CREATIVE SURVEYDESIGN

Fight Against Boring Surveys
Gamification
Questification
Deborification
Surveytainment
Rewarding the truth
Bonsai Surveys
Think Mobile First
Question Arts

WE MAKE RESEARCH EASY
ON ANY DEVICE ANYTIME!

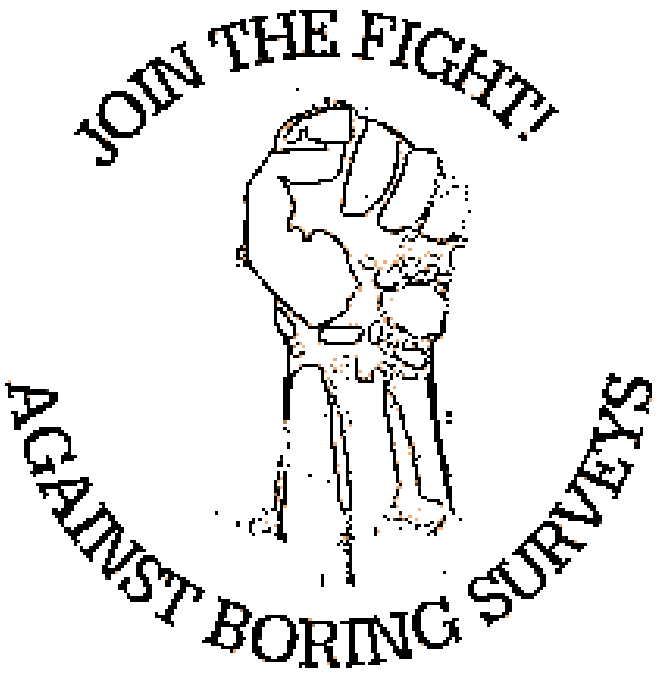
Lightspeed GMI

Dennis Sewberath

Director, Creative Research

Lightspeed GMI

Question Arts Team



@dennissewberath

#FABSurveys

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Imagine, 40% of you are leaving this presentation in the next 20 minutes because you are bored?

Unfortunately, such drop-out rates are not uncommon in online surveys

You need to find a way to make your participants ...

STOP & ACTUALLY THINK!

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BE PROUD OF YOUR SURVEY
How to make surveys more engaging, interesting, fun, interactive and device friendly?

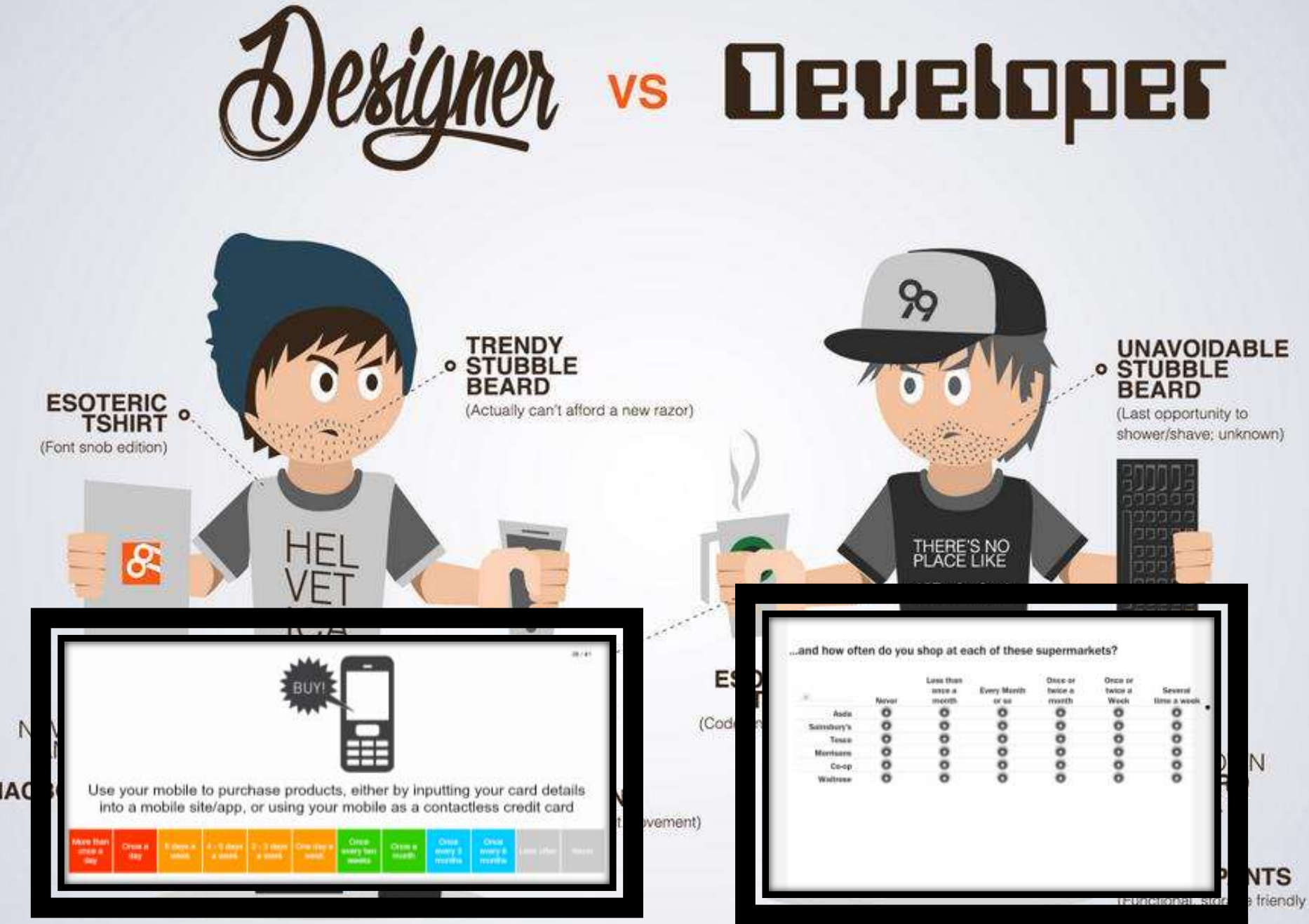
Online Surveys today

too long

not engaging
not encouraging
unmotivated participants

not really mobile friendly
not optimized for mouse and touch

Online Surveys today



Consequence

If you have a poor quality survey

it leads to ...

Consequence

Poor quality survey leads to …

- Lower completion rates
- Speeding
- Straight-lining & other suspicious behavior
- Limited data variance
- Missing certain target groups

- Bad service to participants
- Panel attrition
- Higher sample costs

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Consequence

All of which…

Potentially lead to

- bad data
- Incorrect business decisions

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Lightspeed GMI

What can help us to create better surveys?

1. Understand Online (Research) Challenges
2. Understand participants
3. Reward the truth, Intellectual reward
4. Think Mobile First Approach
5. Iterative Design Process
6. Bonsai – Ways to reduce survey length
7. Make it **visually**
8. Use **interactive** question types
9. Questification – **Rewording**
10. Surveytainment - **Gamification**

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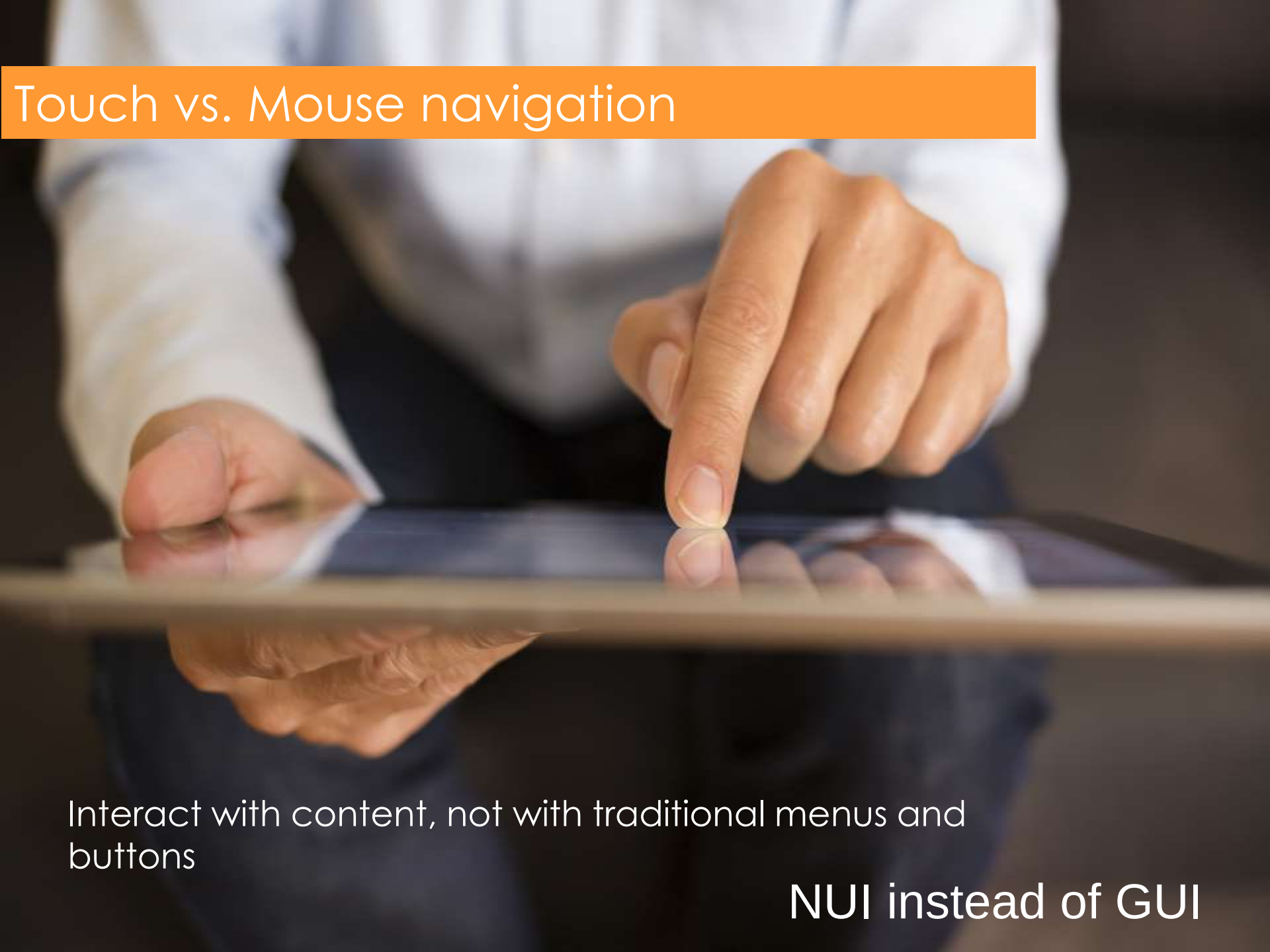
Lightspeed GMI

Our mobile behaviour decides content and design

Touch vs. Mouse navigation



Interact with content, not with traditional menus and buttons

NUI instead of GUI

GRIDS ARE INEFFICIENT

THE 6 EYE MOVEMENTS

1. The question is read
2. Eye scans to select option
3. Eye scans up to check column
4. Scans down to select option
5. Eye sweeps back to check row
6. Eye then moves to answer

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Suspect No. 1: Mr. Grid
Grids (Matrix questions) up to 80% more dropout *

* compared to other question types

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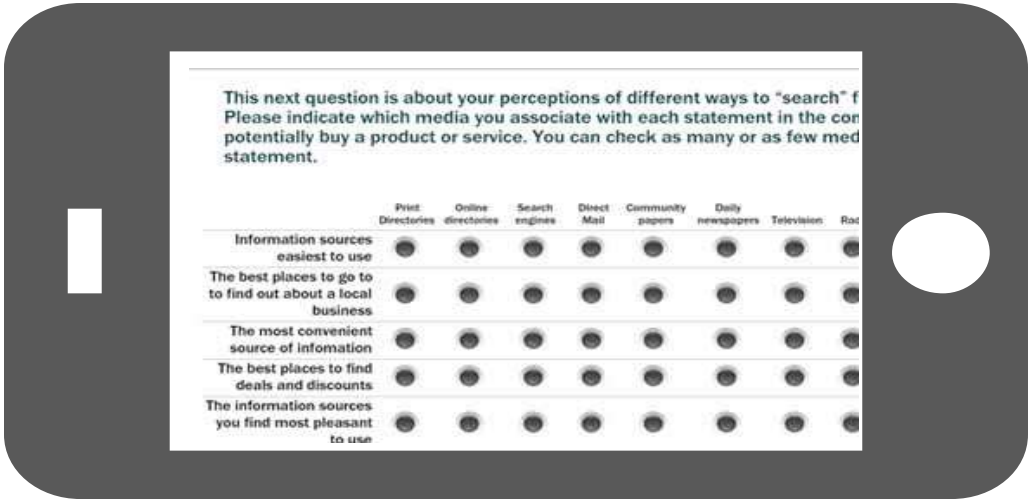
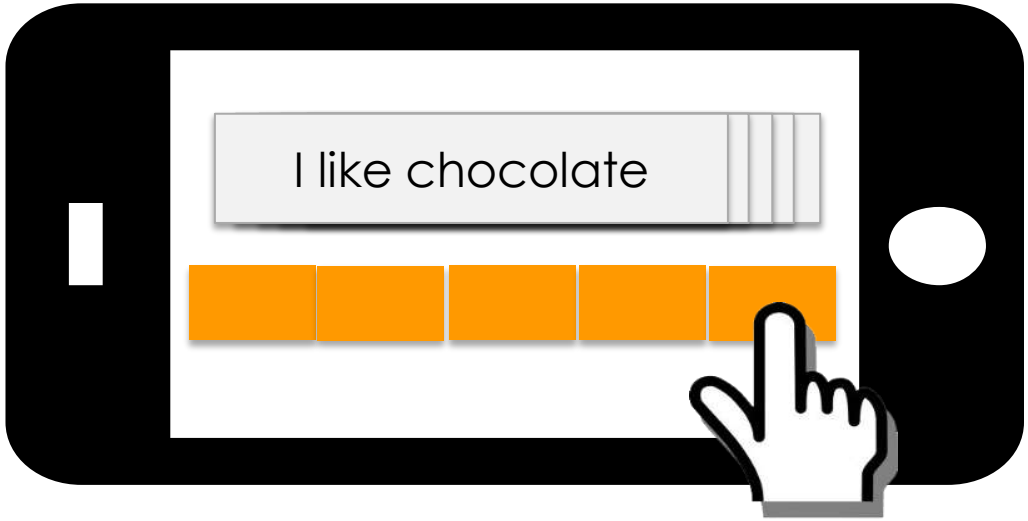
Lightspeed GMI

Grids on Mobile Devices



Standard



Dynamic

The benefit should be obvious!

