



Usability testing of market research surveys

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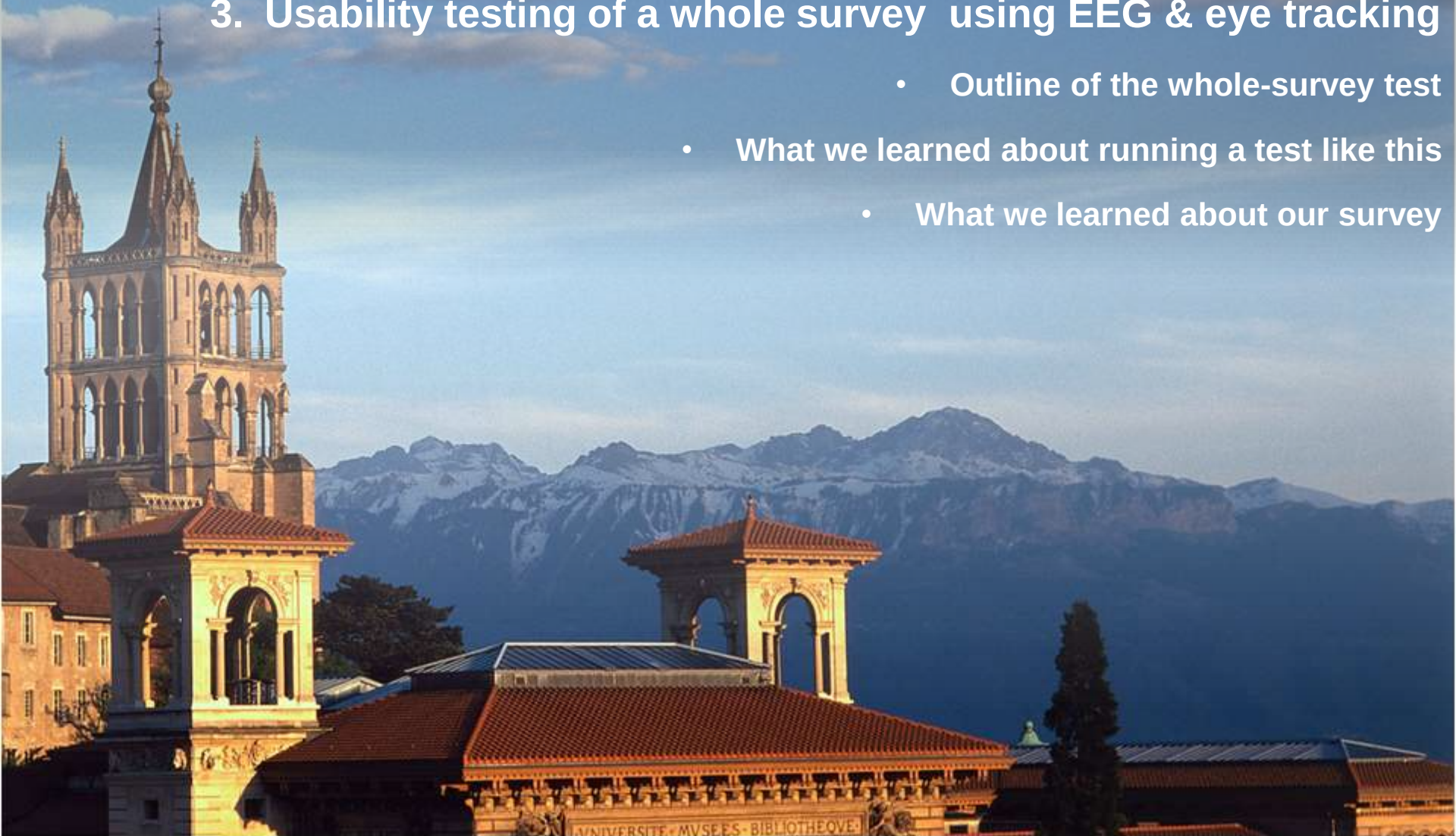
Alex Johnson, Kantar Operations

