



Online Surveys

The Jan Brady of the UX Toolbox

IUE 2017 | Farris Khan and Chris Farnum

Let's take a
quick survey
about
surveys...

[www.surveymonkey.com
/r/WJRXZ2D](http://www.surveymonkey.com/r/WJRXZ2D)

or see Twitter - [#iue17](https://twitter.com/iue17)

Why Jan?



@BobbleHeadGuru @crfarnum #iue17

User testing
and research

The darling.

So easy to
connect with.

A little goes a long way.
(i.e. qualitative)

Analytics and
big data

The attention getter.

**So popular
And sophisticated.**

**You can count on a reaction.
(i.e. quantitative)**

Surveys

The middle child.

Often misunderstood.

**Harder to define.
(part qual, part quant)**

"MARCIA, MARCIA, MARCIA"

Did YOU take
the survey yet?

[www.surveymonkey.com](http://www.surveymonkey.com/r/WJRXZ2D)
[/r/WJRXZ2D](http://www.surveymonkey.com/r/WJRXZ2D)

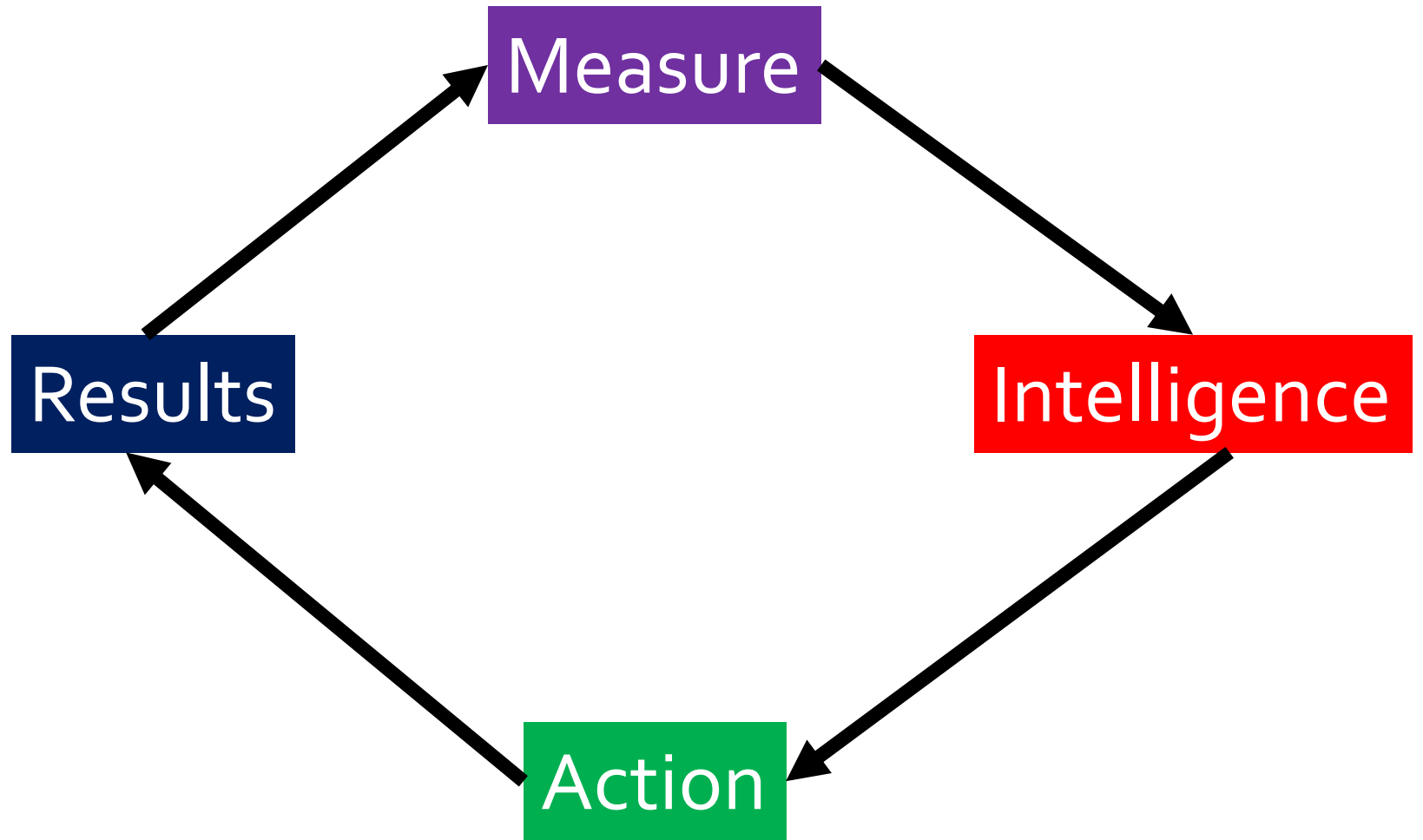
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Let's get to
know the real
Jan Brady a
little better...



