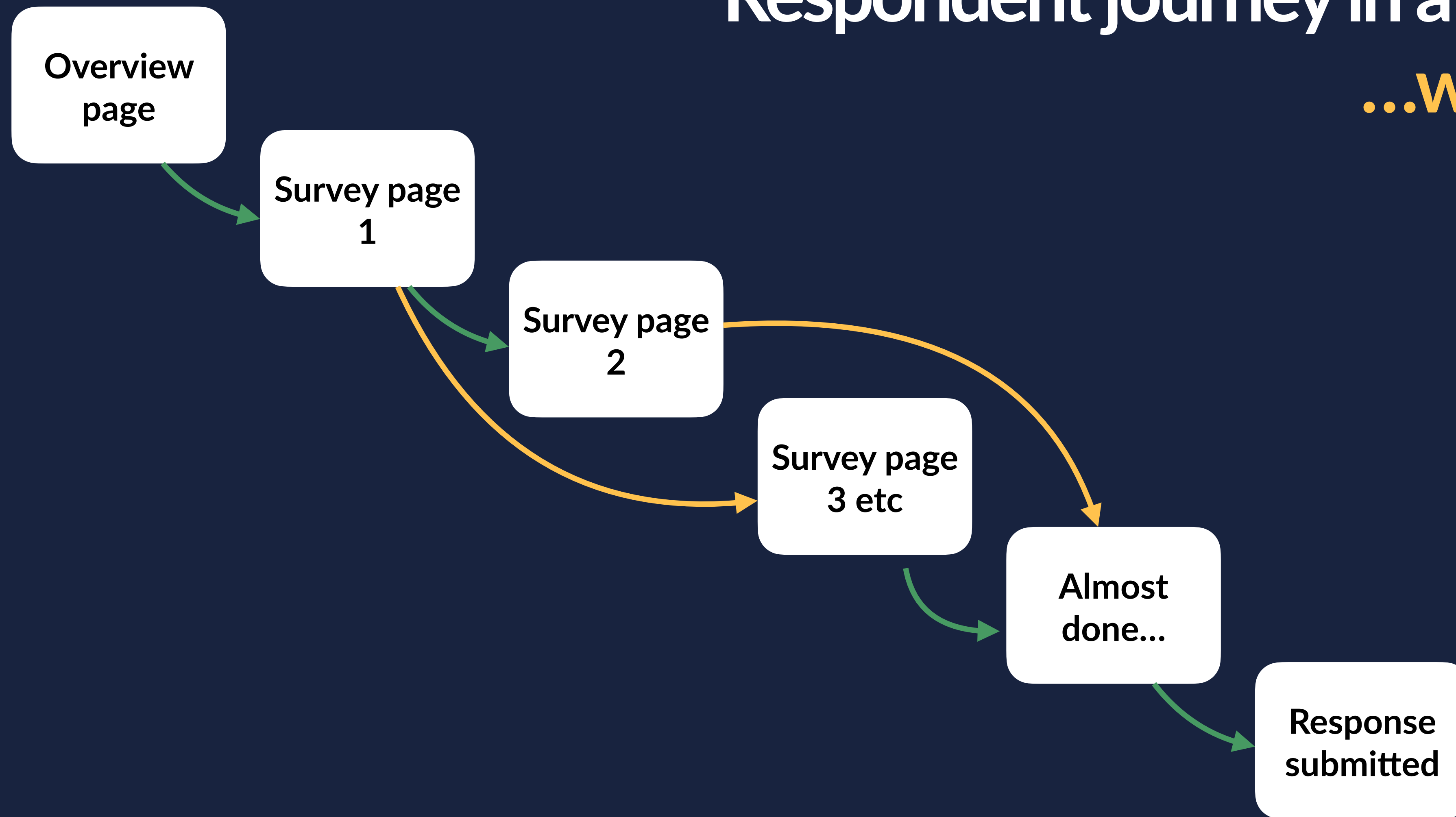


Respondent journey in a **linear** survey

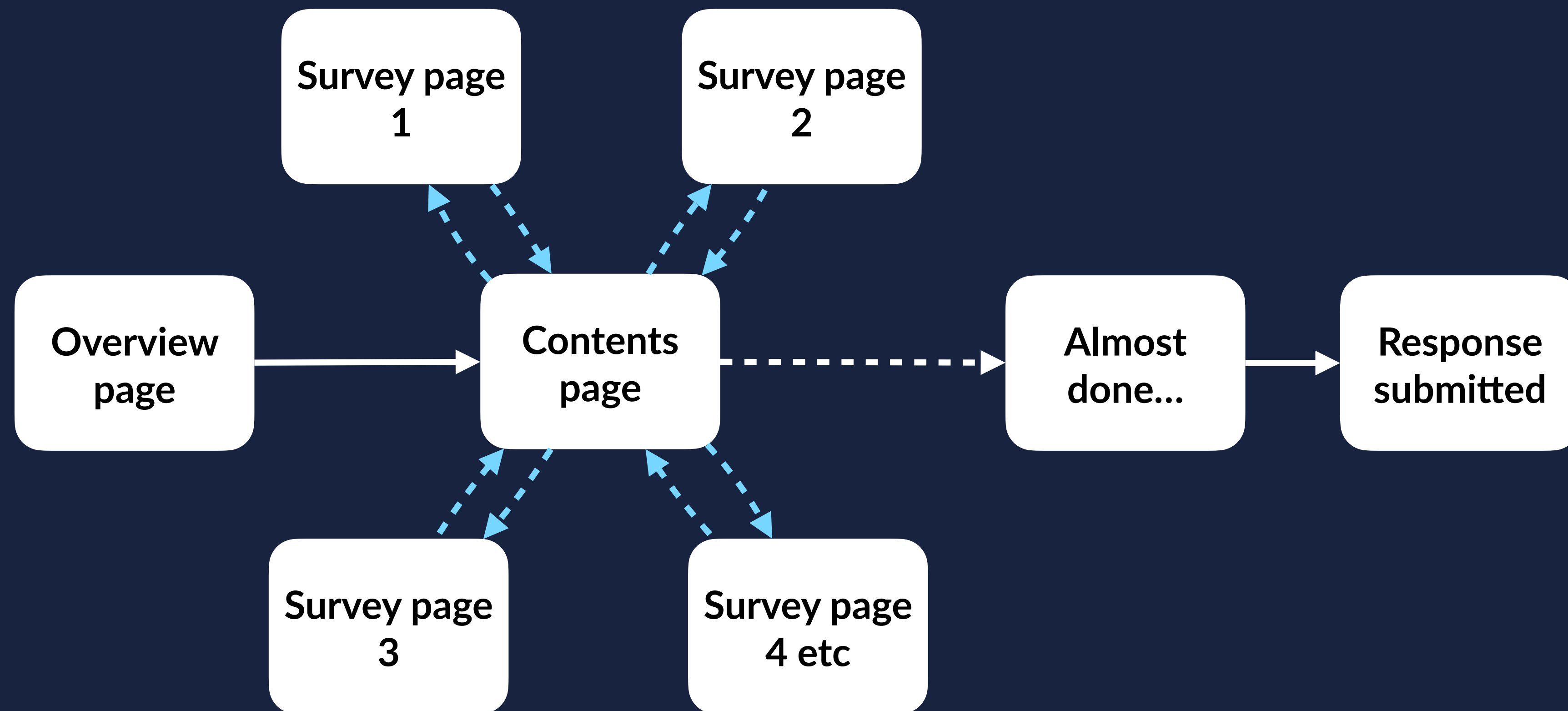


Respondent journey in a linear survey

...with skip logic

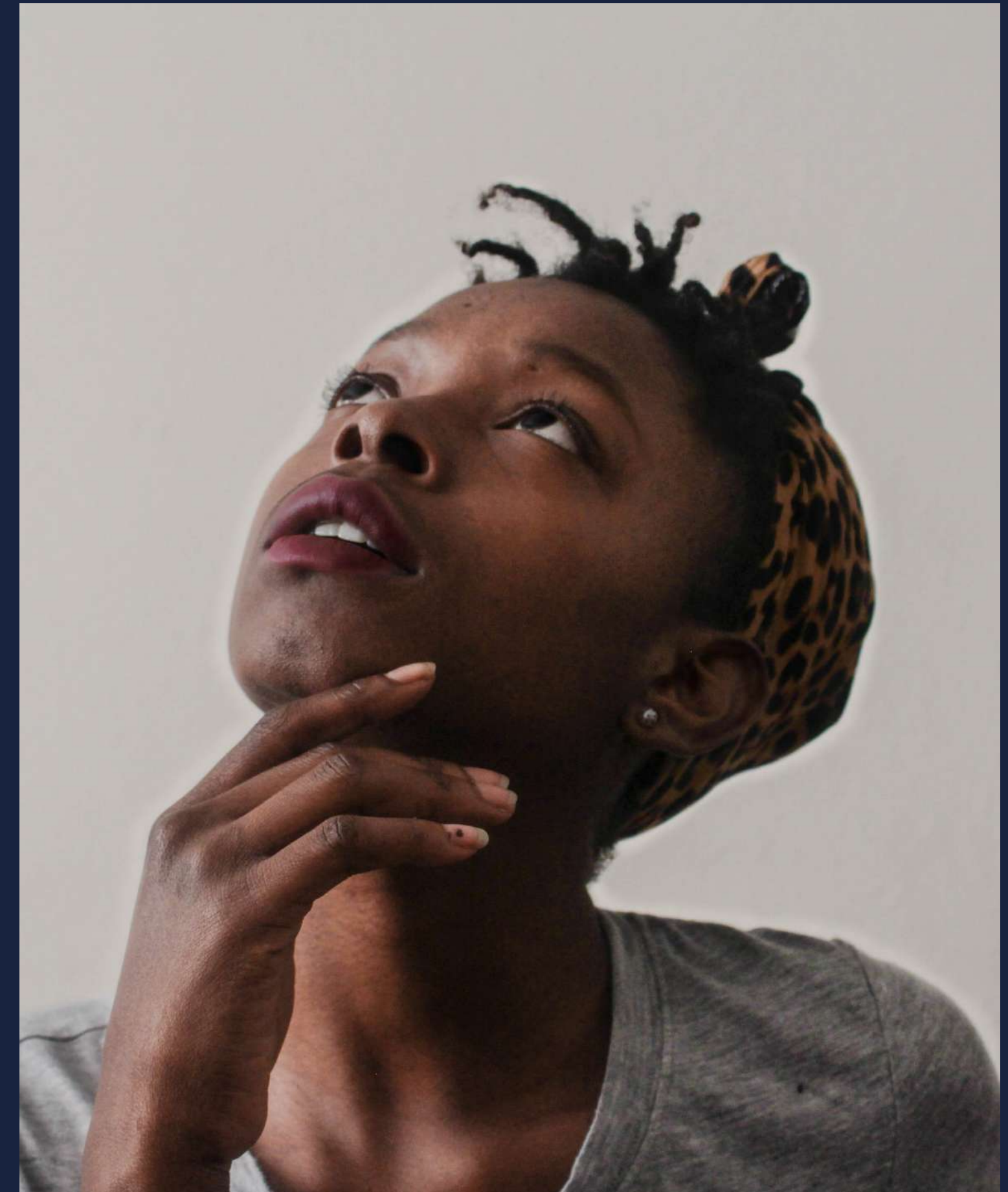


Respondent journey in a **non-linear** survey



What makes a good question?

- Uses **neutral** language
- Is **concise** and **clear**
- Is **optional** where it can be and **required** where it needs to be
- Is **quantitative** (closed) where it can be and **qualitative** (open) where it needs to be
- Is appropriate and **necessary**



Questions like

- How do you rate our product and service?
 - What do you have for breakfast every day?
 - Please rate improvements to the service.
 - Any further comments regarding this consultation?
- How do you rate our product?
 - How do you rate our service?
