

# Creating a Web Survey

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**In this chapter, we will learn the following to World Class CAD standards:**

- **The Purpose of a Web Survey**
- **Types of Questions**
- **Distributing the Survey**

## The Purpose of a Web Survey

Web Surveys serve many purposes for our use in a website.

- To identify the web site's strengths and weaknesses.
- To share ideas from a more diverse group than just the web developers.
- To help us develop a plan to steer the continual development of the website.
- To look for new methods to communicate to our audience.

### Web Survey

Welcome to \_\_\_\_\_ Survey. Please go to [www.\\_\\_\\_\\_\\_.com](http://www._____.com) to review the the web site. When answering question's with a 1-10 bar scale, please circle a number that best describe your resolve. When answering a question with a box, please check the answer that best describe your feelins. On question number 6, please review six pages and decide the page that you like, being 1 is the best and 6 is the worst. Thank you for taking this survey.

1. Does the home page communicate a clear idea?

1	2	3	4	5	6	7	8	9	10
Not clear			Clear				Very clear		

2. What idea does the home page communicate?

<input type="checkbox"/> Quality	<input type="checkbox"/> Appeal	<input type="checkbox"/> Variety	<input type="checkbox"/> Learning	<input type="checkbox"/> Great emotion
<input type="checkbox"/> Service	<input type="checkbox"/> Fun	<input type="checkbox"/> Success	<input type="checkbox"/> Wealth	<input type="checkbox"/> Life experience

3. Do the colors and shapes match the webpage concept?

1	2	3	4	5	6	7	8	9	10
Not matching			Average				Matching		

4. What shape, color, or graphic is your favorite? (check the appropriate box)

<input type="checkbox"/> Banner	<input type="checkbox"/> Words	<input type="checkbox"/> Homepage main image
<input type="checkbox"/> Policies	<input type="checkbox"/> Pictures	<input type="checkbox"/> Gallery

5. Do you believe that all the steps in the buying stage are needed for the consumer?

1	2	3	4	5	6	7	8	9	10
Not useful			Useful				Very useful		

6. Order 6 links found on your homepage in sequence of usefulness?


7. Would you most likely order products online, or email us for orders?

1	2	3	4	5	6	7	8	9	10
Online					Email				

8. Do you feel that the buying process is as easy as most other sites you can buy things on?

1	2	3	4	5	6	7	8	9	10
Not Complete			Partially				Very Complete		

9. After reading the information, do you feel that it is clear?

1	2	3	4	5	6	7	8	9	10
Not Clear			Somewhat Clear				Very Clear		

10. Are the Email Addresses easy or hard to find on the website?

1	2	3	4	5	6	7	8	9	10
Hard to Find			O.K.				Easy to Find		

Figure 11.1 – Sample Survey, page 1

## Creating a Web Survey

An effective web survey should be able to fit certain criteria. The survey should have a maximum of one page, front and back when printed out. We find that the answers are more inaccurate the longer the survey is. When browsers on the Internet have to respond to too many questions, they tend to be less attentive as they go along. We also want to ask at least two questions for each category. We can verify the accuracy of the response by comparing the two responses.

11. Is the contact us form asking for too much or too little information?									
1	2	3	4	5	6	7	8	9	10
Too little			O.K.				Too much		
12. Is the number one strength of the website the images or the site concept?									
1	2	3	4	5	6	7	8	9	10
Concept			Neither				Images		
13. Does the website involve enough activity?									
1	2	3	4	5	6	7	8	9	10
Low activity			Medium				High activity		
14. How often would you surf the website? Circle one response in the days, weeks or months category.									
1	2	3	1	2	3	4	2	3	4
Days			Weeks			Months			
15. After viewing the site, what value of sales do you figure this company does?									
<input type="checkbox"/>	\$5,000			<input type="checkbox"/>	\$500,000				
<input type="checkbox"/>	\$50,000			<input type="checkbox"/>	\$1,000,000				
<input type="checkbox"/>	\$250,000			<input type="checkbox"/>	\$5,000,000				
16. Would you do business with this company after viewing their website?									
1	2	3	4	5	6	7	8	9	10
Never			Maybe				Sure		
17. If this was your company would you make any changes on the site?									
1	2	3	4	5	6	7	8	9	10
Never			Maybe				For Sure		
18. Would you do business with the web designer on a personal web site?									
1	2	3	4	5	6	7	8	9	10
Never			Maybe				For Sure		
19. To what gender does the website appeal?									
1	2	3	4	5	6	7	8	9	10
Male					Female				
20. Circle what age group would enjoy this site. Underline your age group.									
0	10	20	30	40	50	60	70	80	90
Add a one or two sentence comment for the web designer.									