@BobbleHeadGuru @crfarnum #surveyUX #iue17

Actionable Framework



Types of Surveys

More Qualitative



More Quantitative

Detailed
Open Ended
Surveys

Online Product, Service
Surveys
Leveraging Website

One question
Quick Feedback
NPS

Comment Card
Surveys

Ad Hoc
Surveys

Longitudinal
Satisfaction Surveys

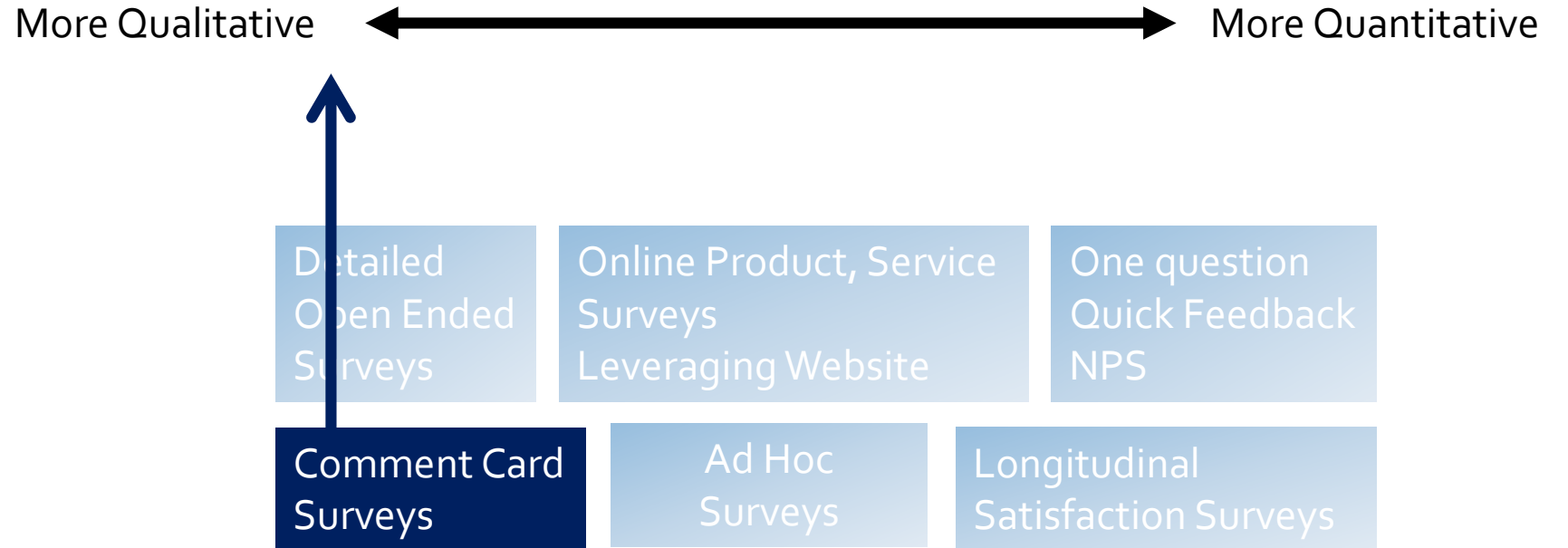


Comment Card Surveys

@BobbleHeadGuru @crfarnum #surveyUX #iue17

Comment Card Surveys

A Canary in a Coal Mine





Go Further

Vehicles Shop Finance Owner



Locate a Dealer



Sign in



Ford



2017 FOCUS >



2017 FUSION >



2017 FIESTA >





Go Further

Vehicles Shop Finance Owner



Locate a Dealer



Sign in



2017 C-MAX

Energi SE

[Details](#)