1. Introduction to Kantar

2. Usability testing of new types of questions

3. Usability testing of a whole survey using EEG & eye tracking

- Outline of the whole-survey test
- What we learned about running a test like this
- What we learned about our survey



Kantar is the market research and insight arm of WPP



KANTAR WORLD PANEL

KANTAR MEDIA

KANTAR HEALTH

Kantar conducts over 77m interviews each year

North America 20.2m

Europe 36.1m

M. East & Africa 2.2m

APAC 17.5m

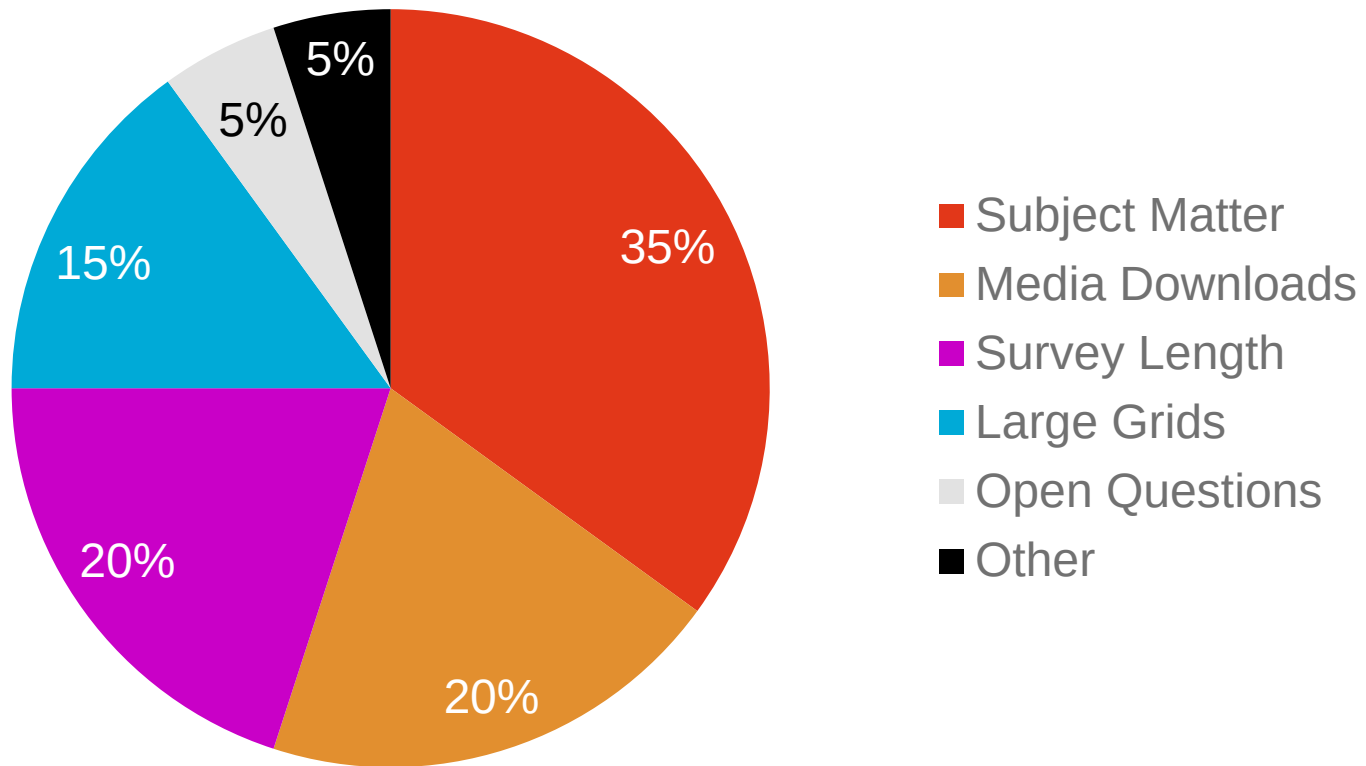
Latin America 1.7m

34 million of these are online

APAC = Australasia, Pacific region, China

The survey experience itself is a crucial factor in whether a respondent decides to complete