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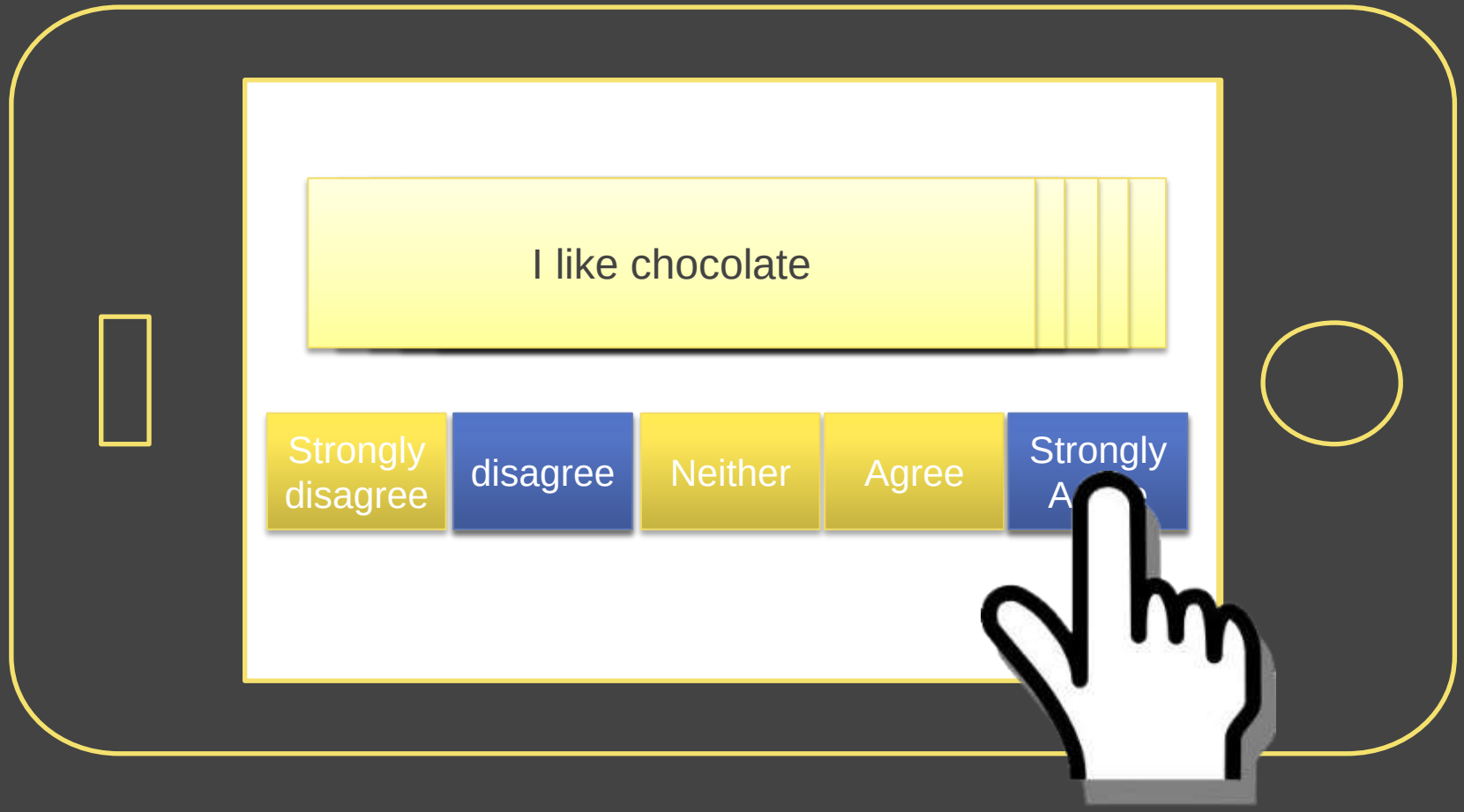
Lightspeed Lightspeed GMI Lightspeed ALL GLOBAL

Using interactive question types

Example dynamic grid/matrix alternatives



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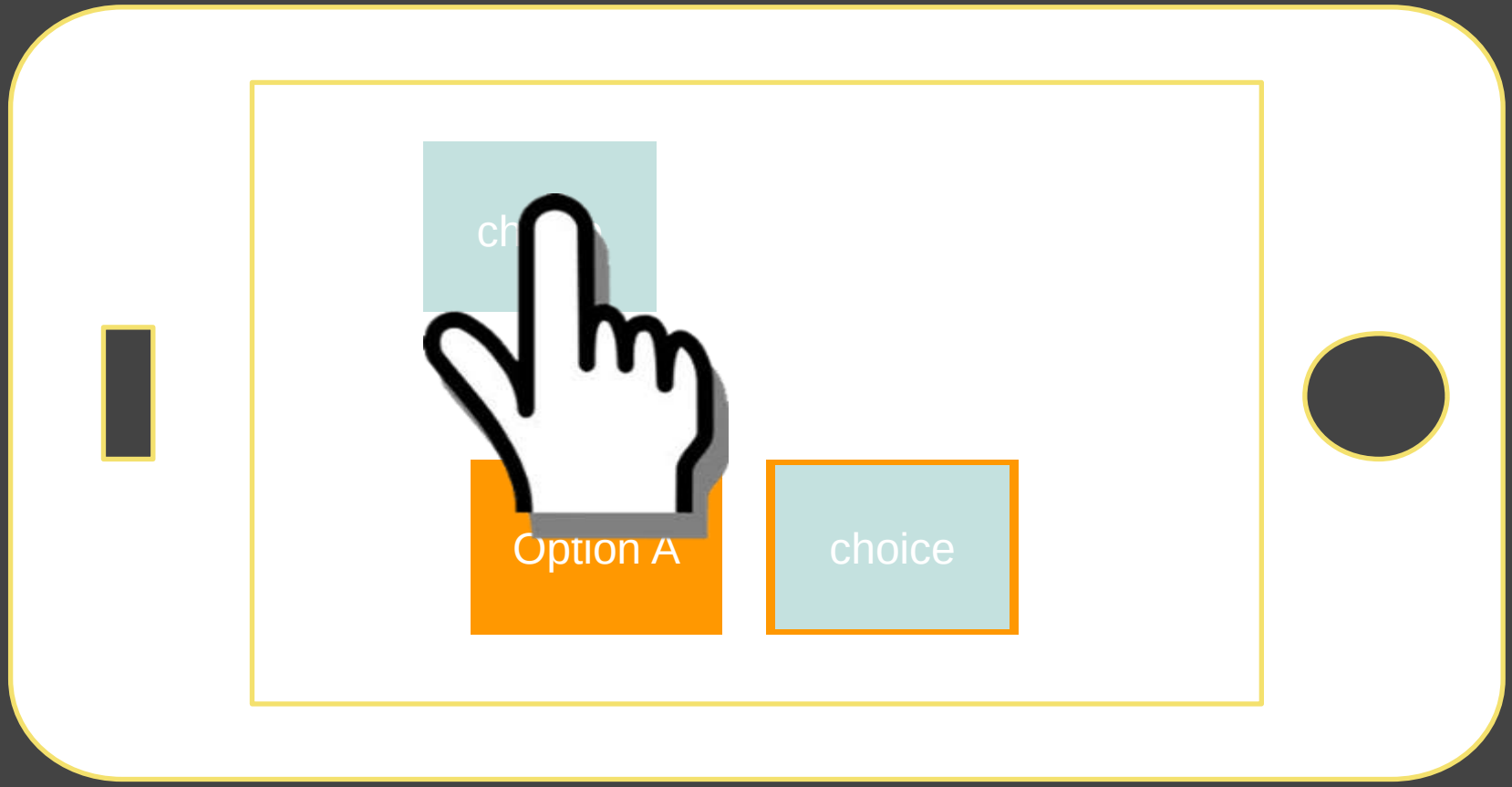
Some advantages with interactive question types: Drag and drop is much more intuitive.



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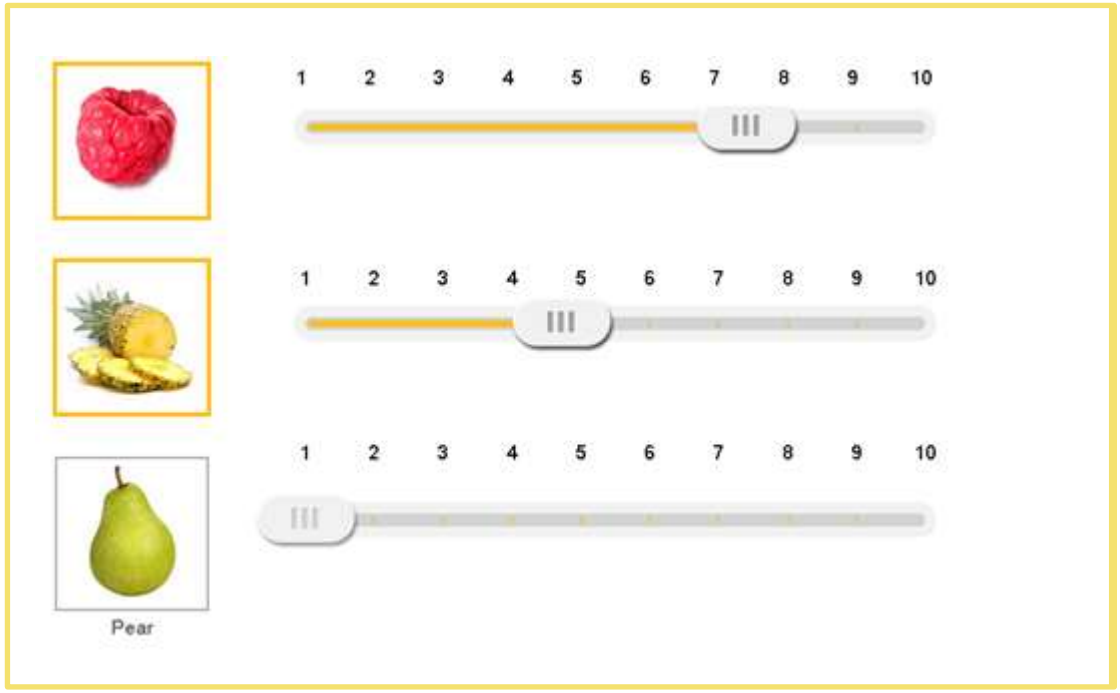
Sliding works as a dream



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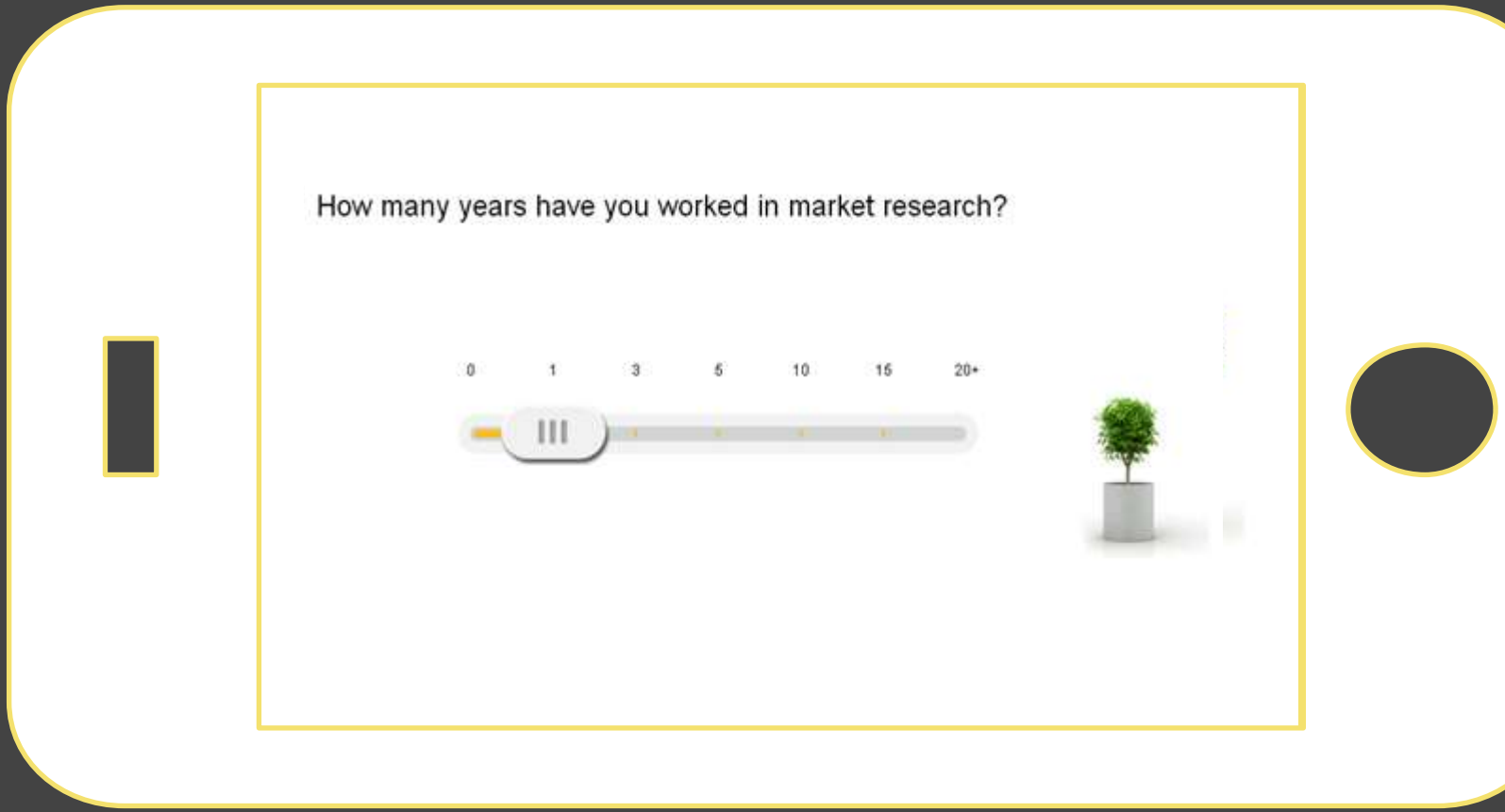
Exploit slider with animation effects



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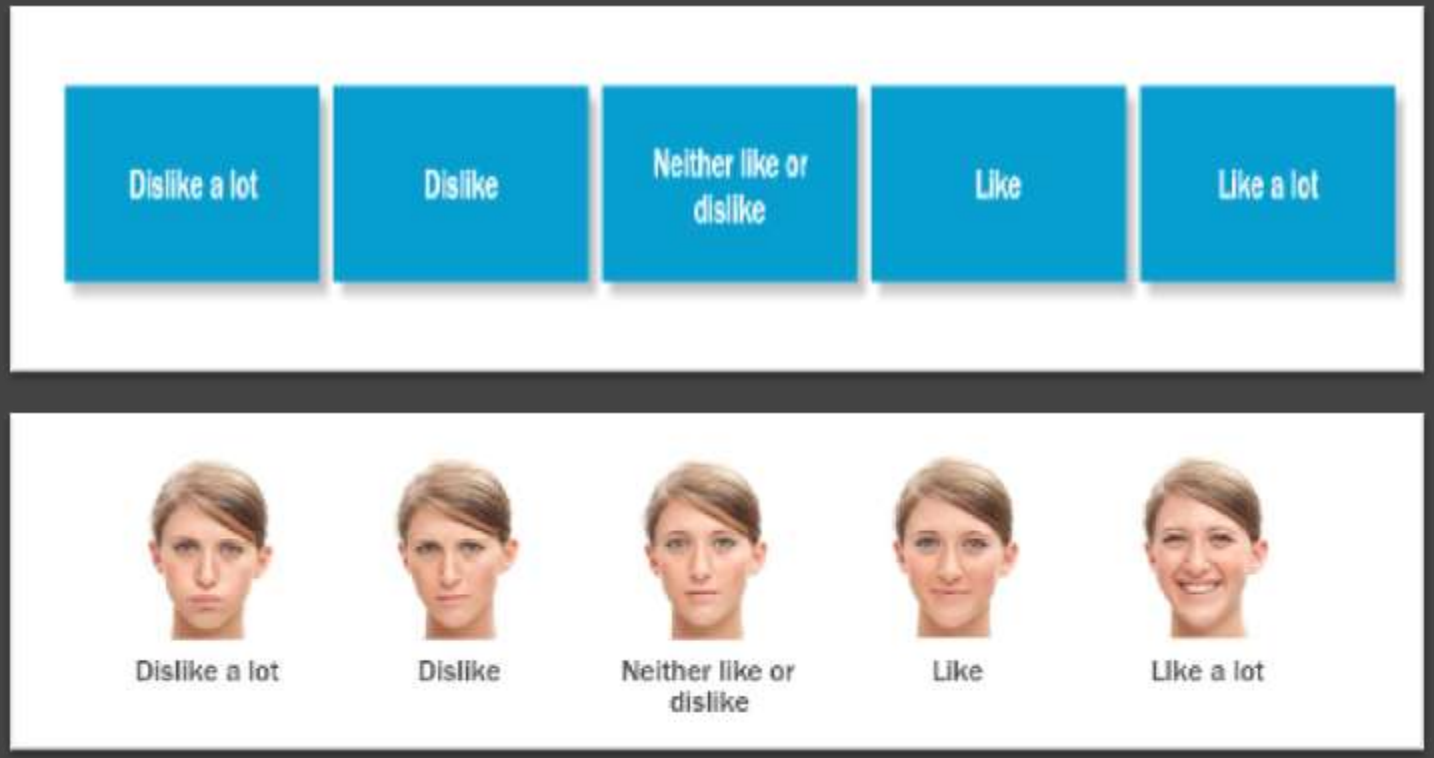
Make it visual