\$19,738 ⁱ

Net Price ^{S5}

\$236 ⁱ

Per Month for 36 Month Lease ^{S6}



Paint

3. Choose Options Below

Paint ^{S4}

Paint Type



Kona Blue



White Platinum
Add \$595



Ingot Silver



Magnetic



White Gold



Ruby Red
Add \$395



Oxford White



Shadow Black



Powertrain



Equip



Exterior



Interior



Accessories

Powertrain ^{S4}

INC



4. Summary



5. Next Steps





Go Further

Vehicles Shop Finance Owner



Locate a Dealer



Sign in



2017 MUSTANG

V6 Fastback

[Details](#)

\$25,335 ⁵⁵

Net Price

\$275 ⁵⁶

Per Month for 39 Month Lease



Paint

3. Choose Options Below



Powertrain

Paint ^{S4}



Equip

Paint Type



White
Platinum
Add \$495



Grabber Blue



Race Red



Ingot Silver



Magnetic



Exterior



Interior



Triple Yellow
Add \$495



Lightning
Blue



Ruby Red
Add \$395



Oxford
White



Shadow
Black



Accessories

Racing Stripe



Ebony



Silvers Racing



Less Racing

4. Summary



5. Next Steps





[Vehicles](#) [Shop](#) [Finance](#) [Owner](#)

 [Locate a Dealer](#)

 [Sign in](#)



[Owner Manuals](#)

[SYNC](#)

[Solution Finder](#)

[Ford Pass](#)

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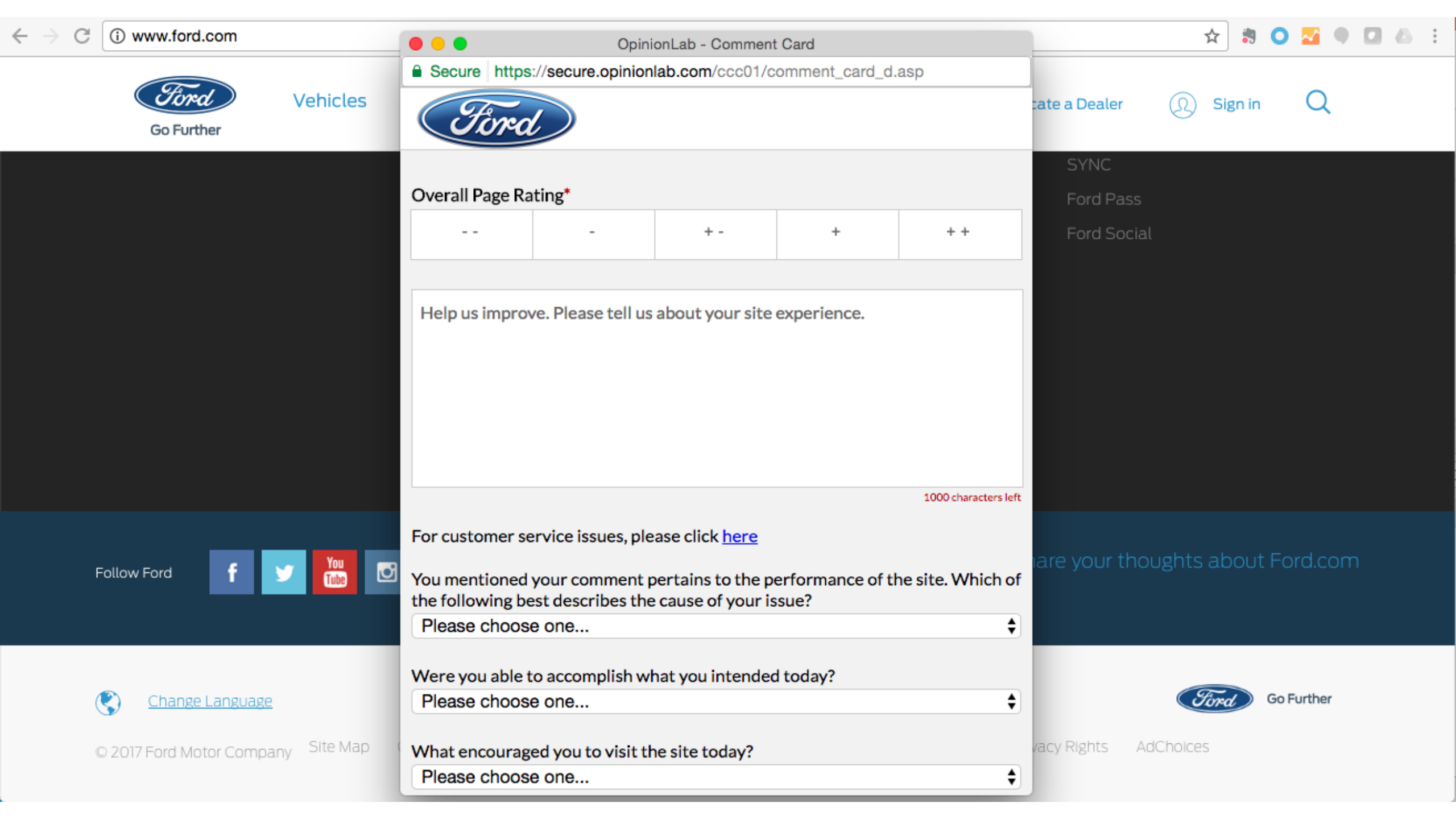
[Share your thoughts about Ford.com](#)