Total incompletes across the 'main' section of the questionnaire
(after the introduction stage)



Source: Database of 3 million+ web surveys conducted by Lightspeed Research/Kantar

Usability testing of new types of questions

Example of large grid – associated with 15% of incompletes

What about your satisfaction with access to information, specifically..?

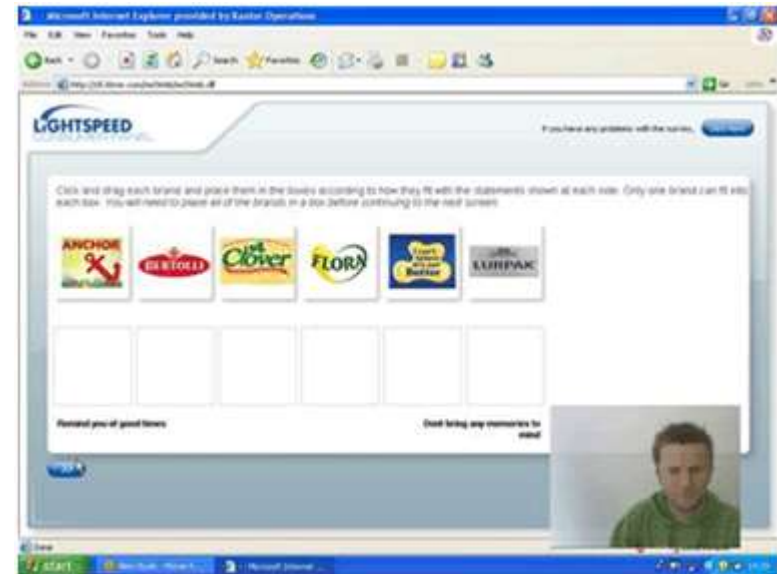
	Extremely satisfied	Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	Not applicable
The overall quality of information on your company intranet	☐	☐	☐	☐	☐	☐
The look and feel of your company intranet	☐	☐	☐	☐	☐	☐
The ease of navigation from the intranet home page to your destination	☐	☐	☐	☐	☐	☐
The quality of search results on your company intranet	☐	☐	☐	☐	☐	☐
Availability of policies and procedures	☐	☐	☐	☐	☐	☐
Availability of HR and benefits information	☐	☐	☐	☐	☐	☐
Availability of general forms and documents (e.g. travel requests, approval documents, expense forms)	☐	☐	☐	☐	☐	☐
Availability of project related documents and information	☐	☐	☐	☐	☐	☐
Availability of management reports	☐	☐	☐	☐	☐	☐
Access to up to date information on clients	☐	☐	☐	☐	☐	☐
Access to up to date information on your company's products and services	☐	☐	☐	☐	☐	☐

Next

KANTAR

8 to 10 respondents are enough for a usability test of questions

- We assemble questions into a (loosely connected) survey
- Lightspeed recruits from its panel
 - Aim for a mixture - men/women; ages; social background; employment status
 - 8 to 10 respondents for each test
 - Respondents attend a Kantar office
- Each respondent works with a Kantar interviewer
 - Respondent interacts with the survey as normal
 - Interviewer encourages think-aloud and probes for specific points
 - Maximum one hour with each respondent
- Interview is recorded using **Morae** (specialist usability testing software)
 - Respondents are asked for appropriate permissions, including showing extracts to academic conferences



Example of large grid and new approach to grids after testing

What about your satisfaction with access to information, specifically..?