Illustrate answers – images are more easily processed

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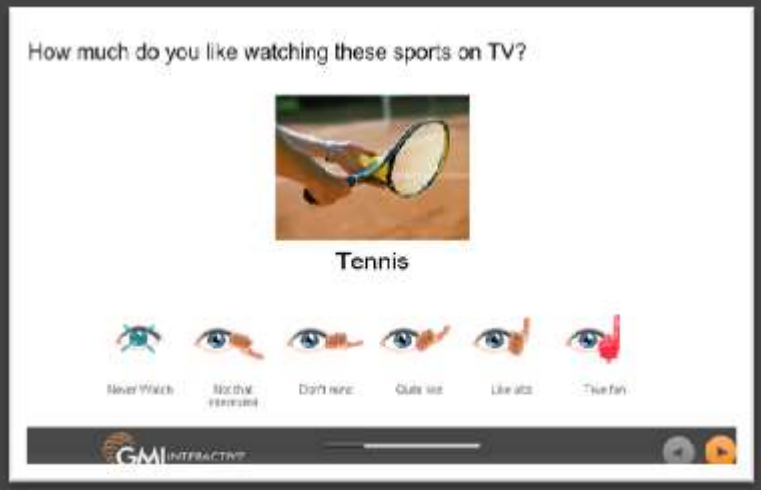
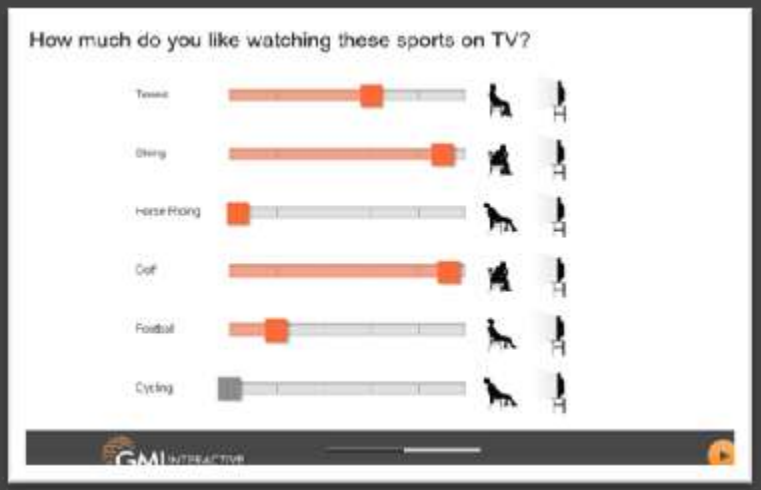
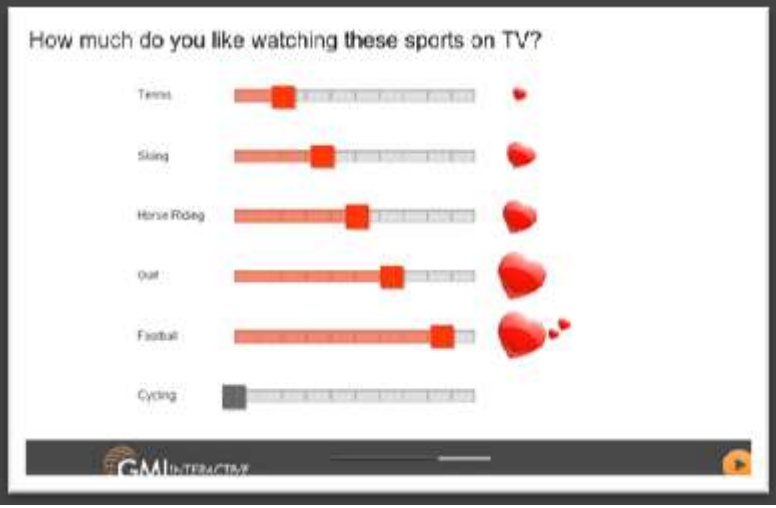
By **the use of emotion** we found you could encourage people to think more







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USING IMAGES also helps communicating ideas more effectively

In this questionnaire we want to talk about your feelings towards brands. Think about the sorts of relationships you have with people... Some people you might love, other people you might be indifferent to and some people you might dislike.

We'd like you to think about drinks brands in the same way.

Press the next button to go on to the next questi

...this is to help a company make the best baby wipes for generations of future parents!

Think about the sorts of

A picture says more than 1000 words

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Lightspeed GMI

Consolidating and grouping questions

Q1 Which of these xxxxx 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

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The role of iconography

Not heard of this book	Hear of, not read but not interested in reading	Heard of not read but interested in reading	Heard of and read but did not like	Heard of read and liked	Heard of read and loved

Less load on the working memory

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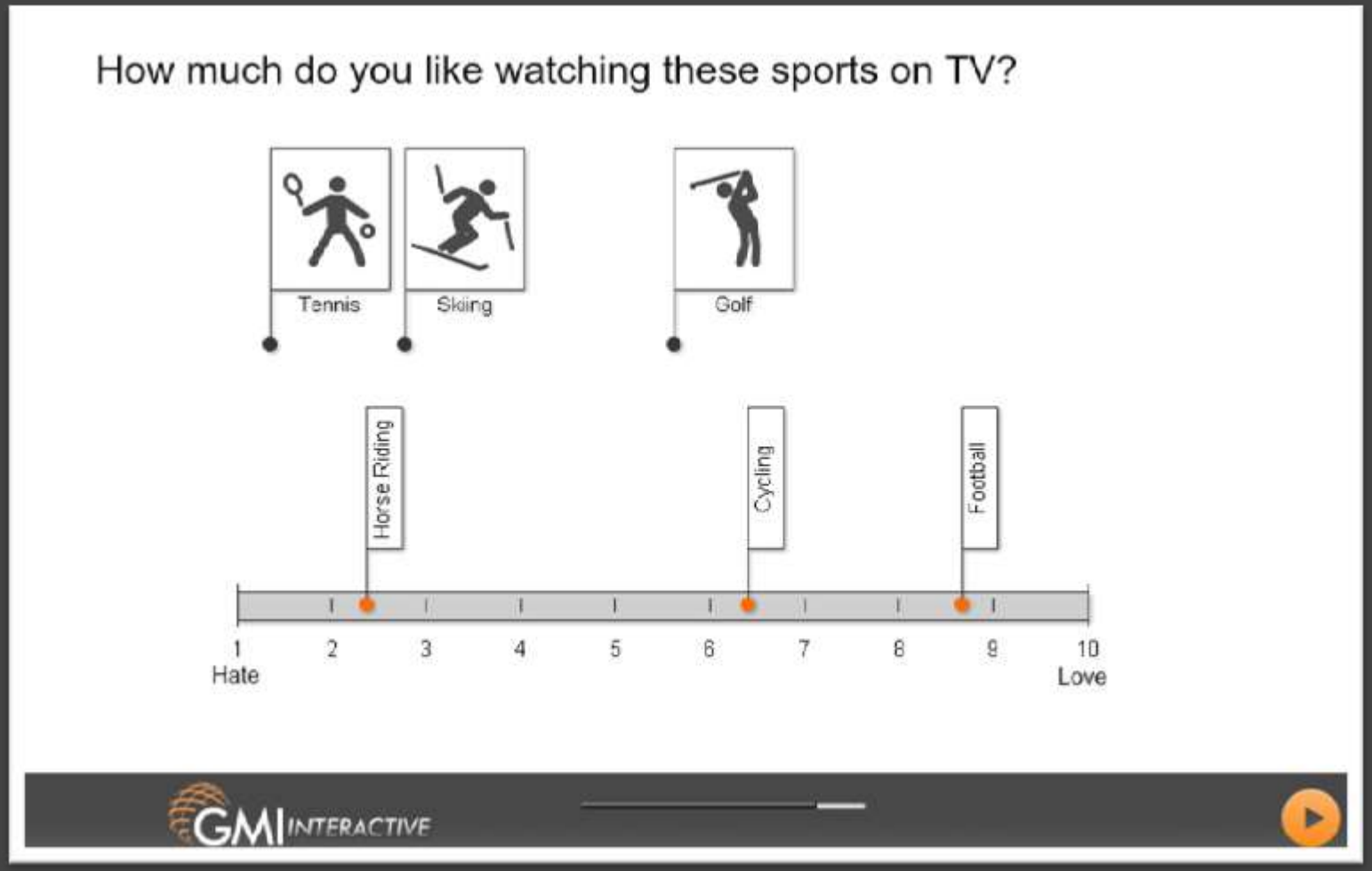
Example – ‘ergonomic’ question type



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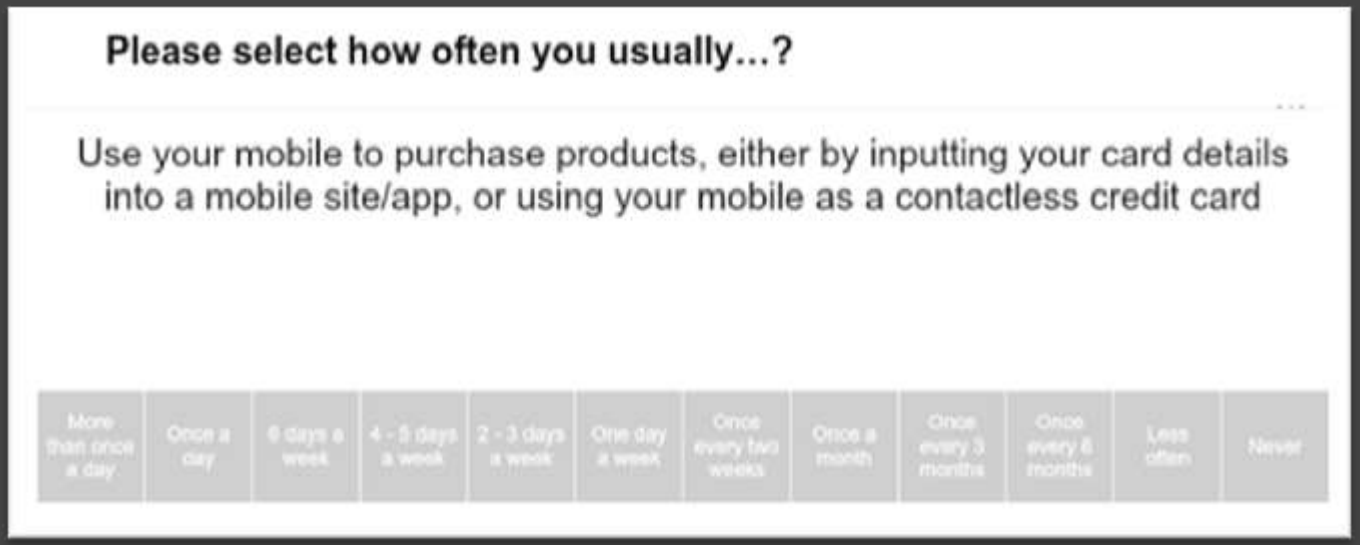
Example ergonomic in colours and illustration



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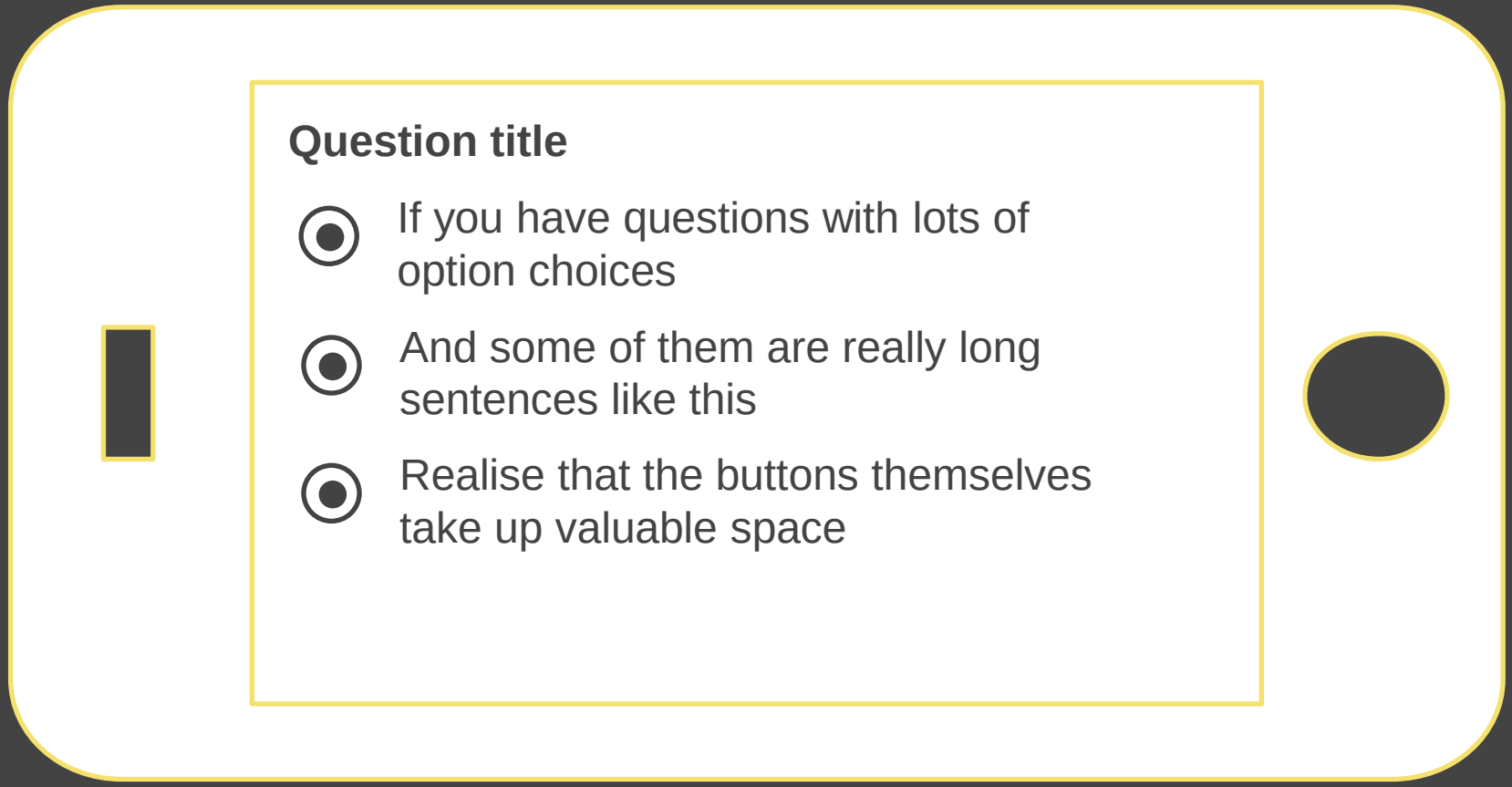
The shift away from OLD SCHOOL buttons …



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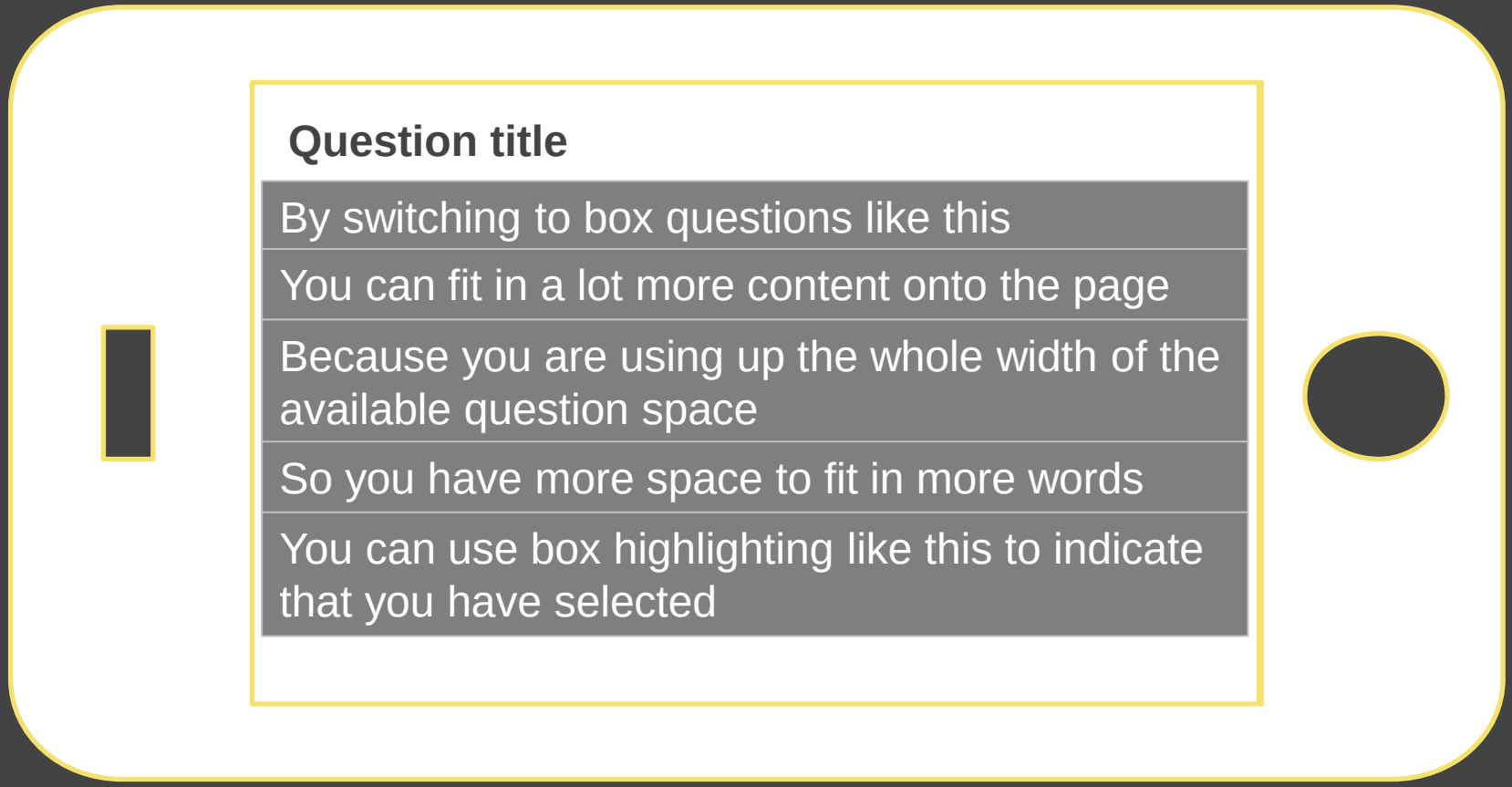
Space is a premium on a mobile so make every pixel count …