[Change Language](#)



Go Further



Overall Page Rating*

--	-	+-	+	++
----	---	----	---	----

Help us improve. Please tell us about your site experience.

1000 characters left

For customer service issues, please click [here](#)

You mentioned your comment pertains to the performance of the site. Which of the following best describes the cause of your issue?

Please choose one...

Were you able to accomplish what you intended today?

Please choose one...

What encouraged you to visit the site today?

Please choose one...



The UX Perspective on Comment Cards



Canary in a coal mine



-OR-

Tempest in a teapot



One comment card can cause a lot of chaos, especially in the hands of a well meaning stakeholder.

Analyzing lots of comment cards can indicate trends and help judge the severity of issues.





Ad Hoc Feedback Surveys

@BobbleHeadGuru @crfarnum #surveyUX #iue17

Ad Hoc
Feedback

Nimble
Optimization

More Qualitative



More Quantitative



The page I saw told me... (select all that apply)

- I can't enroll right now because of technical difficulties.
- I can complete my enrollment for next year immediately.
- There is no deadline for open enrollment.
- I can contact an agent or health plan advisor if I have questions.
- I can use this site to learn more about how individual and family coverage works.
- Other: Please specify.
- None of the above

Next

The UX Perspective on Ad Hoc Surveys

Overlap remote user testing.

Use for:

- Design Input
- Detailed feedback
- Understand users

UXD “sweet spot”

Get involved!

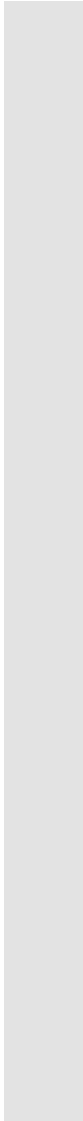



C'mon now...

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Longitudinal Satisfaction Surveys

@BobbleHeadGuru @crfarnum #surveyUX #iue17

Longitudinal Satisfaction Surveys

More Qualitative



More Quantitative



Customer Satisfaction Model via ForeSee

SCORE	ELEMENTS Drivers of Satisfaction	IMPACT
91	CONTENT	2.0
86	FUNCTIONALITY	2.2
88	LOOK AND FEEL	0.1
87	NAVIGATION	1.0

Questions include "Please rate how well the site layout helps you find what you need."



Three weighted, independent questions determine C-sat

IMPACT	FUTURE BEHAVIORS Outcomes of the Customer Experience	SCORE
4.3	RECOMMEND	90
3.0	RETURN	95

Questions include "How likely are you to recommend Blue Cross Blue Shield's website to a family member, friend or colleague?"