	Extremely satisfied	Very satisfied	Fairly satisfied	Not very satisfied	Not at all satisfied	Not applicable
The overall quality of information on your company intranet	☐	☐	☐	☐	☐	☐
The look and feel of your company intranet	☐	☐	☐	☐	☐	☐
The ease of navigation from the intranet home page to your destination	☐	☐	☐	☐	☐	☐
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Access to up to date information on clients	☐	☐	☐	☐	☐	☐
Access to up to date information on your company's products and services	☐	☐	☐	☐	☐	☐

Next

mysurvey
a highlighter game

What about your satisfaction with access to information, specifically..?

The look and feel of your company intranet

☐ Extremely satisfied ☒ Very satisfied ☐ Fairly satisfied ☐ Not very satisfied ☐ Not at all satisfied ☐ Not applicable

Usability testing of a whole survey with EEG and eye-tracking
What makes a survey interesting?

We had the opportunity to try using EEG, with three aims

1. Understand technical challenges of the EEG technology
2. Qualitatively evaluate the value of measures of engagement
 - Can movements in EEG lines be explained by respondents?
 - Was our interpretation of the lines correct according to respondents?
3. Consider two aspects for inclusion in regular usability testing:
 1. Retrospective protocol
 2. Biometrics



Our whole-survey test had three phases

– Setup phase, 5 to 15 minutes:

- Interviewer explains the test, deals with permissions and asks some background questions
- Technician fits and adjusts EEG headset
- Technician calibrates eye tracker
- Participant tries a short, very simple example task
- Interviewer leaves the room



– Survey phase, 20 to 30 minutes

- Participant completes the survey on her own, as she would at home
- Interviewer observes from adjacent room, notes where the EEG lines do interesting things

– Retrospective phase, remainder of the hour:

- Interviewer returns to room
- Headset comes off
- Interviewer replays the recording and asks participant to comment on it
- Interview focuses mostly on places where EEG lines do interesting thing
- We also asked about interaction with some specific questions

Our findings about running a study like this

Technological challenges

Retrospective protocol challenges

Technical challenges we encountered

- The eye-tracker was challenging:
 - Crashed twice
 - Refused to track/calibrate once.
- The EEG was challenging:
 - Needs a technician to set up
 - Can take up to 15 minutes to set up
 - Lost one or more tracks
 - Died completely at the end
- The immediate retrospective protocol was challenging:
 - Not enough time to review the whole survey in detail
 - Had to rely on paper notes to identify interesting spots
 - Skipping to interesting spots in the recording was tricky with only 'forward' and 'stop' controls



Interviewer and respondent concerns can be different

Now we'd like you to think about how watching the advert made you feel.

Which of these emotions did you feel at any point during the advert?

Please answer yes or no for each.

	Yes	No
Affectionate	☐	☐
Excited	☐	☐
Attracted	☐	☐
Confident	☐	☐
Inspired	☐	☐
Contented	☐	☐
Surprised	☐	☐

Interviewer wants to know about visual presentation

Interviewer: Then this is quite unusual here, have you seen anything like this before?