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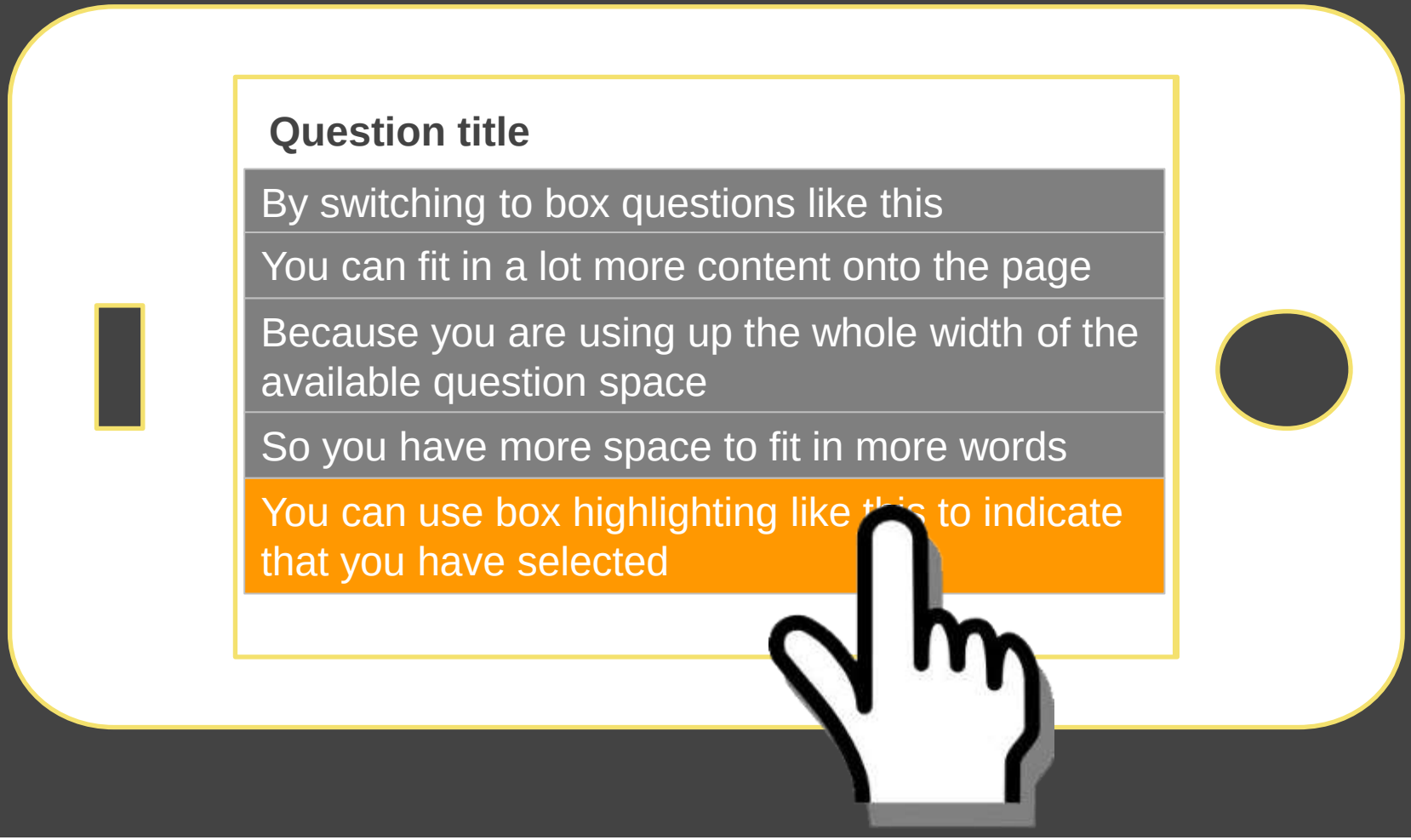

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Use imagery and iconography intelligently: Wherever space permits, use it to bring a survey to life!

Bring text into buttons as this

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Example - DETROIT/FORD

LINCOLN NOW

Start

Thinking of your experience on Lincoln.com today, how would you rate the site on the following:

	Not at all agree	Completely Agree
Had information that captured my attention		
Had information that was relevant to my needs		
Had information that provided a clear understanding of Lincoln		
Had information that would encourage me to return to the site		

LINCOLN NOW

Next

How familiar are you with the Lincoln brand?

- Have owned or leased a Lincoln within 5 years
- Have owned or leased a Lincoln, but over 5 years ago
- Have driven a Lincoln, but never owned one
- Am somewhat familiar with Lincoln, but never owned/leased or drove a Lincoln
- ? Not familiar with this brand at all

LINCOLN NOW

Now, to what extent do you agree with each of the following statements, as it relates to Lincoln in general:

	Strongly Disagree										Strongly Agree
Lincoln designs visually stunning vehicles	0	1	2	3	4	5	6	7	8	9	10
Lincoln has superior craftsmanship	0	1	2	3	4	5	6	7	8	9	10
Lincoln vehicles have athletic performance	0	1	2	3	4	5	6	7	8	9	10
Lincoln creates imaginative technology	0	1	2	3	4	5	6	7	8	9	10

LINCOLN NOW

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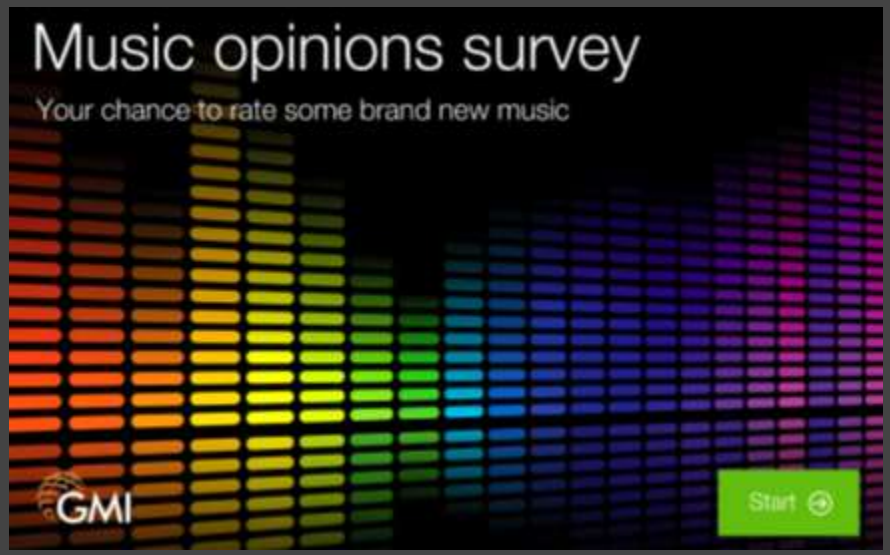
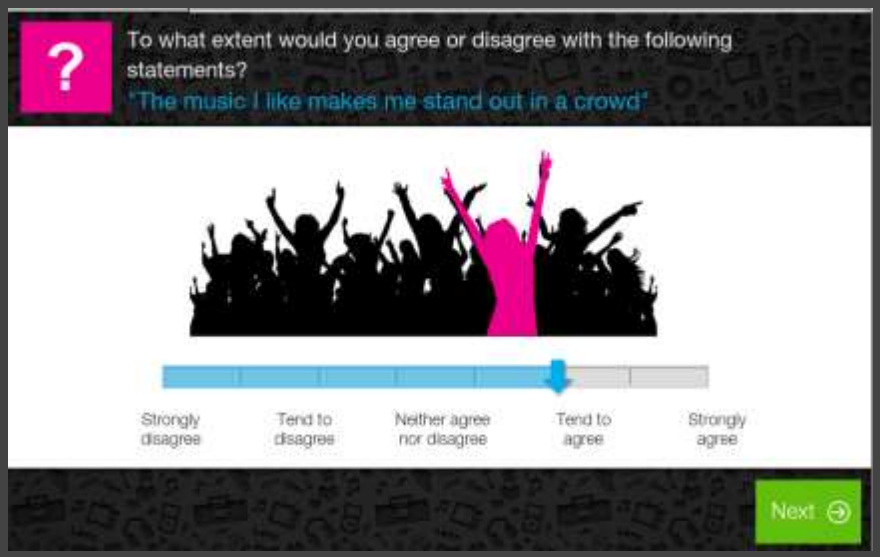
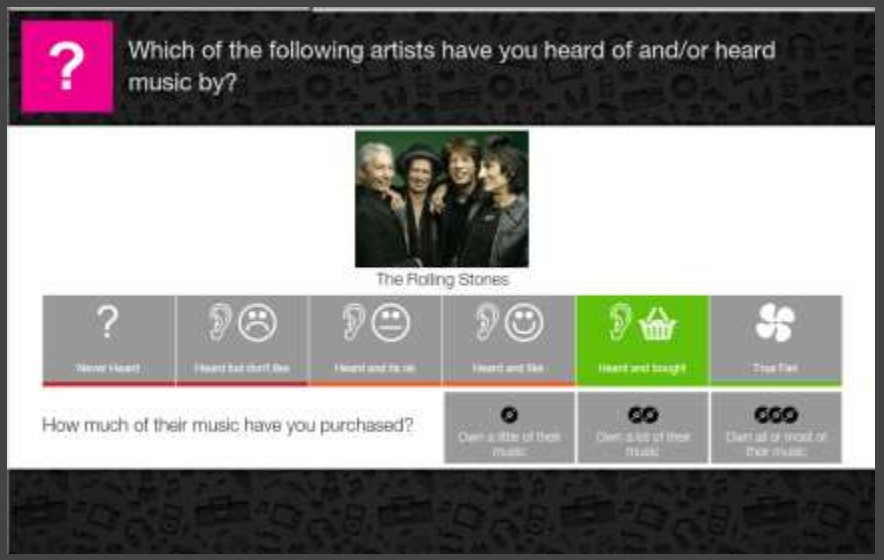
Example - EMI







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Example – Eating on the go

Eating on the go

The nation's dining habits

go

Thinking about these places, how often do you tend to eat or buy from informal eating out places?

Which of the following informal eating out places have you eaten or purchased breakfast, lunch, dinner or a snack from in the past 4 weeks?

Please click on all boxes which apply.

Thinking about these places, how often do you tend to eat or buy from informal eating out places?

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QUESTIFICATION

Not only visual adjustments but also the impact how you word questions have a big impact

An approach?

Employ a good tweeter to write all your instructions under 140 characters!

Clear and short, it will be read

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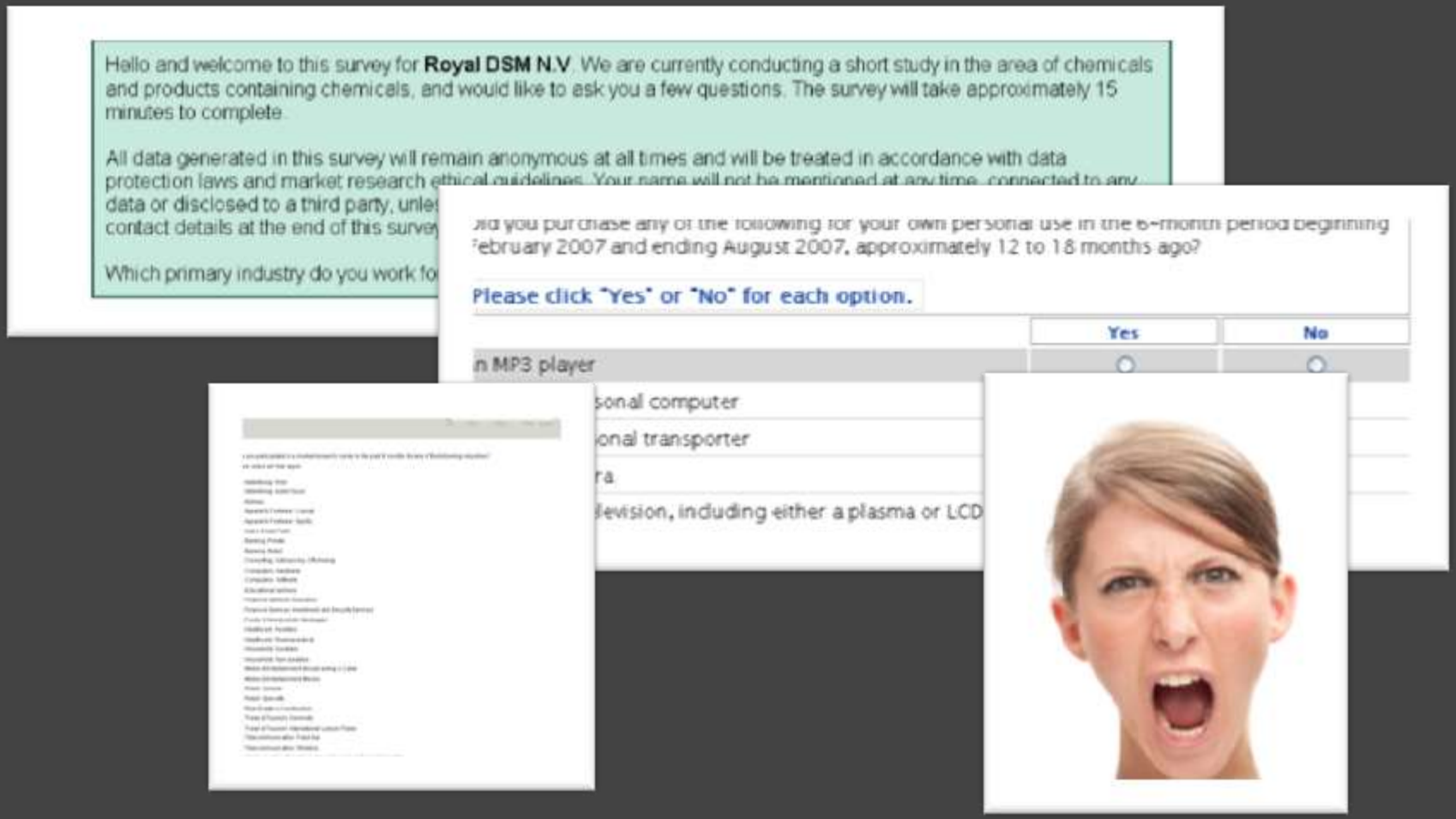
HERE IS HOW A TYPICAL SURVEY STARTS…



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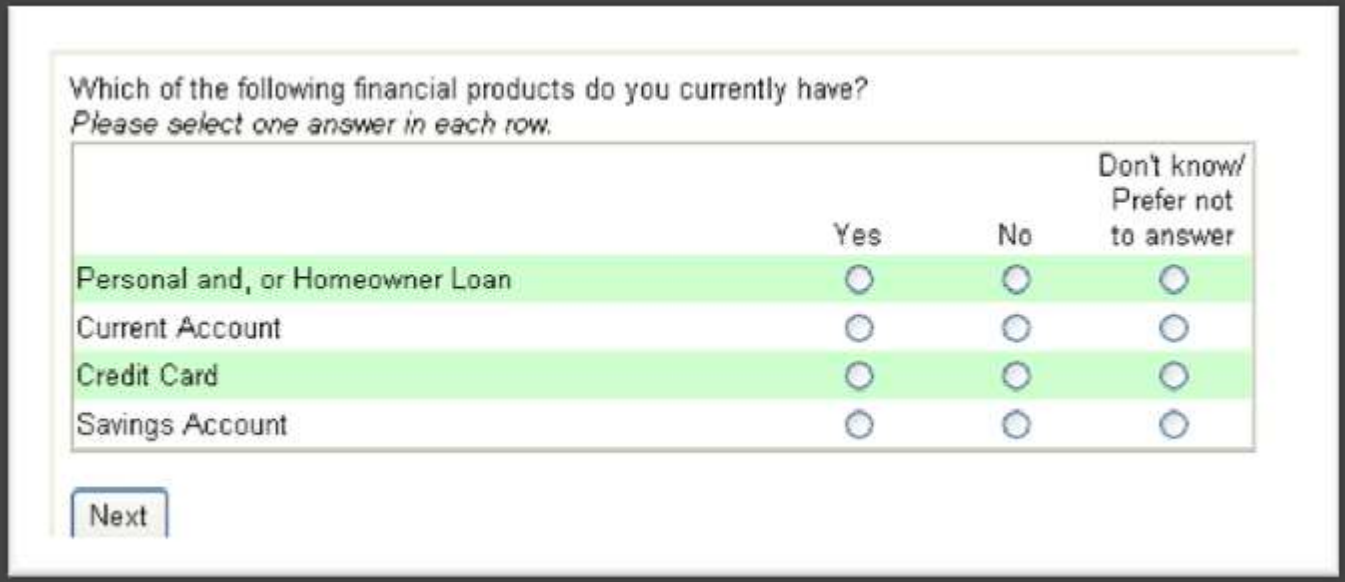
WE JUMP STRAIGHT INTO THE NITTY-GRITTY



Which of the following financial products do you currently have?
Please select one answer in each row.