Figure 11.2 – Sample Survey, page 2

## Types of Questions

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There are several different types of questions we can ask on our survey. Each question has a format that fits it best. One type of question is the dichotomous or yes and no question. This type of question is the least desirable for us. When a person answers yes to a question, but was teetering close to a negative response, the yes and no option does not give us a definitive feeling of the user. We suggest that survey writers only use yes or no type queries when we examine areas where there is less ambiguity. Like do you use an Internet Explorer when you view a website? This is a definite yes or no question.

## Types of Questions

### The Dichotomous Question

Yes – No

Are you using Internet Explorer to browse the website	
Yes <input type="checkbox"/>	No <input type="checkbox"/>

### The Multiple Choice Question

15. After viewing the site, what value of sales do you figure this company does?			
<input type="checkbox"/>	\$5,000	<input type="checkbox"/>	\$500,000
<input type="checkbox"/>	\$50,000	<input type="checkbox"/>	\$1,000,000
<input type="checkbox"/>	\$250,000	<input type="checkbox"/>	\$5,000,000

### The Rank Order Question

4. What shape, color, or graphic is your favorite? (rank from 1 to 6, with 1 being your favorite)					
<input type="checkbox"/>	Banner	<input type="checkbox"/>	Words	<input type="checkbox"/>	Homepage main image
<input type="checkbox"/>	Policies	<input type="checkbox"/>	Pictures	<input type="checkbox"/>	Gallery

### The Semantic Differential Scale Question

16. Would you do business with this company after viewing their website?																			
<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	6	<input type="checkbox"/>	7	<input type="checkbox"/>	8	<input type="checkbox"/>	9	<input type="checkbox"/>	10
Never		Maybe						Sure											

The multiple choice question gives the surveyee the ability to pick from a range of responses that best match their opinion. We trust the outcome from this type of question since the person surveyed can choose their answer. To authenticate the response for an extreme positive or clear-cut negative by asking for a comment when the judging has been critically pro or con.

A better type of question for us than the multiple choice is the ranking question. Here is the above example, the person taking the survey orders their response from 1 being their favorite to 6 being their least preferred. Now, we can see a range of information based upon how relative one web page is to another. This is a harder question to answer, so some surveys do not use the rank order query.

One of our favorite style of questions uses the semantic differential scale for a response. Better than the yes or no type, this method obtains a numeric value of how the person

## Creating a Web Survey

feels about the web page. The Stapel Scale in the example below uses the same concept however we use a zero for the middle of the responses with the right side of the range achieving a positive and the other side getting negative numbers.

### The Stapel Scale Question

18. Would you do business with the web designer on a personal web site?										
-5	-4	-3	-2	-1	0	1	2	3	4	5
Never						For Sure				

### Open Ended Questions

What one item would you add to the website?

Finally, we have the open ended question such as the comment box. We feel that we should offer the surveyed person the opportunity to express themselves, but when we tally the results, open ended responses will be covering a wide scope of material. We may not be able to categorize their feelings as neatly with this type of query.

## Selecting Questions

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We should choose questions that focus on a wide array of areas in our website design. First, we should **examine the focus** of our site: are we getting the main idea across? It is important for a site to communicate its intended ideas.

1. Does the home page communicate a clear idea?										
1	2	3	4	5	6	7	8	9	10	
Not clear			Clear			Very clear				
2. What idea does the home page communicate?										
<input type="checkbox"/>	Quality	<input type="checkbox"/>	Appeal	<input type="checkbox"/>	Variety	<input type="checkbox"/>	Learning	<input type="checkbox"/>	Great emotion	
<input type="checkbox"/>	Service	<input type="checkbox"/>	Fun	<input type="checkbox"/>	Success	<input type="checkbox"/>	Wealth	<input type="checkbox"/>	Life experience	

Figure 11.3 – Questions that Examining the Focus

Next, we should ask about the visual aesthetic value of our site with questions that **examine the art**. After all, the Internet is a visual medium. With these questions we should be able to evaluate the appeal of our design as well as discovering its strengths and weaknesses.

## Creating a Web Survey

3. Do the colors and shapes match the webpage concept?

1	2	3	4	5	6	7	8	9	10
Not matching			Average				Matching		

4. What shape, color, or graphic is your favorite? (check the appropriate box)

<input type="checkbox"/>	Banner	<input type="checkbox"/>	Words	<input type="checkbox"/>	Homepage main image
<input type="checkbox"/>	Policies	<input type="checkbox"/>	Pictures	<input type="checkbox"/>	Gallery

Figure 11.4 – Questions that Examine the Art

Another important aspect of a website is its functionality, especially for commerce sites. We should include some questions that ask our audience about their experience with the **technical aspects** of the site: does everything work properly?