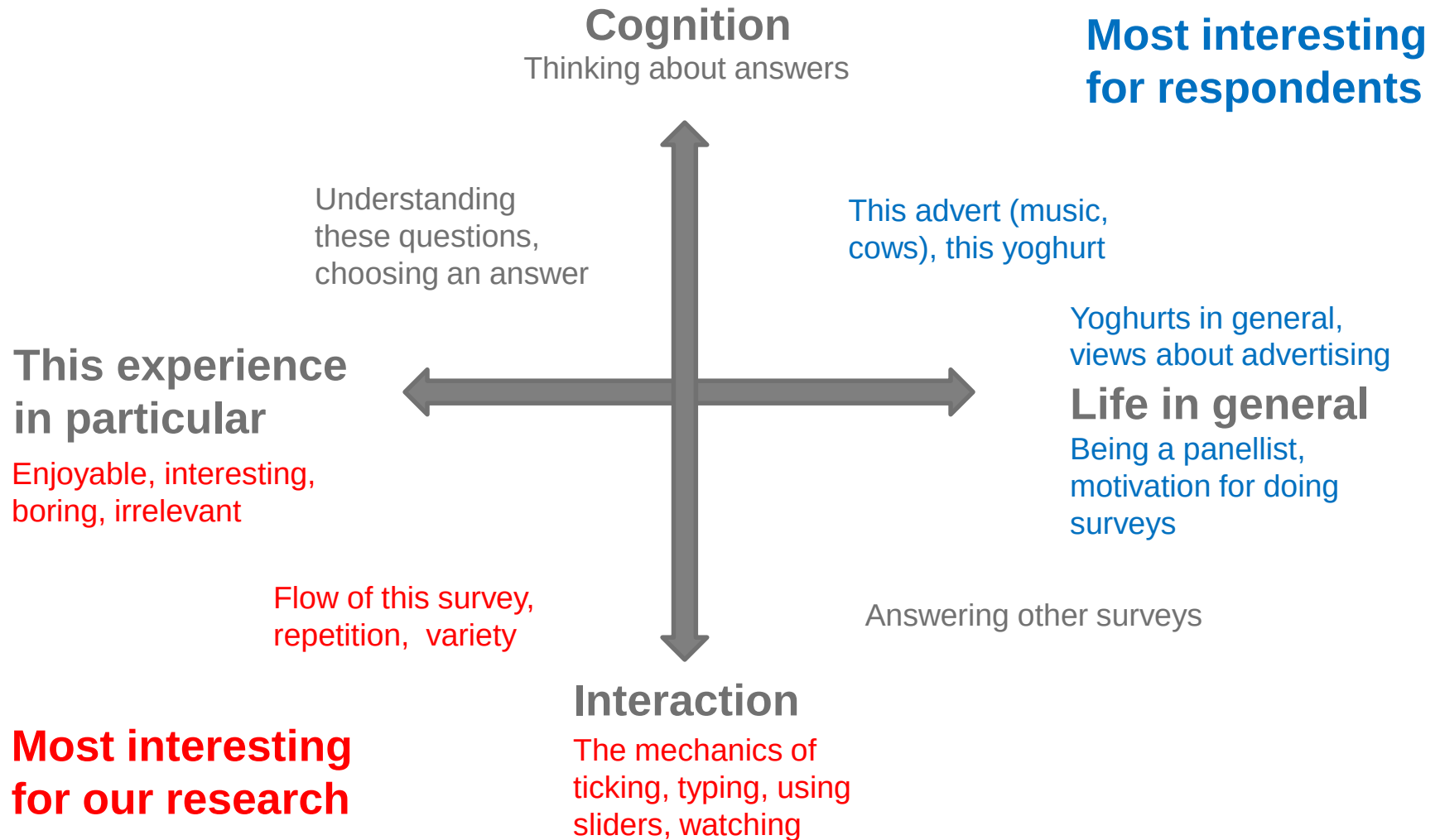
Respondent: No, I haven't seen this.

Interviewer: How did you feel about this question when you were answering it?

Respondent: I couldn't really quite understand how anybody could have any emotion about an advert.