	Yes	No	Don't know/ Prefer not to answer
Personal and, or Homeowner Loan	○	○	○
Current Account	○	○	○
Credit Card	○	○	○
Savings Account	○	○	○

Next

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NO UNDERSTANDING THE
VALUE OF FOREPLAY

IF YOU HAD TO DO SOME RESEARCH ON TOOTHPATE, HOW WOULD YOU START THE SURVEY?

Which brands of toothpaste are you aware of?

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…OR LIKE THIS?

Which of these celebrities has got the nicest teeth?

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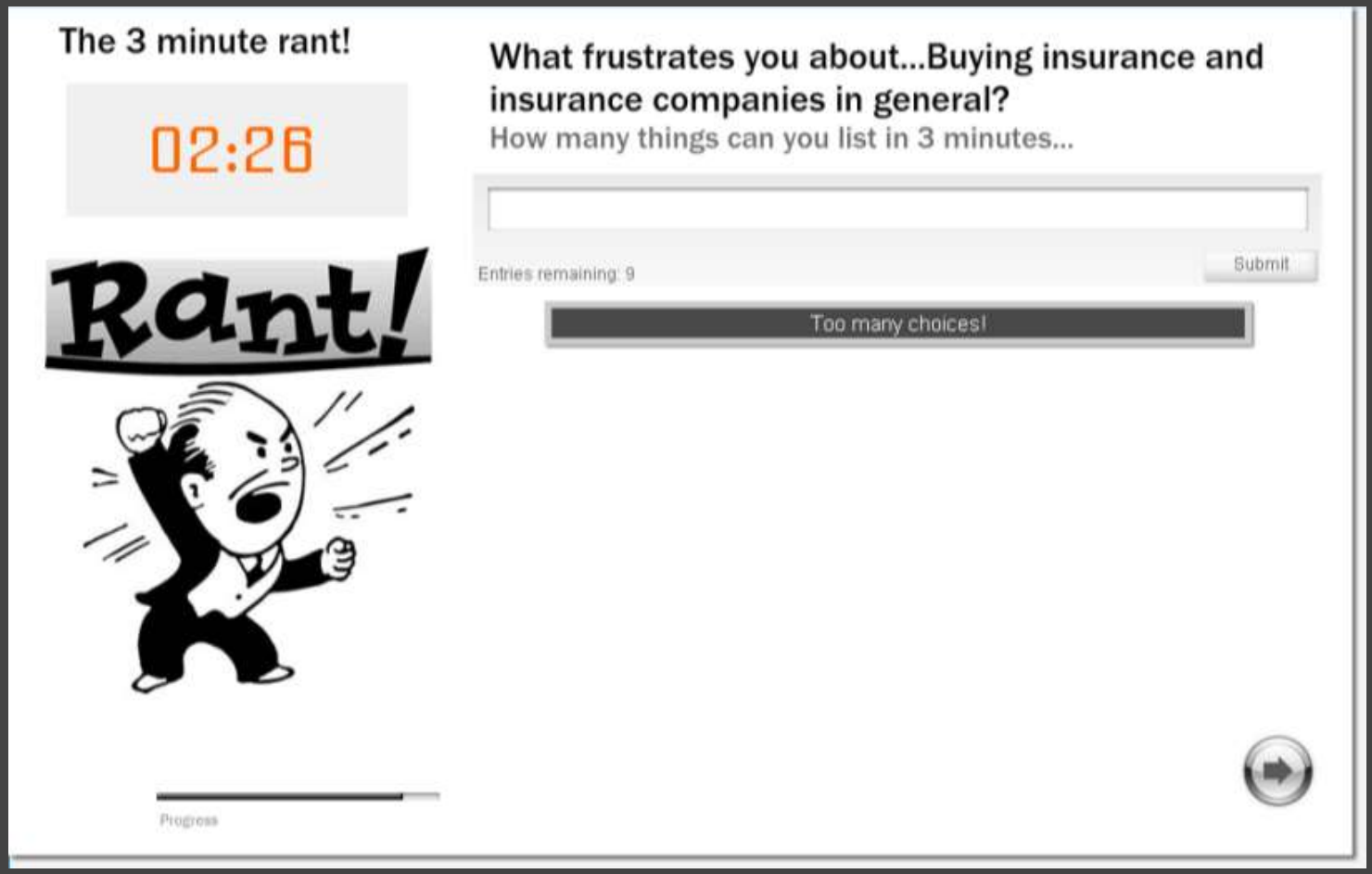
EXAMPLE INSURANCE SURVEY…



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How to make questions more engaging?

Inject some humanity into questions …

Projection, let them identify with someone else …

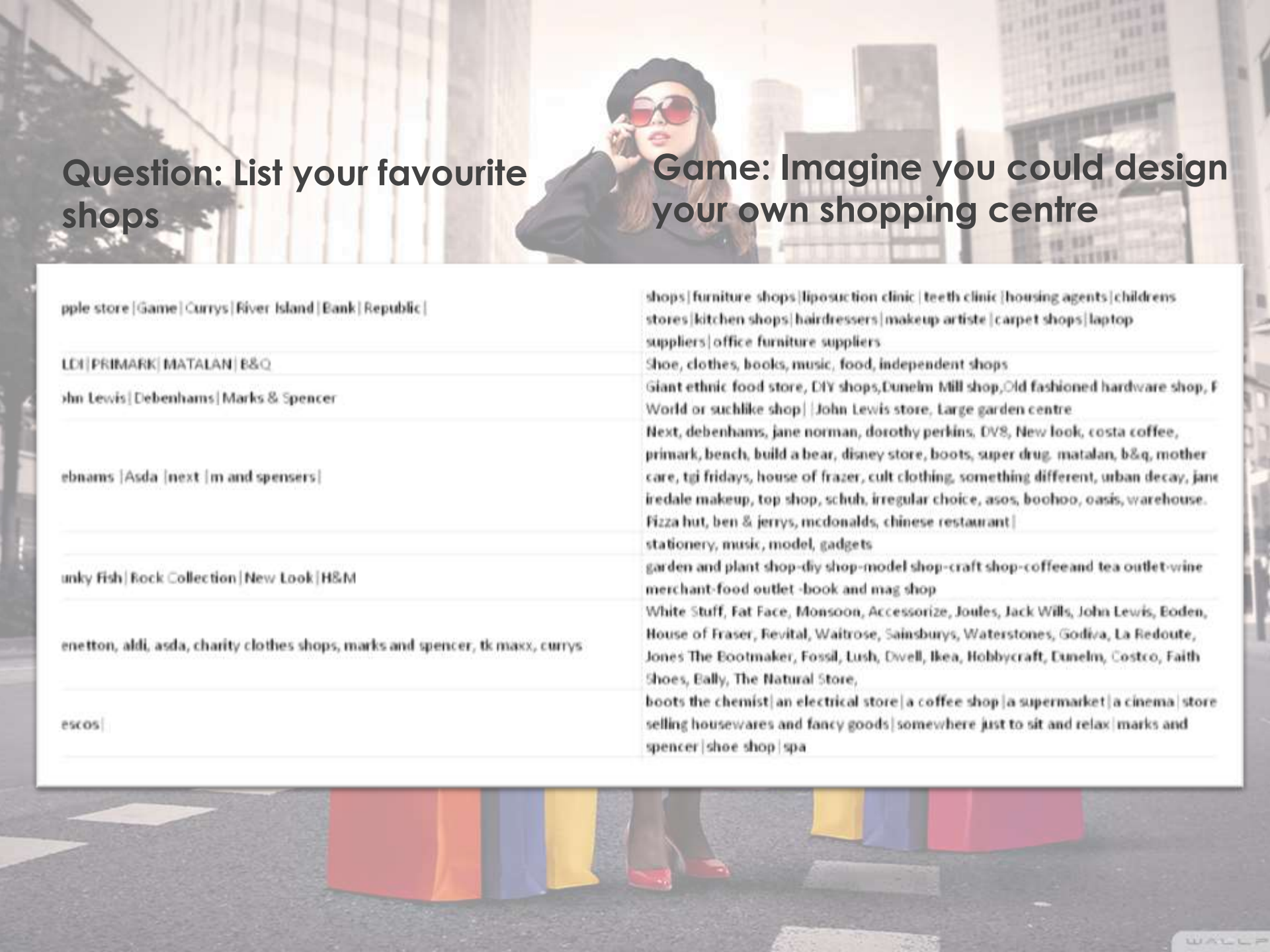
~~What do you think about this new product?~~

Imagine you are the boss of a company. Your job is now to evaluate this new product …

Stimulate fantasy

~~Can you make a list of your favourite shops?~~

Imagine you could set up your own perfect shopping centre just with shops you want. Can you make a list of the shops you would have in your shopping centre?



Question: List your favourite shops

Game: Imagine you could design your own shopping centre

pple store|Game|Currys|River Island|Bank|Republic|	shops|furniture shops|liposuction clinic|teeth clinic|housing agents|childrens stores|kitchen shops|hairdressers|makeup artiste|carpet shops|laptop suppliers|office furniture suppliers
LDI|PRIMARK|MATALAN|B&Q	Shoe, clothes, books, music, food, independent shops
ohn Lewis|Debenhams|Marks & Spencer	Giant ethnic food store, DIY shops,Dunelm Mill shop,Old fashioned hardware shop, F World or suchlike shop| |John Lewis store, Large garden centre
ebnams |Asda |next |m and spensers|	Next, debenhams, jane norman, dorothy perkins, DV8, New look, costa coffee, primark, bench, build a bear, disney store, boots, super drug, matalan, b&q, mother care, tgi fridays, house of frazer, cult clothing, something different, urban decay, jane iredale makeup, top shop, schuh, irregular choice, asos, boohoo, oasis, warehouse. Fizza hut, ben & jerrys, mcdonalds, chinese restaurant|
	stationery, music, model, gadgets
unky Fish|Rock Collection|New Look|H&M	garden and plant shop-diy shop-model shop-craft shop-coffeeand tea outlet-wine merchant-food outlet -book and mag shop
enetton, aldi, asda, charity clothes shops, marks and spencer, tk maxx, currys	White Stuff, Fat Face, Monsoon, Accessorize, Joules, Jack Wills, John Lewis, Boden, House of Fraser, Revital, Waitrose, Sainsburys, Waterstones, Godiva, La Redoute, Jones The Bootmaker, Fossil, Lush, Dwell, Ikea, Hobbycraft, Dunelm, Costco, Faith Shoes, Bally, The Natural Store,
escos|	boots the chemist|an electrical store|a coffee shop|a supermarket|a cinema|store selling housewares and fancy goods|somewhere just to sit and relax|marks and spencer|shoe shop|spa

OFFERING UP CONCEPTUAL SURPRISES

DO YOU LIKE YOUR BANK

IS YOUR BANK PERFECT?

IF YOUR BANK GAVE YOU A TSHIRT WITH THEIR BRAND ON IT, WOULD YOU WEAR IT?

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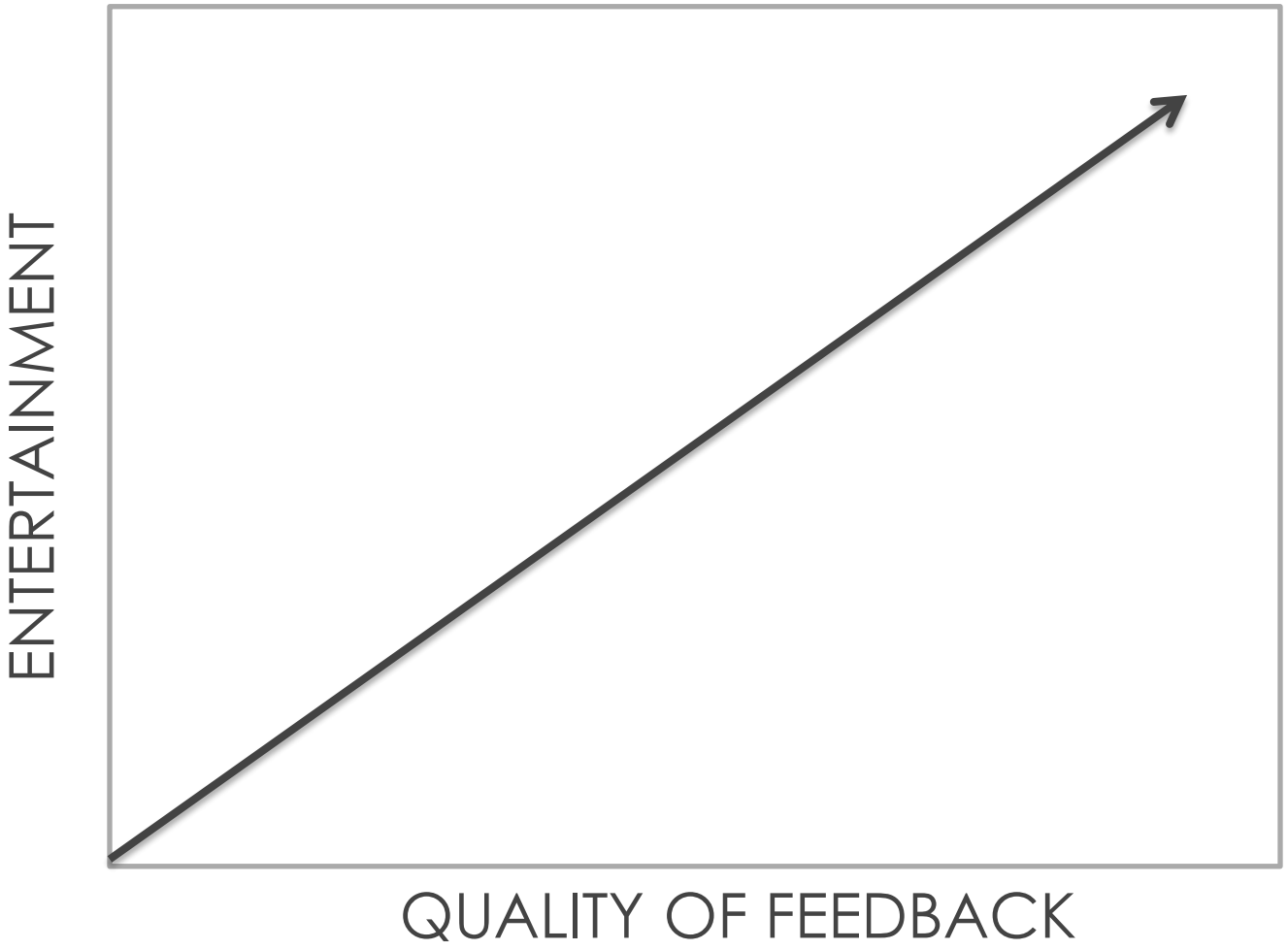
GAMIFICATION…