5. Do you believe that all the steps in the buying stage are needed for the consumer?

1	2	3	4	5	6	7	8	9	10
Not useful			Useful				Very useful		

6. Order 6 links found on your homepage in sequence of usefulness?


7. Would you most likely order products online, or email us for orders?

1	2	3	4	5	6	7	8	9	10
Online					Email				

8. Do you feel that the buying process is as easy as most other sites you can buy things on?

1	2	3	4	5	6	7	8	9	10
Not Complete			Partially				Very Complete		

Figure 11.5 – Questions that Examine the Art

The **clarity** of the site is also an important aspect that we should ask about. Does the information we are presenting make sense? Is the important information easy to find?

9. After reading the information, do you feel that it is clear?

1	2	3	4	5	6	7	8	9	10
Not Clear			Somewhat Clear				Very Clear		

10. Are the Email Addresses easy or hard to find on the website?

1	2	3	4	5	6	7	8	9	10
Hard to Find			O.K.				Easy to Find		

Figure 11.6 – Questions Regarding Clarity

## Creating a Web Survey

Knowing our audience's relationship with the site is also important. How often do they plan to visit? Does it provide the user with a reasonable level of **interactivity**?

11. Is the contact us form asking for too much or too little information?									
1	2	3	4	5	6	7	8	9	10
Too little			O.K.				Too much		
12. Is the number one strength of the website the images or the site concept?									
1	2	3	4	5	6	7	8	9	10
Concept			Neither				Images		
13. Does the website involve enough activity?									
1	2	3	4	5	6	7	8	9	10
Low activity			Medium				High activity		
14. How often would you surf the website? Circle one response in the days, weeks or months category.									
1	2	3	1	2	3	4	2	3	4
Days			Weeks				Months		

Figure 11.7 – Questions about site activity and interactivity

The website should reflect certain aspects of the company it represents, one of which is **value**. We should ask our audience what they think about the company based on the site.

15. After viewing the site, what value of sales do you figure this company does?									
<input type="checkbox"/>	\$5,000	<input type="checkbox"/>	\$500,000						
<input type="checkbox"/>	\$50,000	<input type="checkbox"/>	\$1,000,000						
<input type="checkbox"/>	\$250,000	<input type="checkbox"/>	\$5,000,000						
16. Would you do business with this company after viewing their website?									
1	2	3	4	5	6	7	8	9	10
Never			Maybe				Sure		

Figure 11.8 – Questions about site value

Putting our audience in the shoes of a company executive will give them a chance to own a part of some answers they supply. We should ask some questions treating our audience as **management**.

## Creating a Web Survey

17. If this was your company would you make any changes on the site?									
1	2	3	4	5	6	7	8	9	10
Never			Maybe				For Sure		
18. Would you do business with the web designer on a personal web site?									
1	2	3	4	5	6	7	8	9	10
Never			Maybe				For Sure		

Figure 11.9 – Treating the Surveyed as Management

Naturally our site is going to appeal to certain groups of people more than others. To get an idea of how demographics affect the effectiveness of the website, we should ask some questions that **identify the target group**.

19. To what gender does the website appeal?									
1	2	3	4	5	6	7	8	9	10
Male					Female				
20. Circle what age group would enjoy this site. Underline your age group.									
0	10	20	30	40	50	60	70	80	90

Figure 11.10 – Questions that Identify the Target Group

Finally, allowing the survey subject to add any additional feedback not included in the questions might elicit some more specific suggestions that we should consider. We should add a section for **comments**.

Add a one or two sentence comment for the web designer.
<div style="border: 1px solid black; height: 100px;"></div>

Figure 11.11 – Comment Section

Print 25-50 copies of the survey and distribute by hand. Email and web surveys are also a quick and easy way to get feedback about your site. We will cover tabulating survey results in the next lesson.



## The Distribution of a Web Survey

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Print 25-50 copies of the survey and distribute by hand. Email and web surveys are also a quick and easy way to get feedback about your site. We will cover tabulating survey results in the next lesson.

**\* World Class CAD Challenge 43-11 \* - Create a 2 page website survey that communicates adequately to your target audience. The website survey should contain no errors. Complete this task in less than 60 minutes to maintain your World Class ranking.**

**Send your best time and a copy of your storyboard for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.**

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