Respondent talks about the wording

The respondents wanted to talk about everything

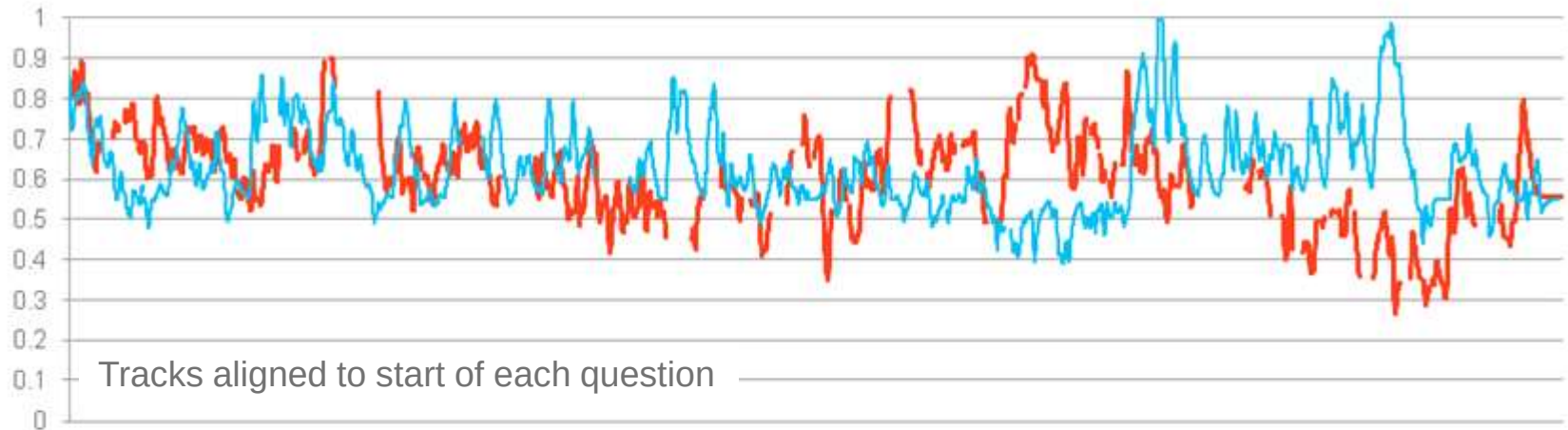


What did the technology tell us?