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GAMIFICATION

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THE MISTAKE IS TO THINK OF GAMIFICATION AS A DECORATIVE PROCESS

The same mistake was made in the early days of PowerPoint where images and colour were used simply to decorate and not help communicate…

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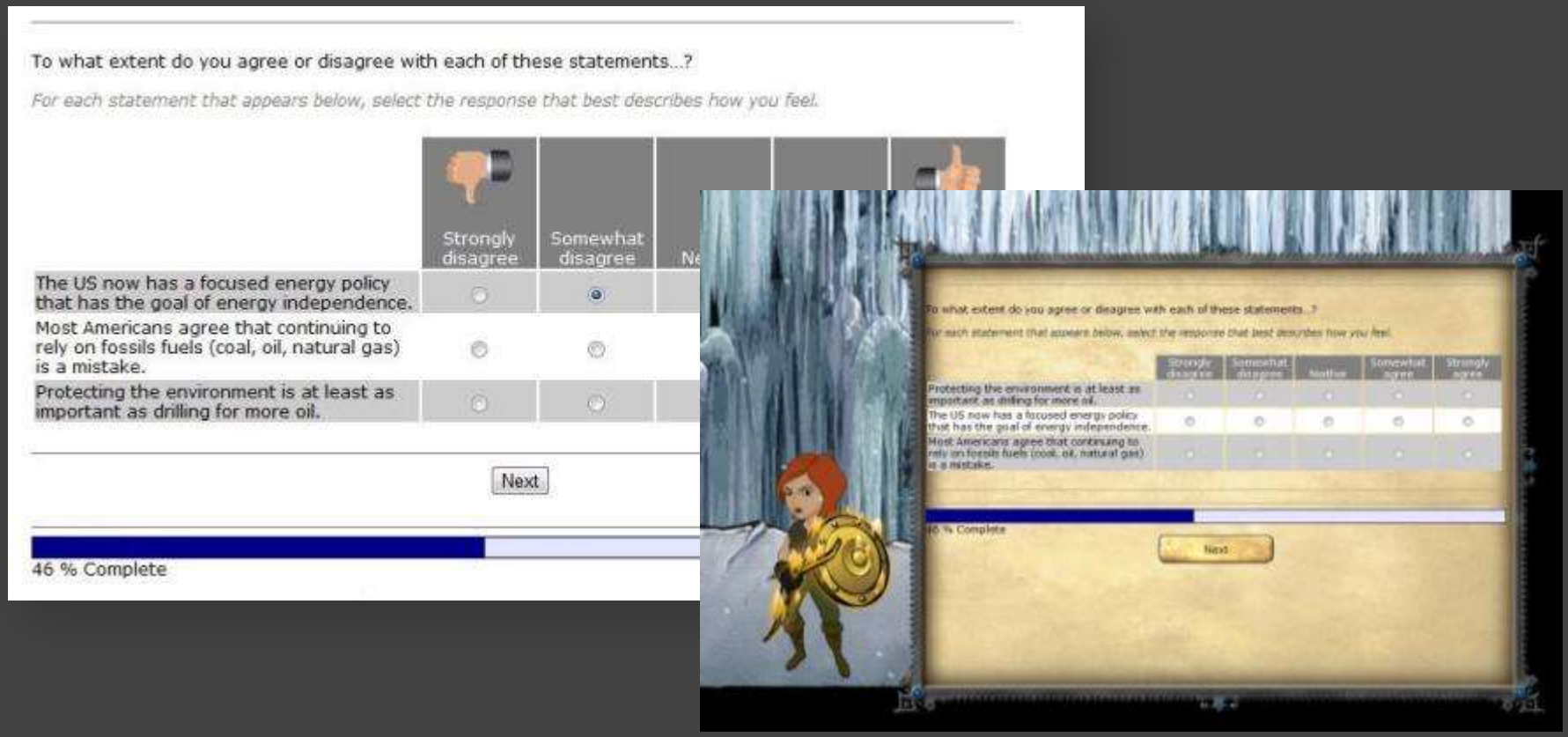
ITS A CREATIVE SOLUTION…

- Just slapping a thumbs up sign or adding an avatar will not do



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~~GAMIFICATION~~ CAN WORK BUT DON'T GET FIXATED WITH THE TERM

Treat your surveys like pieces of **creative communication:**

1. Focus on how to motivate
2. Convince people to read
3. Convince people to think
4. Think like a copywriter
5. Invest in good visuals & design
6. Understand the science

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Lightspeed GMI

Evolution in advertising

Focusing only on what to say

150 years

Not just focusing on what to say but on how to say it

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Focusing only on what I want to say

Focusing on how to communicate a message

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And the evolution of SURVEY DESIGN....

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We started out with surveys that looked like this …

Before we begin the interview, we need to ask a few questions:

Did you purchase any of the following for your own personal use in the 6-month period beginning February 2007 and ending August 2007, approximately 12 to 18 months ago?

Please click "Yes" or "No" for each option.

	Yes	No
An MP3 player	○	○
A desktop personal computer	○	○
A Segway personal transporter	○	○
A digital camera	○	○
A flat-panel television, including either a plasma or LCD television	○	○

>>

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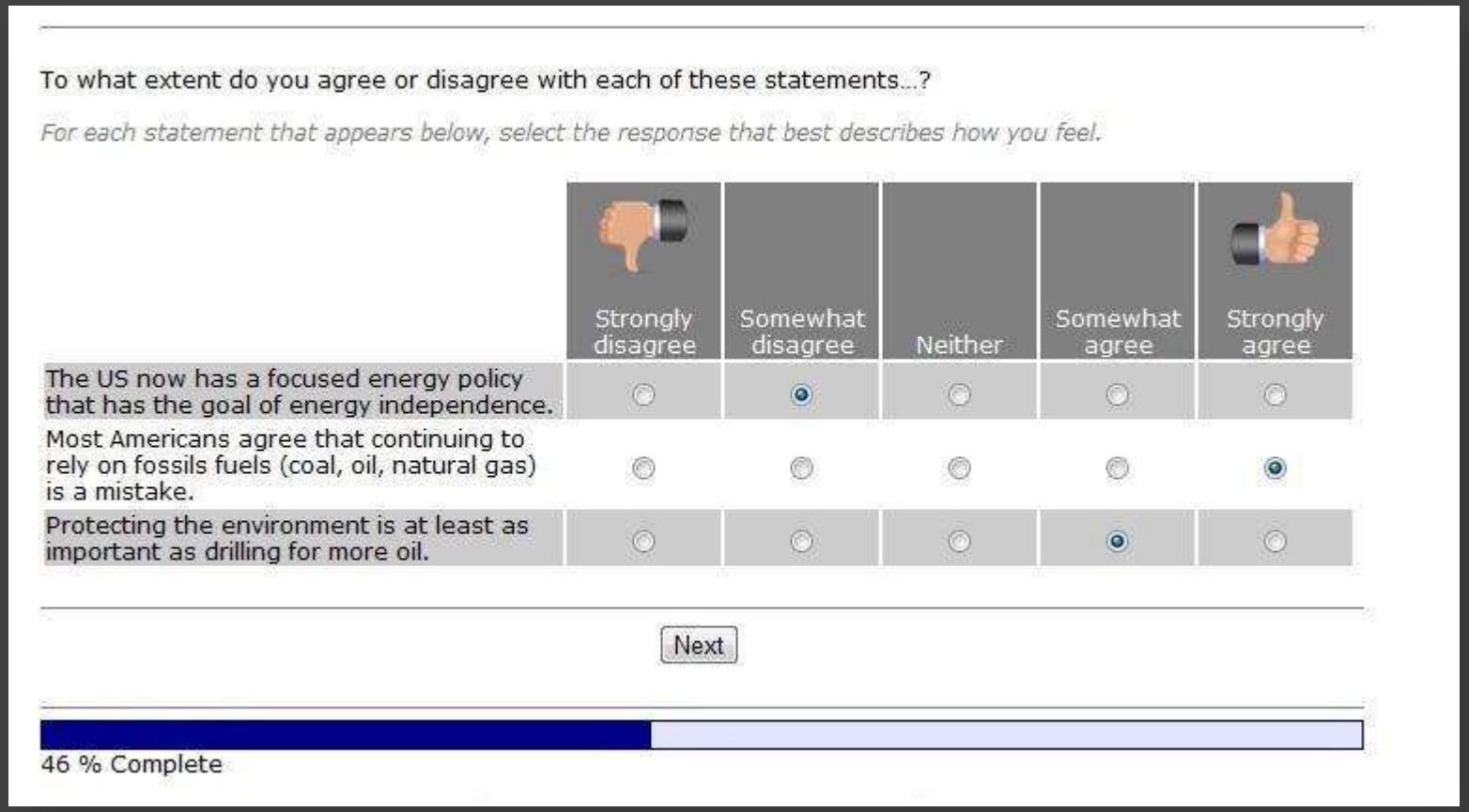
… and today we have reached the stage where they look like this!


To what extent do you agree or disagree with each of these statements…?

For each statement that appears below, select the response that best describes how you feel.

	Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree
The US now has a focused energy policy that has the goal of energy independence.	○	◉	○	○	○
Most Americans agree that continuing to rely on fossils fuels (coal, oil, natural gas) is a mistake.	○	○	○	○	◉
Protecting the environment is at least as important as drilling for more oil.	○	○	○	◉	○

Next

46 % Complete

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And the issues go way beyond the visual ...

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The survey design process needs to be different

Before we begin the interview, we need to ask a few questions.

Did you purchase any of the following for your own personal use in the 6-month period beginning February 2007 and ending August 2007, approximately 12 to 18 months ago?

Please click "Yes" or "No" for each option.

	Yes	No
An MP3 player		
A desktop personal computer		
A Segway personal transporter		
A digital camera		
A flat-panel television, including either a plasma or LCD television		

>>

?

?

Focusing on what we want to know

Focusing on how to encourage people to respond

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Putting more thought into what we REALLY want to know

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Imagine:

An alien lands on planet earth
and you could ask him
ONE question

"ON A SCALE OF 1 TO 10"
How much do you like
planet earth?

Rewarding the truth
Give them rewards

Understanding the role of point & reward systems in surveys

At the heart of most games are mechanisms for rewarding participants.

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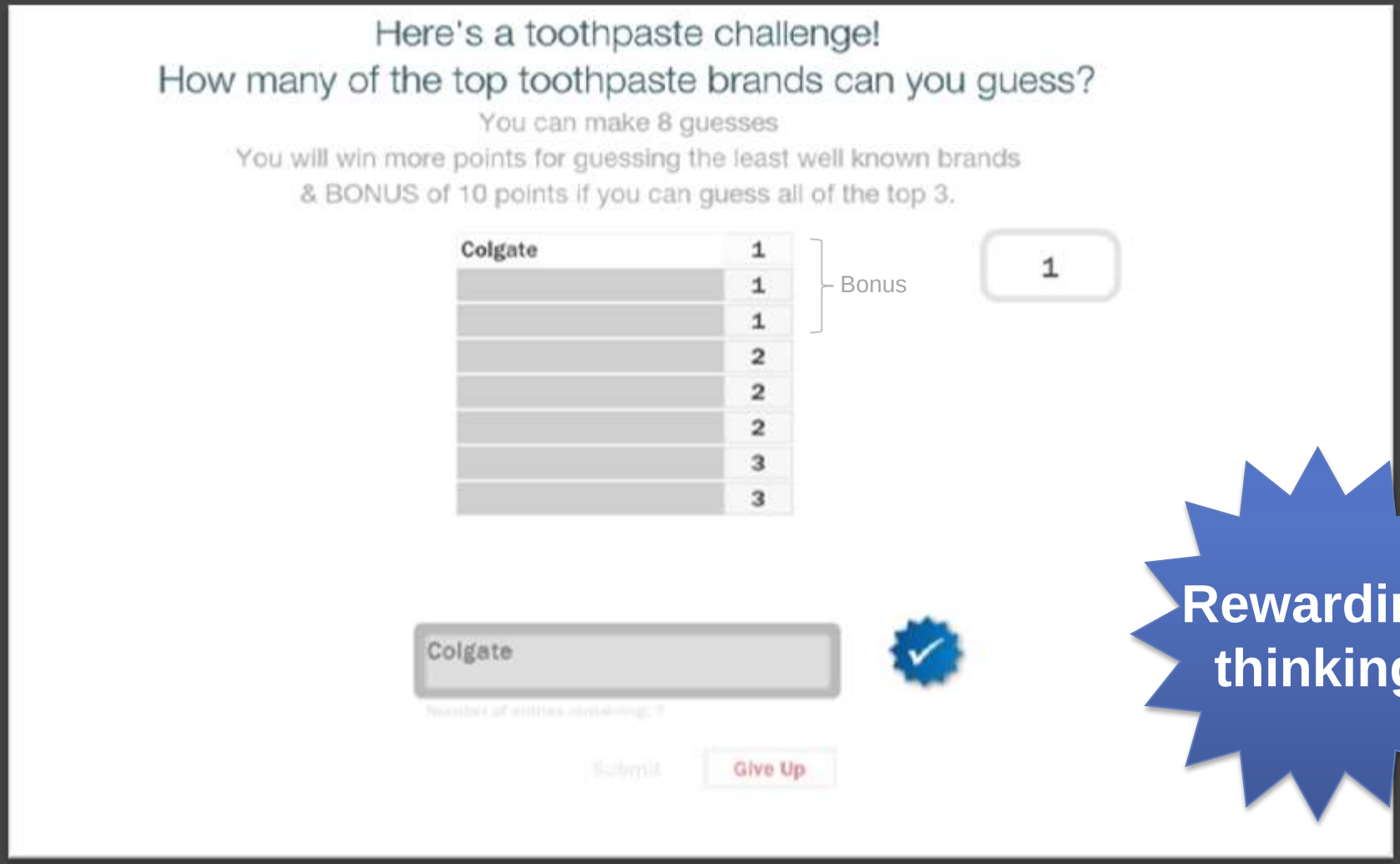
Example: Spontaneous brand awareness



Rewarding thinking

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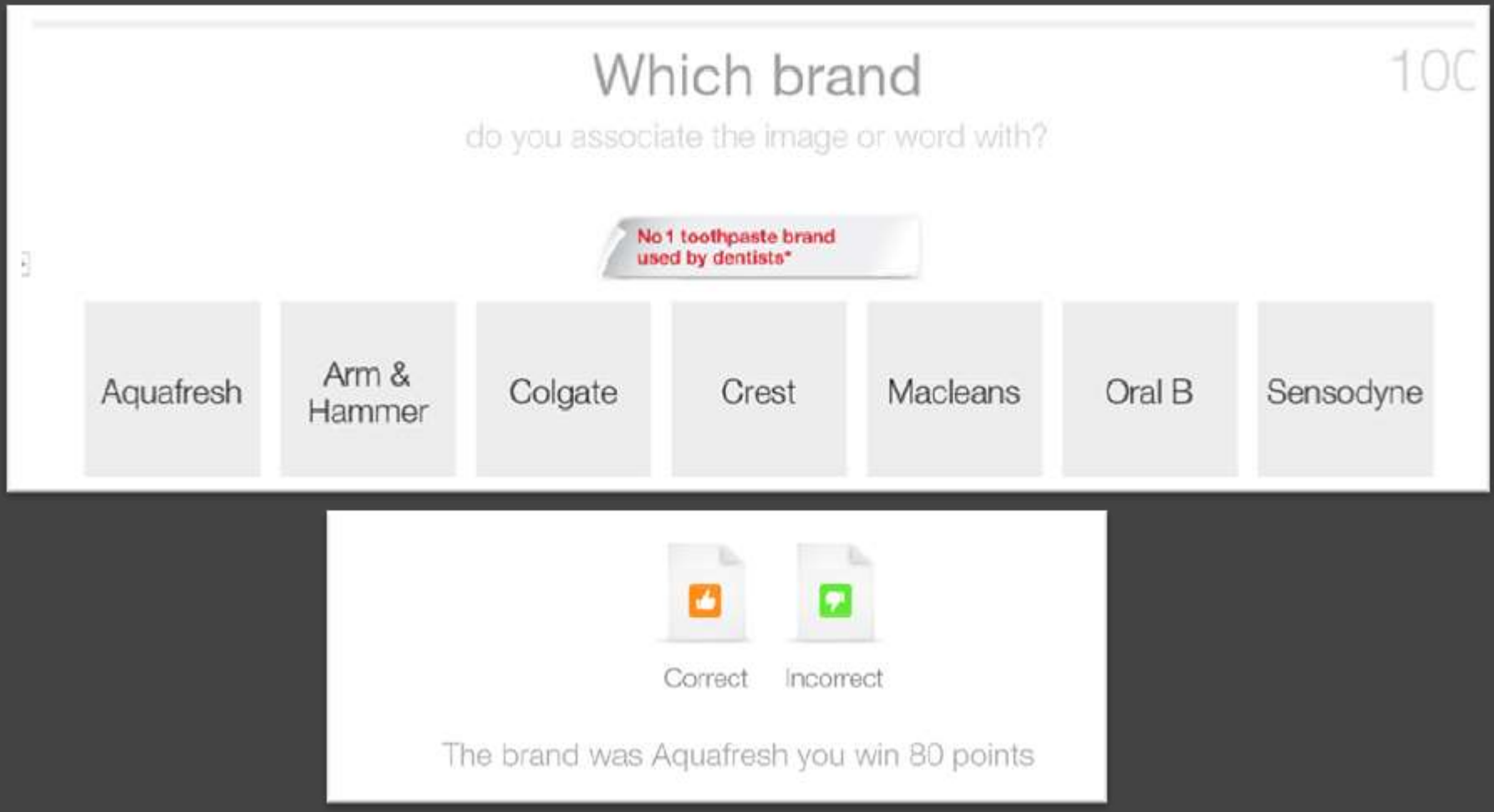
Example: Prompted brand awareness