<https://www.foresee.com/why-foresee/proven-approach/>

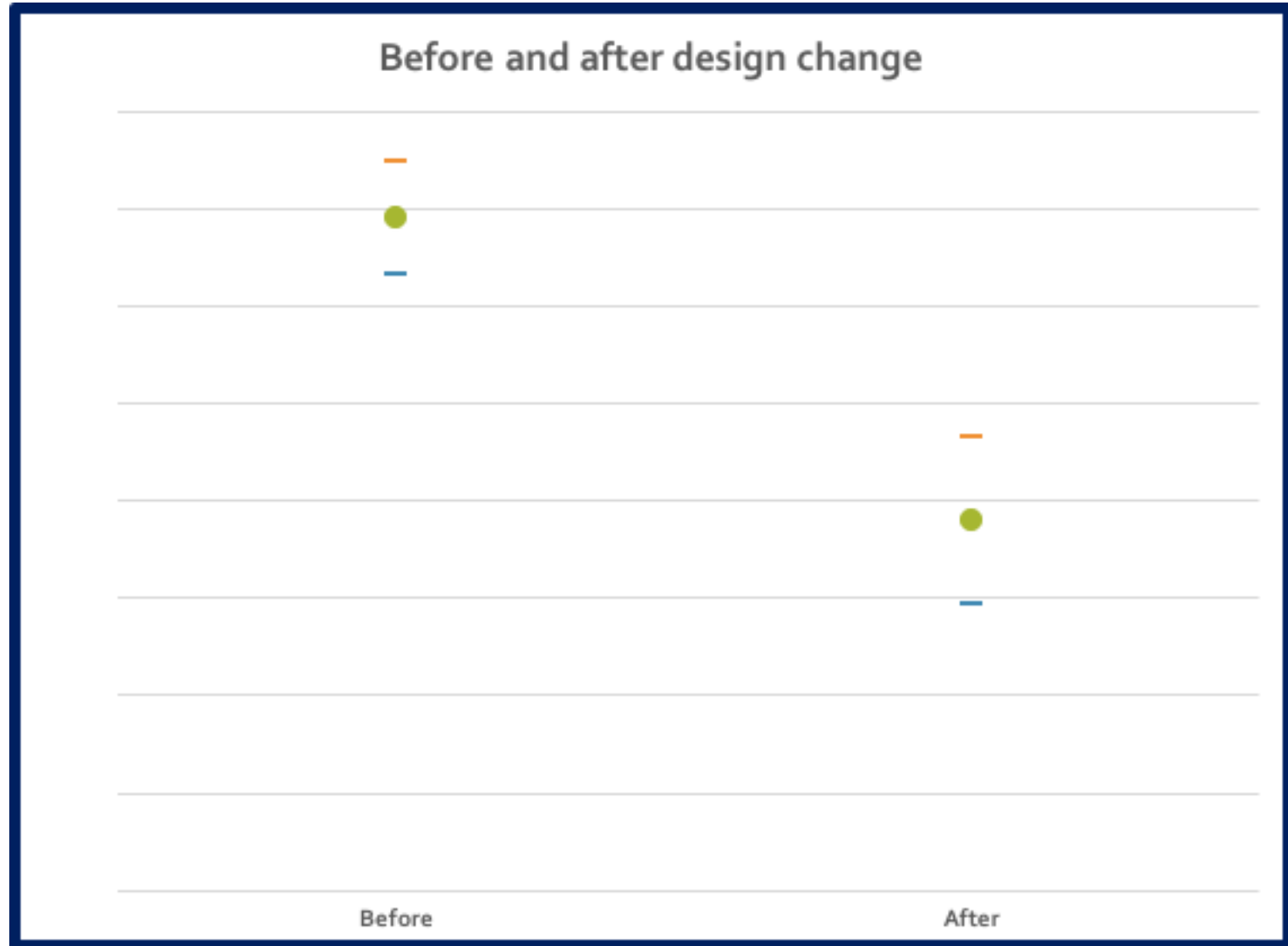
Longitudinal
Monitor

Establish
Seasonality



Longitudinal Monitor

“Differences in data that make a difference”



Longitudinal Monitor

“Differences in data that make a difference”

Satisfaction			
	Serious	Casual	Difference
Satisfaction	82.56	80.96	-1.60
Expectation	82.48	80.99	-1.49
Ideal	78.88	75.88	-3.00
Index Score	81.31	79.28	-2.03

Longitudinal Monitor

“Differences in data that make a difference”

Future Behaviors			
	Serious	Casual	Difference
Recommend	84.43	79.84	-4.59
Return	88.58	87.08	-1.50
Paid Subscription	31.44	22.51	-8.93
Primary Resource	78.33	71.23	-7.10
Use Other Properties	63.48	58.41	-5.07

The UX Perspective on Longitudinal Surveys



A word of caution...