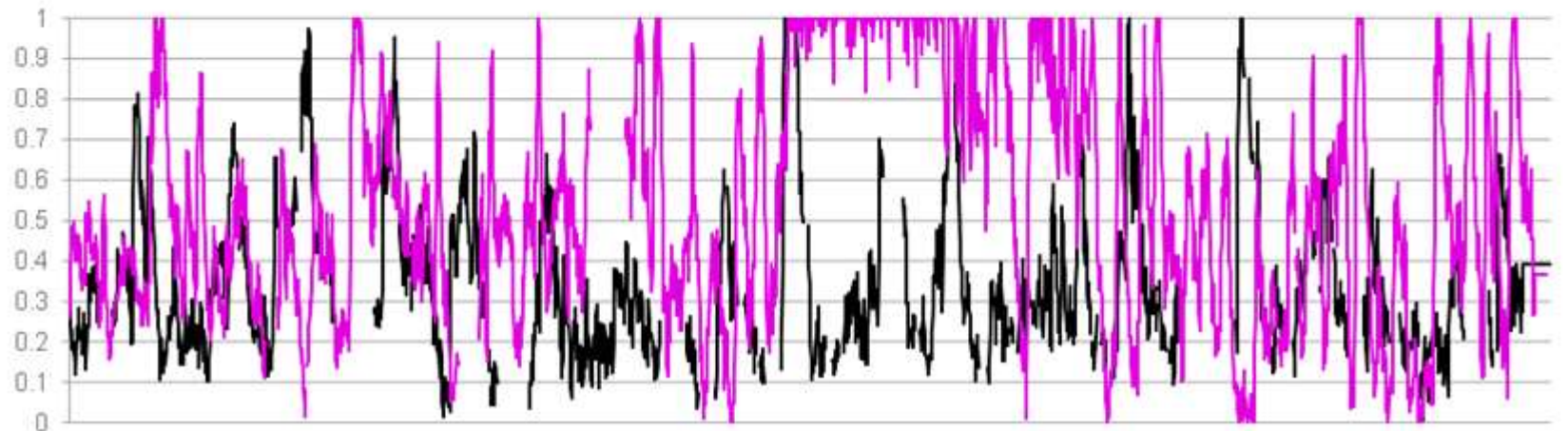
Analysis of the EEG data

Some pattern in Engagement; not much pattern in Excitement