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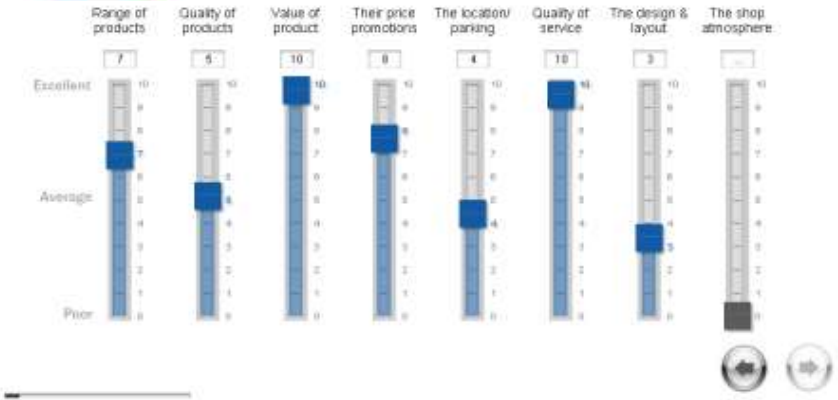
We placed their current supermarkets on trial

We would like you to give your verdict on 2 of the supermarkets you use.

Some quick fire questions...we would like you to give your gut-feel reaction to these statements about your local $label%

It is worth it to drive/travel past other stores to shop at this store

Please give your judgment on how ALDI performs on these range of factors



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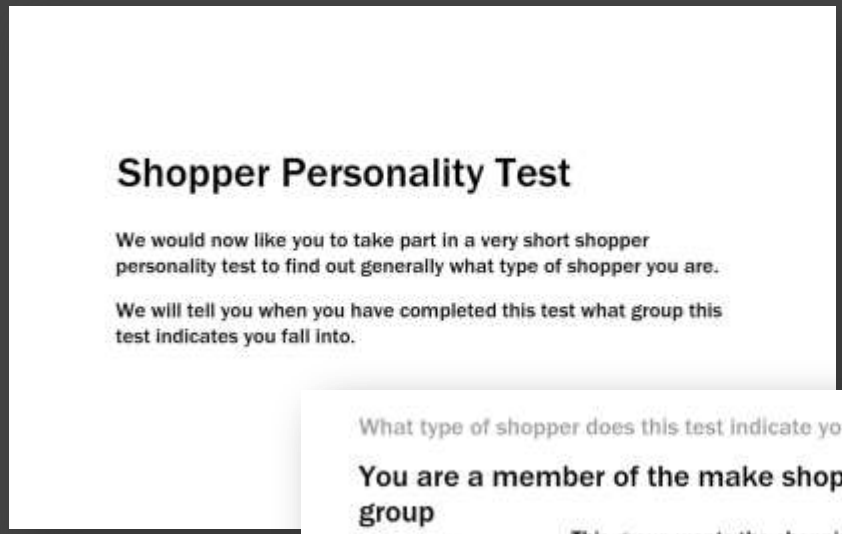
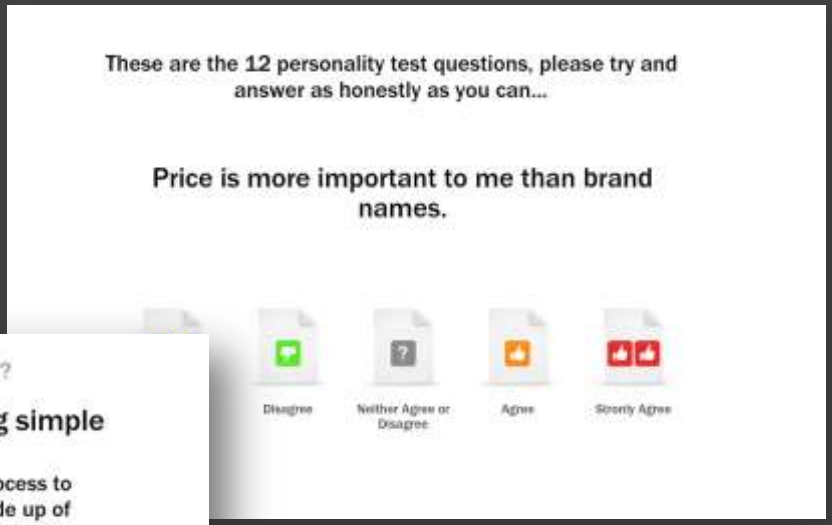
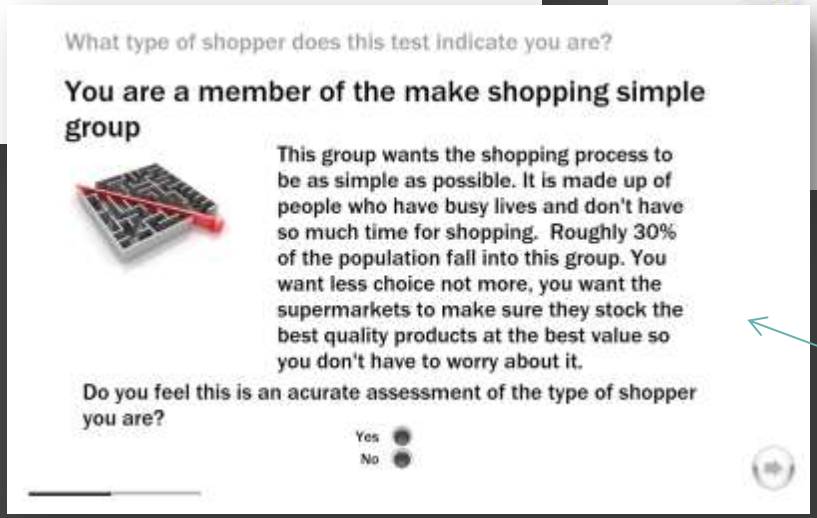
RE-ENGINEER THE SEGMENTATION INTO A SHOPPER PERSONALITY TEST







Feedback was given to the respondent to tell them what broad shopper segment they were part of

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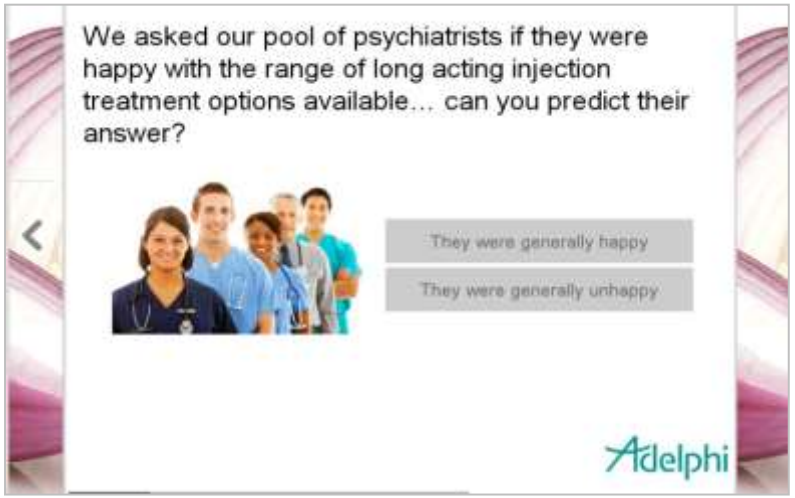
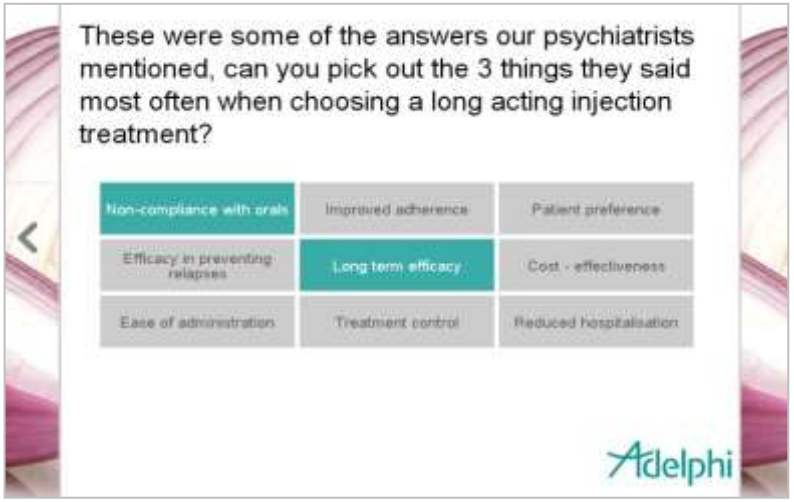
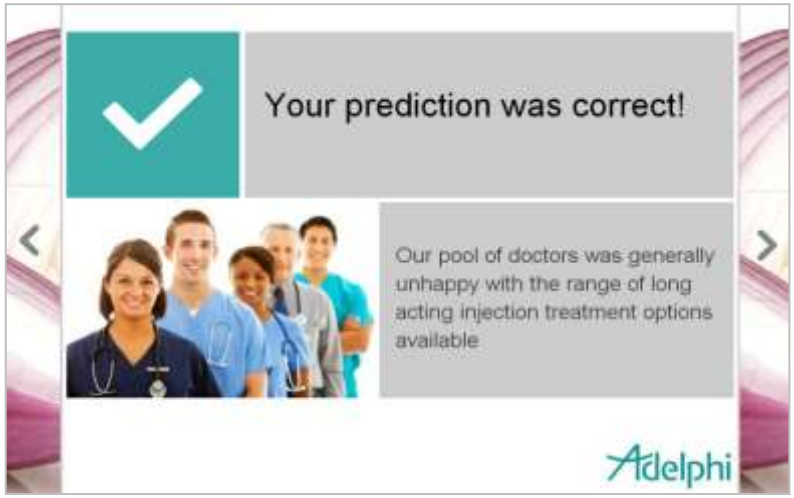
OPINION GAMES : PHARMACEUTICAL SURVEY

This is an example of how this basket of techniques can be used to transform a pharma study and very effectively mine the decision making process and opinions of Doctors







The project was winner of 2014 BHBIA healthcare research award

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PREDICTION GAMES: OBSERVED BEHAVIOUR

In this game respondents are asked to make a series of predictions about their partner's behaviour and then asked to send the survey to their partner to validate them. The aim is to understand the difference between self reported and observed behaviour and is an important consideration when designing U&A surveys.

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Do you think Manchester United will win the Premiership title this season?

- No - £20 Bet ✖
- No - £10 Bet ✖
- No - £0 Bet ✖
- Yes - £0 Bet ✔
- Yes - £10 Bet ✔
- Yes - £20 Bet ✔

GMI INTERACTIVE

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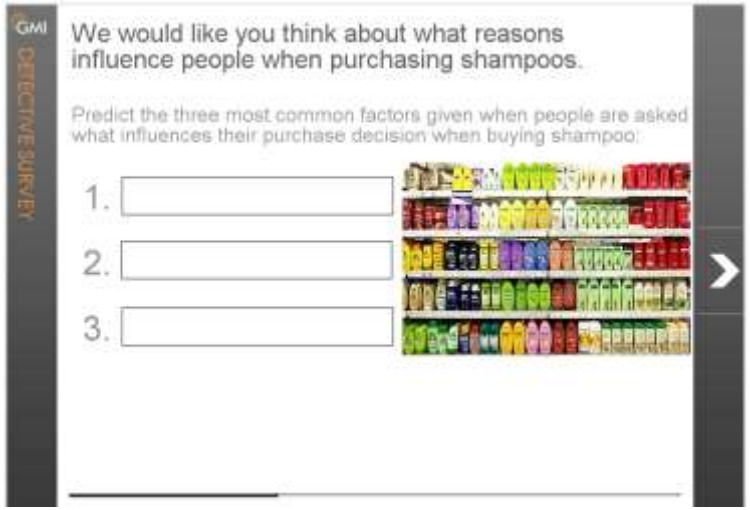
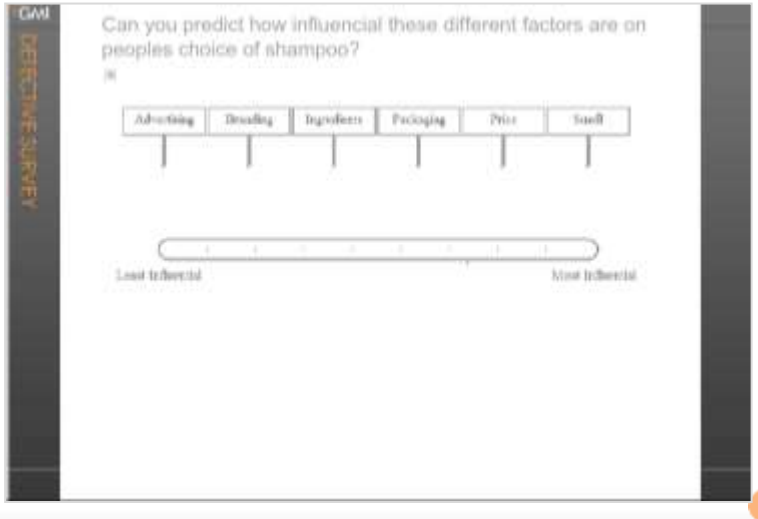
PREDICTION GAMES: REASONS FOR PURCHASE

This is an example of how prediction protocols can be used to create a whole survey “game”. Asking respondents to observe and analyse the behaviour of others.





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THE VALUE OF THE PROJECTIVE VIEWPOINTS IN THE PRICING ARENA

How much would you pay?

£10, £11, £12, £13, £14, £15, £16, £17, £18, £19, £20+

<50% less than actual price

Predict what price you think this will be sold at

£10, £11, £12, £13, £14, £15, £16, £17, £18, £19, £20+

Within 1% of actual price

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BEFORE

You will now see the picture of this product on screen.

You said earlier that you may buy this product. Please use the pen to highlight those areas on the picture which would **particularly persuade you to buy it**. You can highlight parts of the pack, words, pictures, etc.

tns

Why do you say that?

target text

tns

Which of these best describes how you feel when choosing a new bakery product for the first time?

If you choose a number towards the left, the more you agree with the opinion on the left.

The nearer to the right you choose, the more you feel the opinion on the right describes how you feel.

	1	2	3	4	5	6	7	
The cost is too small to worry about	○	○	○	○	○	○	○	It is too expensive to buy as I might not like it once I've bought it
I am sure it would be completely safe to use	○	○	○	○	○	○	○	I am very concerned that it might not be safe
I would not be at all concerned how good or bad other people thought it was before I bought it	○	○	○	○	○	○	○	I would not buy it until other people could reassure me that it was good
I always buy the product that has a price promotion	○	○	○	○	○	○	○	I do not let price promotions affect which product I buy

tns

And which brand would that be?