Metrics like satisfaction are bellwether indicators,
not outcomes.

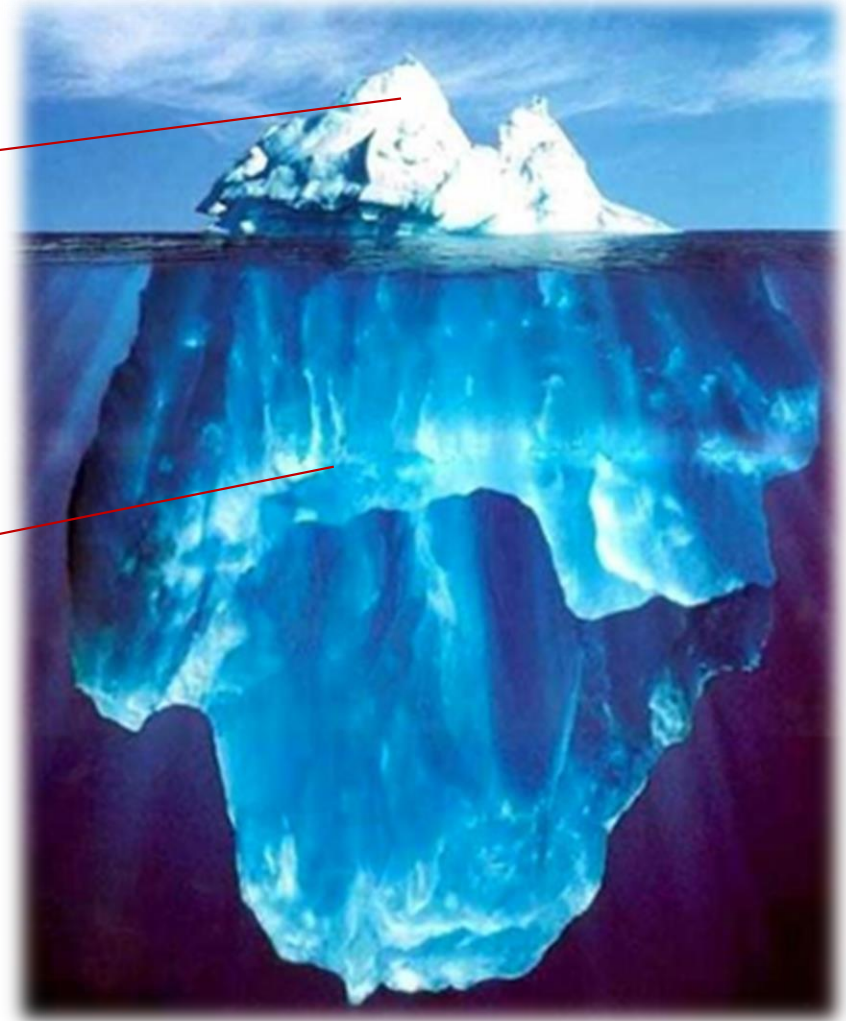


The **real value** comes from examining specific
outcomes for target user segments and/or tasks.

Satisfaction Score is just the tip of the iceberg...

Satisfaction score

Voice of customer data



When you analyze results, the real questions are...