 - What do you have for breakfast?
 - Please rate changes to the service.
 - Any further comments relating to this section or page or amendment?

Is my question...?

- Using any bias or misleading language?
- Easy to understand?
- Combining multiple questions into one double barrelled question?
- Required for no reason?
- Matched with the correct answer component?





Accessibility

Accessibility is **everyone's** responsibility

WCAG 2.1

Things to consider

- Add audio description to videos and alternative text to images
- Add captions to your video content
- Keep the layout uncluttered and intuitive
- Use language that is easier to understand
- Consider an 'Easy English' summary sheet
- Define abbreviations and acronyms on first use
- Provide clear instructions to links
- Use your accessibility labels



Check your work

Did my consultation...?

- Reach the **right audience**?
- Explain **purpose, content** and provide clear instructions?
- Consider the **respondent** first?
- Ask questions that were **understood** and **clear**?
- Give respondents the correct opportunities to **respond**?
- **Show** respondents that their opinion and time was valued?



Remember

- Work backwards
- Make it as **easy** as possible for your respondents
- It's all in the **question**
- Use the most **appropriate answer** component for the question (& remember the difference between the **radio buttons** and **checkboxes** components)
- **Design** with accessibility in mind
- Test, test then test again





Need more help?

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Get ideas: blog.delib.net

Get support: support@delib.net

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