- Warburtons
- Hovis
- Sunblest
- Rankin
- Paragular
- Sorsen
- Braces
- Irwins
- McVities
- New York Bagel Company
- Pitch
- St Pierre
- Weight Watchers
- Supermarket own label equivalent of all of the above
- None of these

tns

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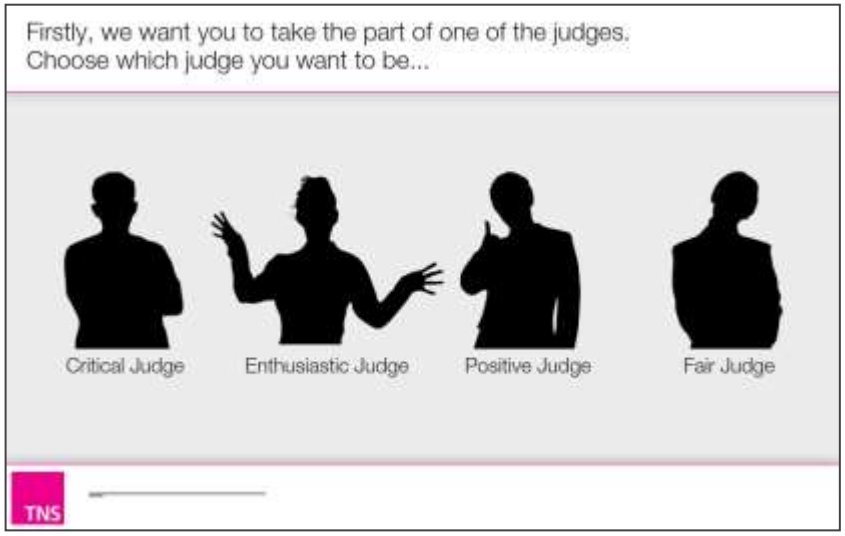
AFTER



40%+ MORE FEEDBACK

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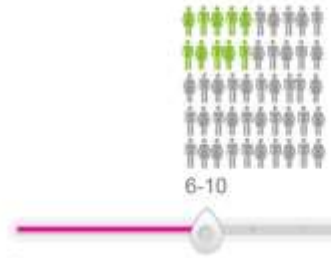
How many people work in your business?



How long has your company been established?

Can you sum up the 3 main reasons why you started your business?

1 " "

2 " "

3 " "

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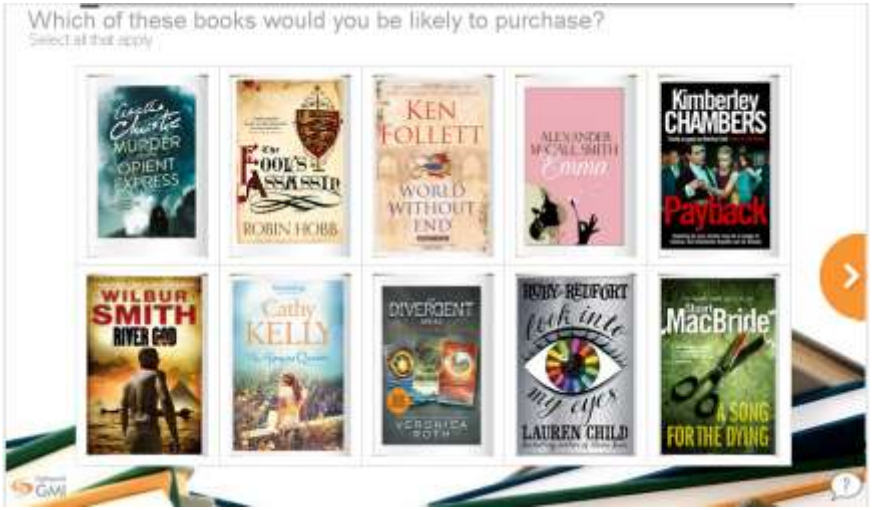
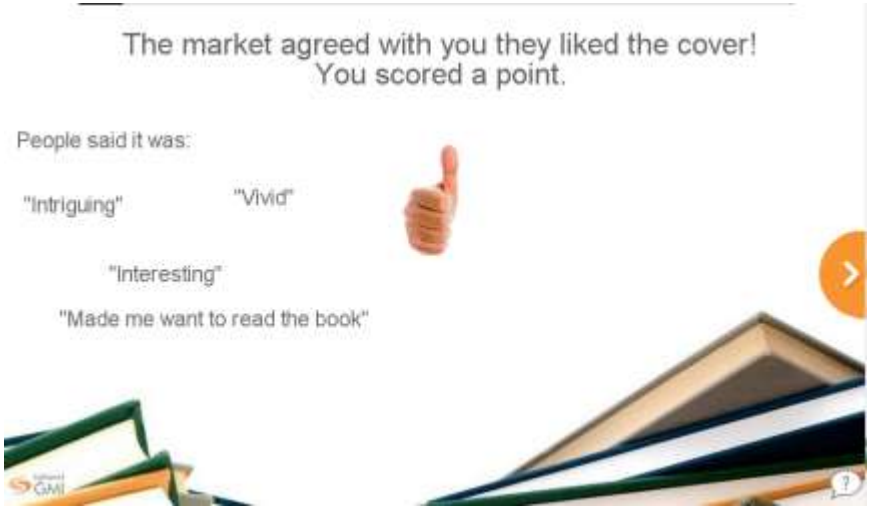
BOOK COVER TESTING





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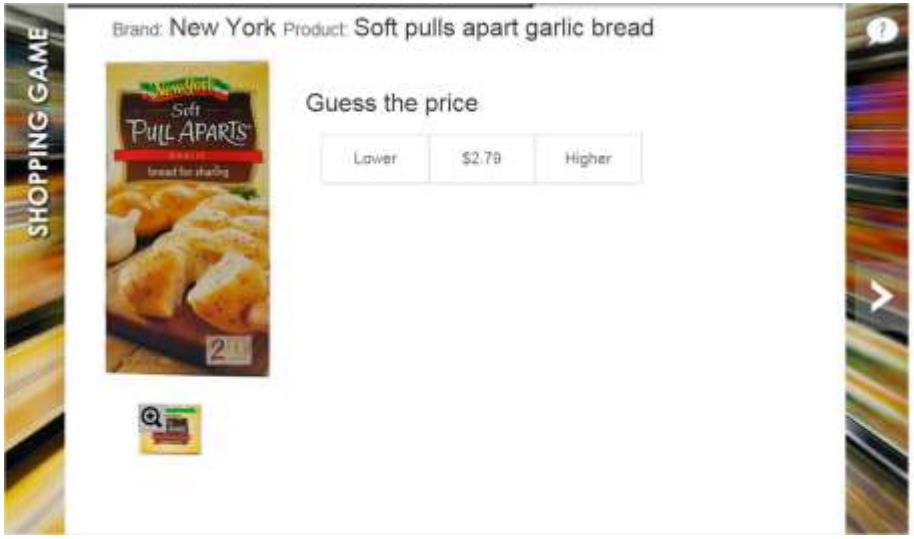
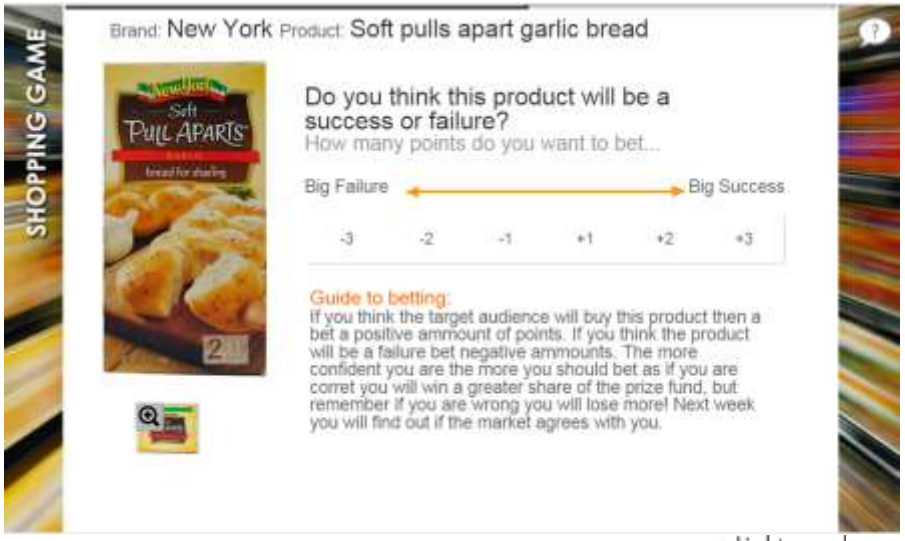
SURVEYTAINMENT: SHOPPING GAME





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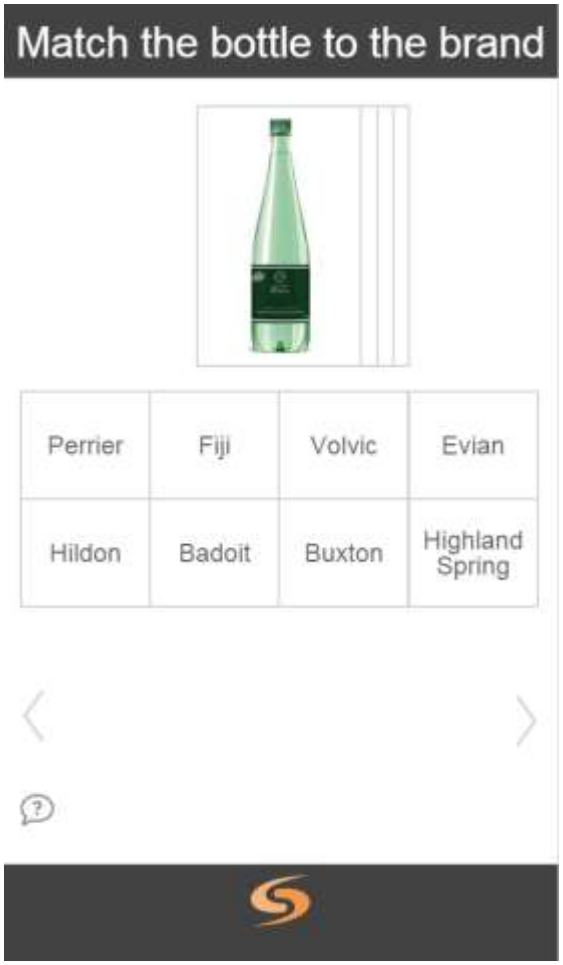
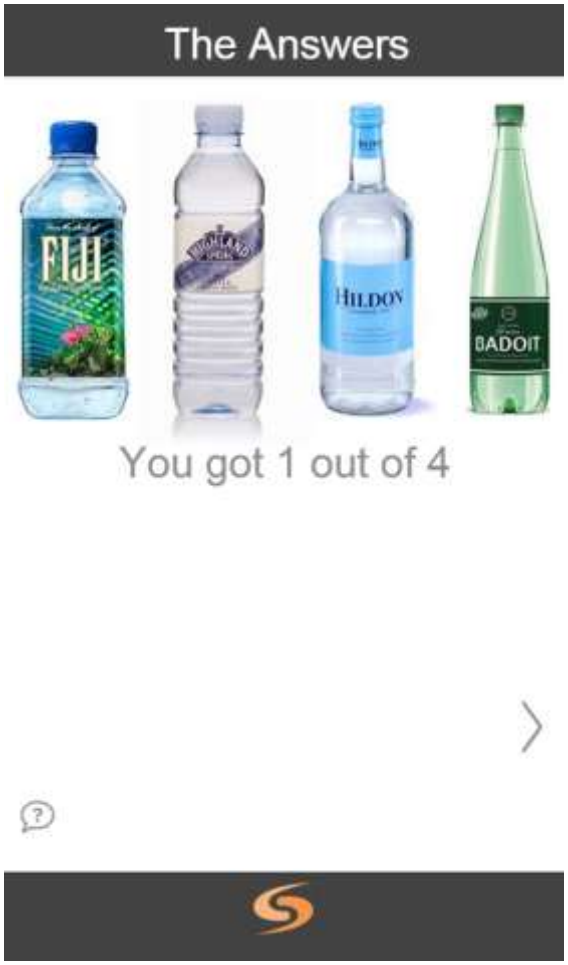
GAMIFIED DIARY STUDIES: SURVEYTAINMENT

…after completing each diary entry they take part in a mini quiz and they find out how they got on the next time they make a diary study.





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GET INSPIRED

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GET INSPIRED - Neuroscience

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FACIAL RECOGNITION TECHNOLOGY

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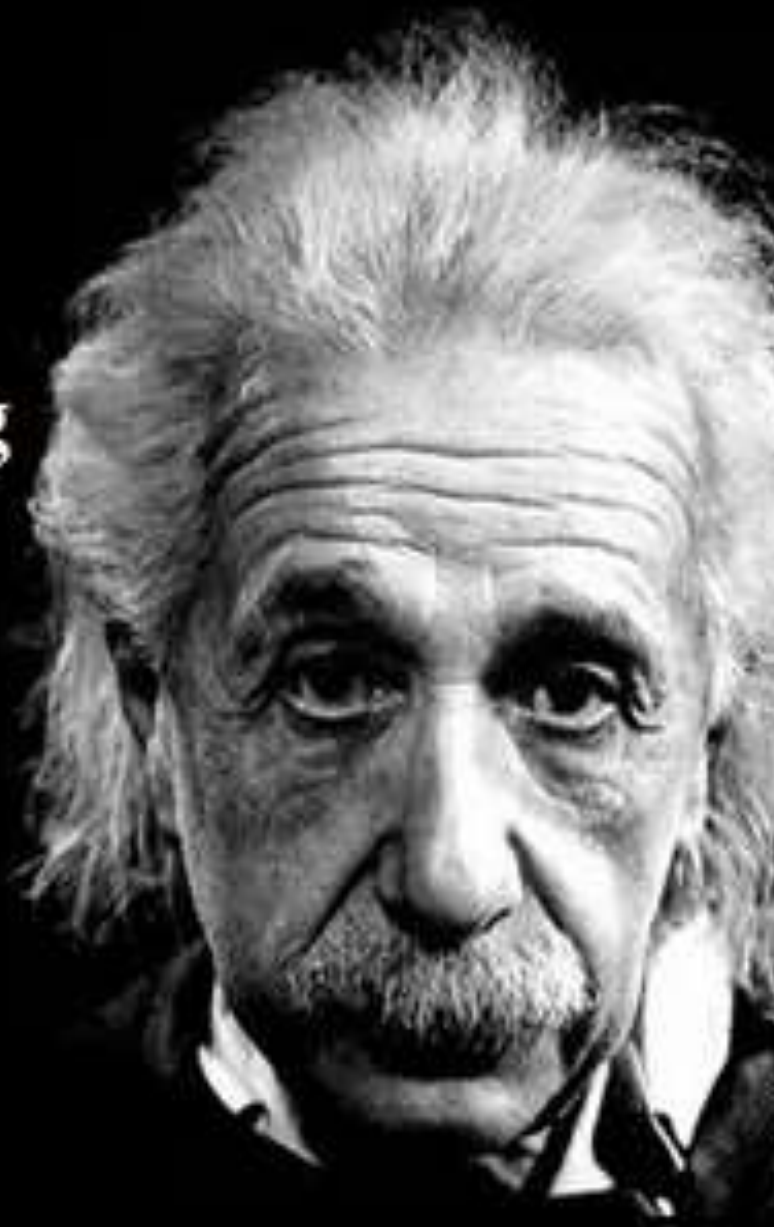
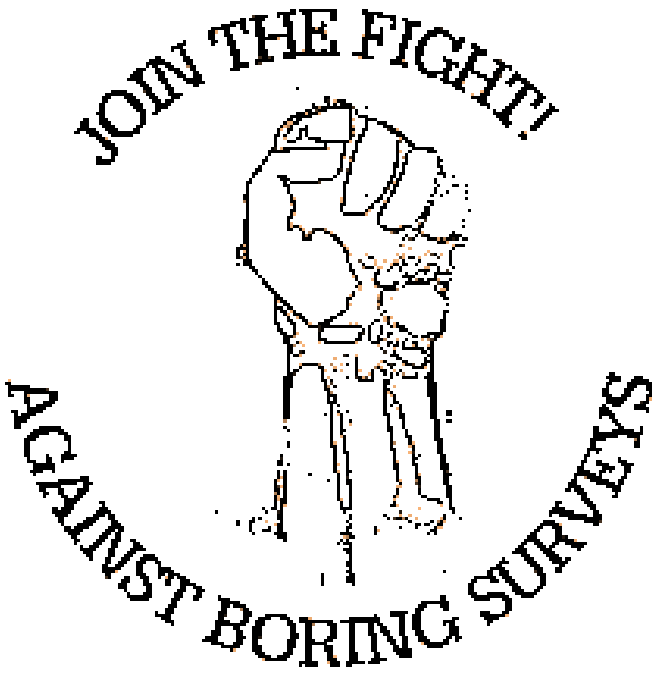
REPETITION

"Insanity: doing the same thing over and over and expecting different results."

-- Albert Einstein



Dennis Sewberath



@dennissewberath

#FABSurveys

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