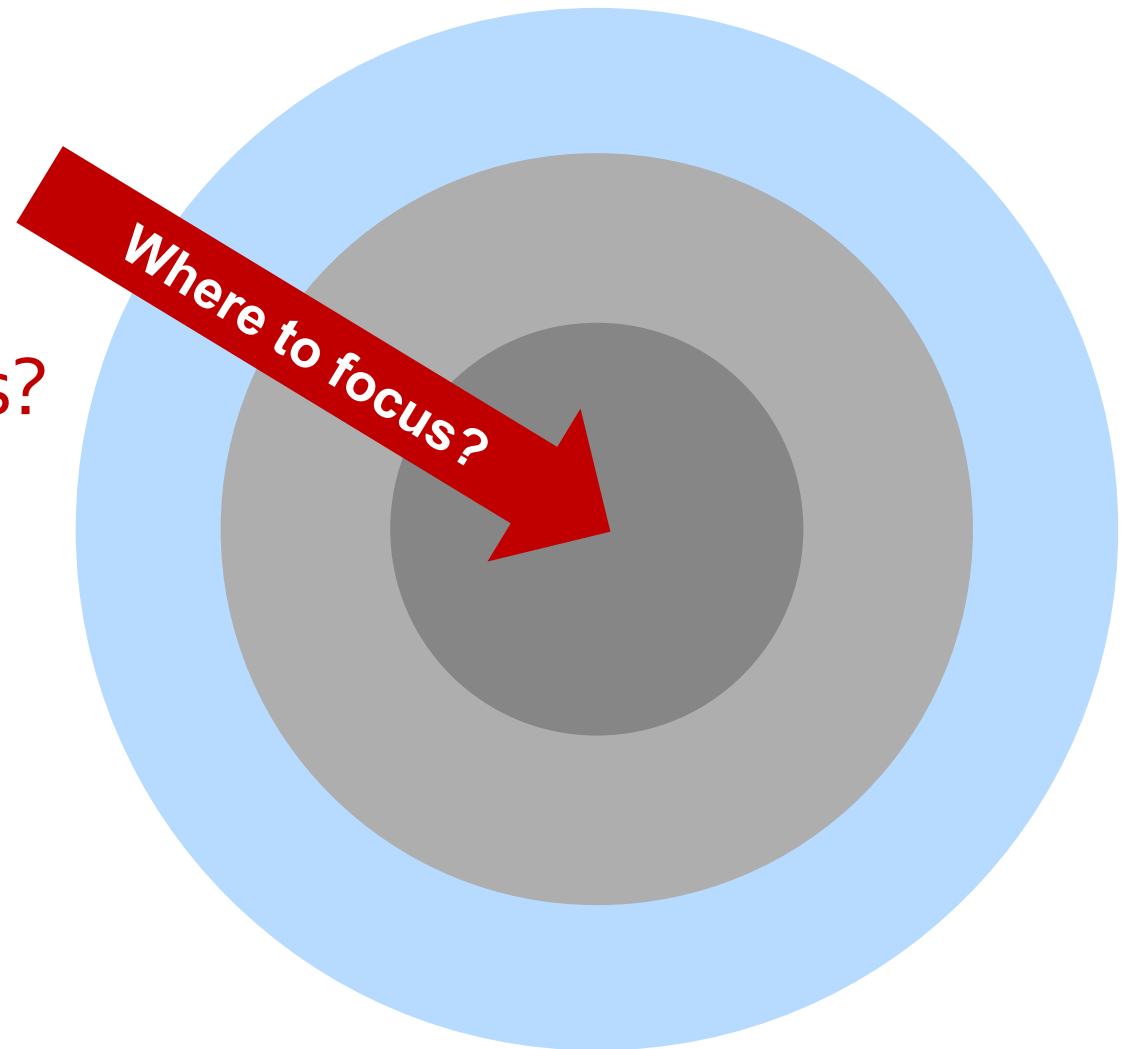
What dates?

Which personas?

What tasks?

Task success?

Narrow and segment to find insights.



Longitudinal surveys can help with strategy questions.

Where to invest for long term ROI?

Tip – pay more attention to long term trends and aggregated data than seasonal or weekly fluctuations.

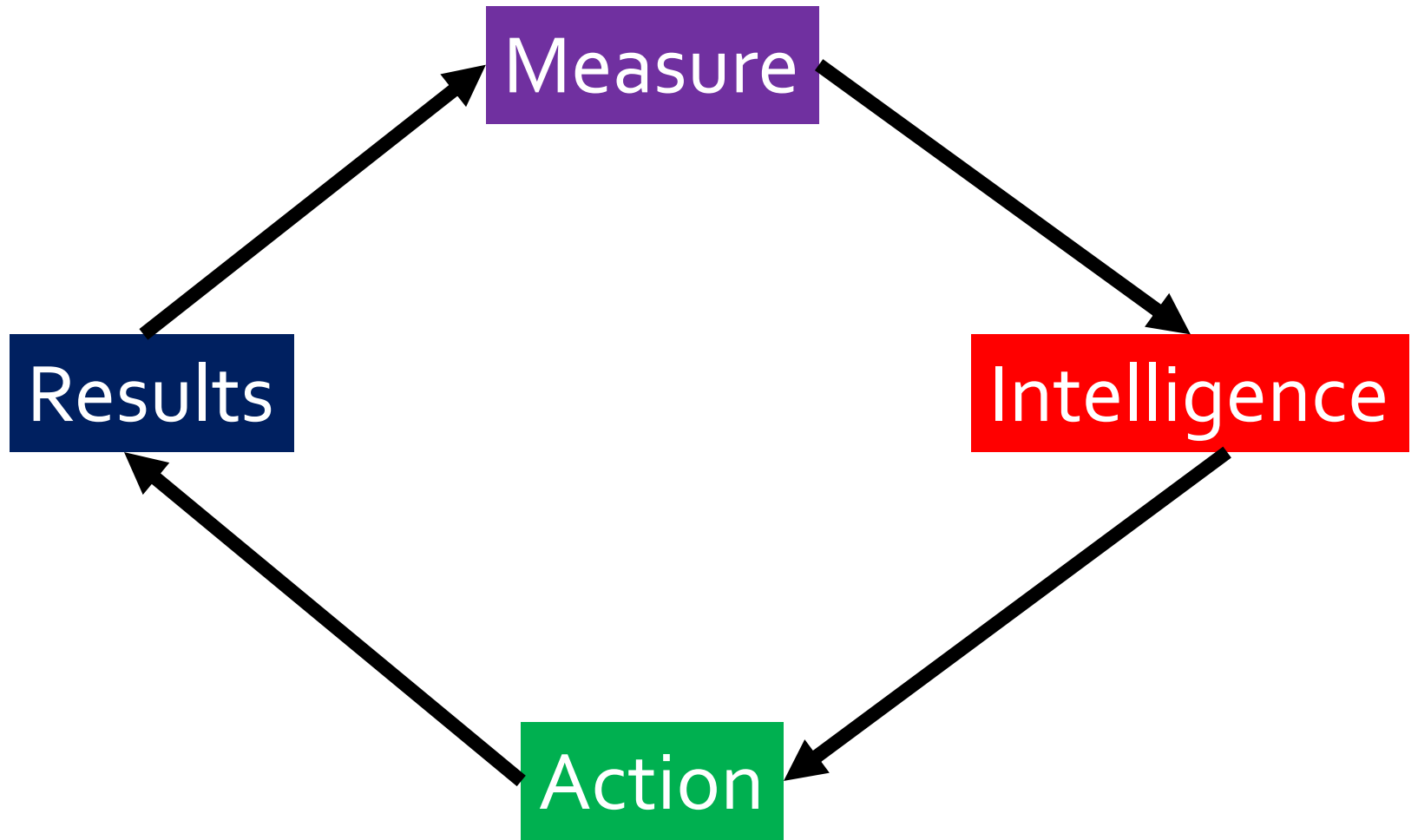




Quick Summary

@BobbleHeadGuru @crfarnum #surveyUX #iue17

Actionable Framework



Types of Surveys Recap

More Qualitative



More Quantitative

Detailed
Open Ended
Surveys

Overall Customer
Experience
Survey

One question
Quick Feedback
NPS

Comment Card
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Ad Hoc
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Longitudinal
Satisfaction Surveys

No survey is an island

Surveys work **best when combined with other techniques** like user testing, user research, and analytics.



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Final Thoughts



Build on previous surveys, iterate

- Surveys can be used iteratively, in a series.
- For example, the results of an initial ad hoc survey can be used to inform the questions in a longitudinal survey.

Get to know the survey programs in your organization.

- Check out existing reports
- Get access to the tools
- Work with the VOC and analytics team to improve the surveys and interpret findings

Survey says...

Drumroll, please!



Thanks for
your attention

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