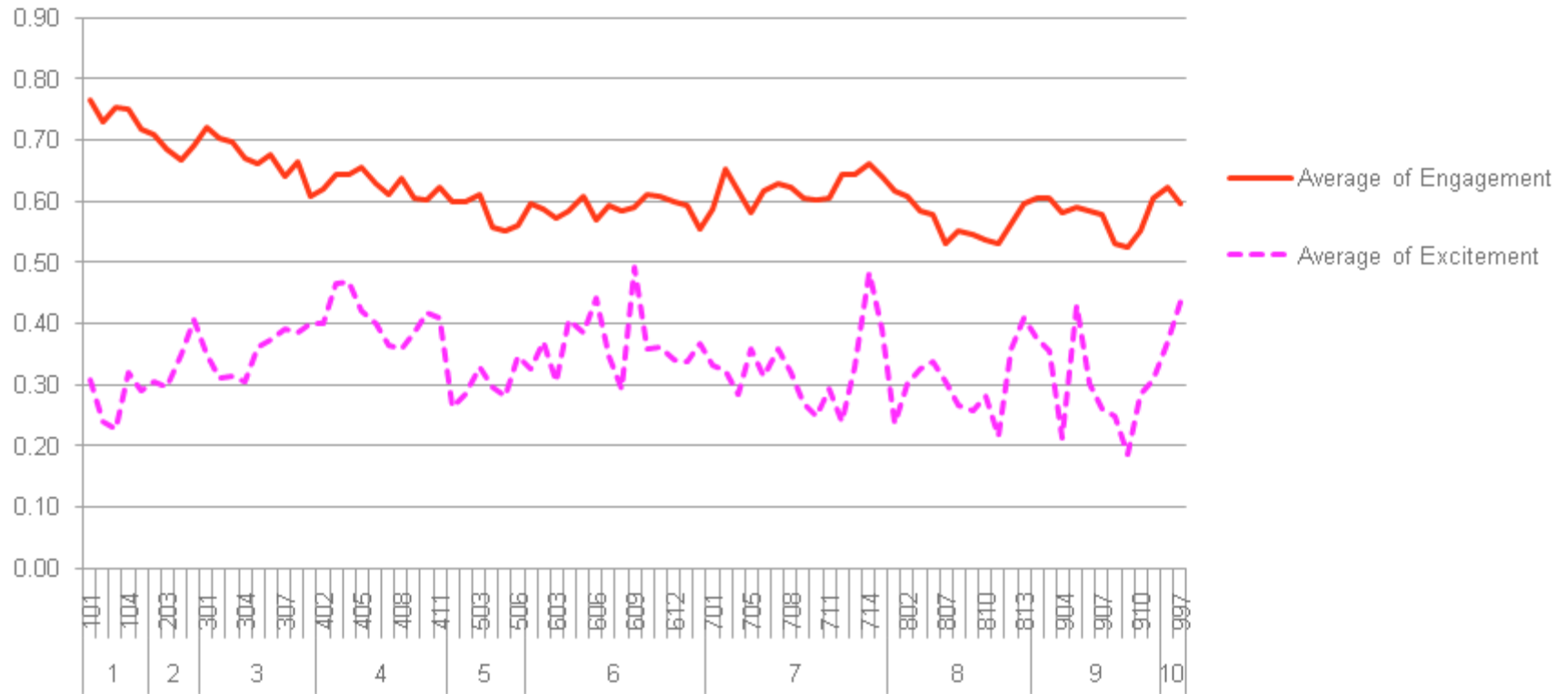
Engagement: R1 and R2



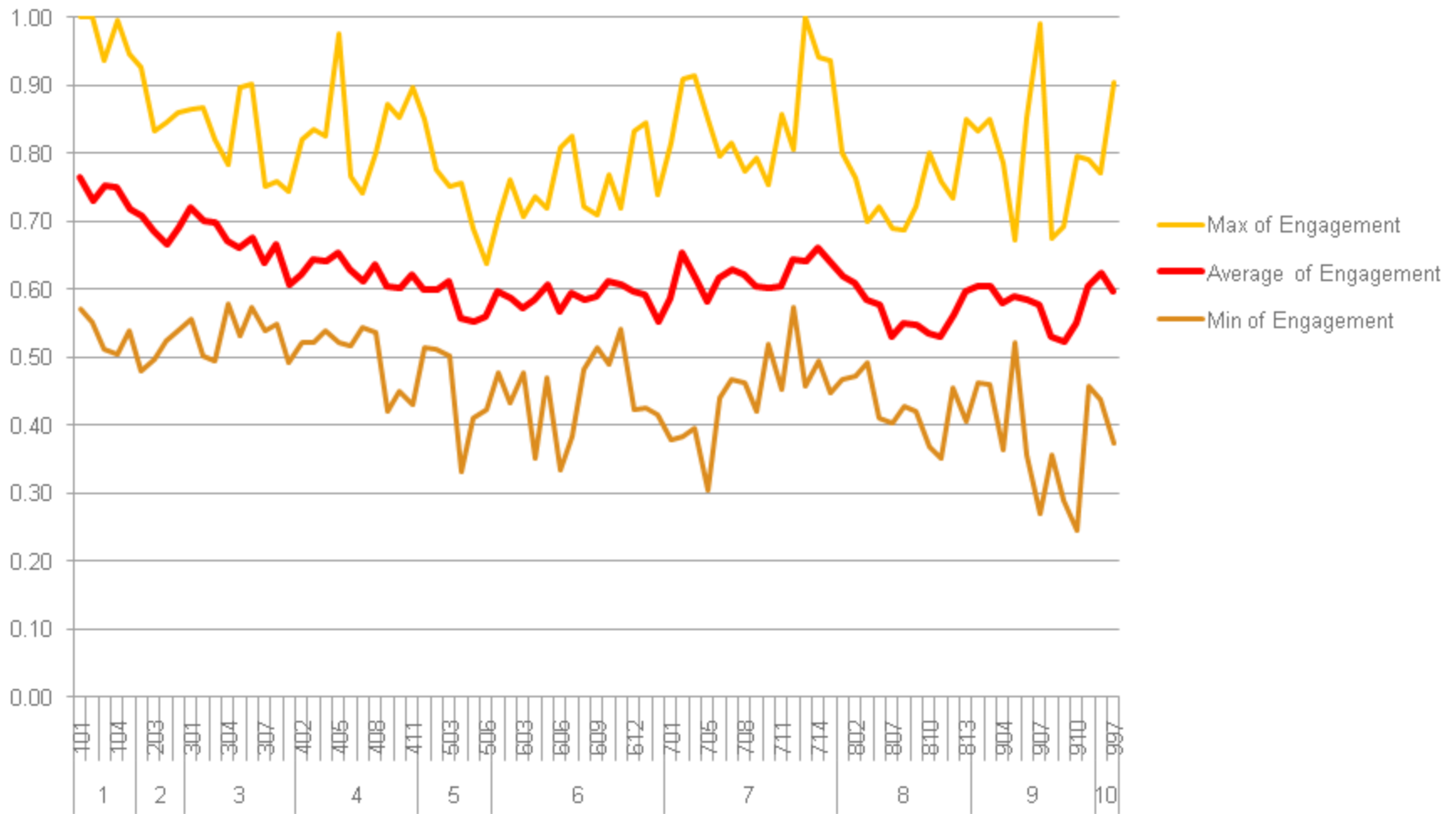
Excitement: R1 and R2



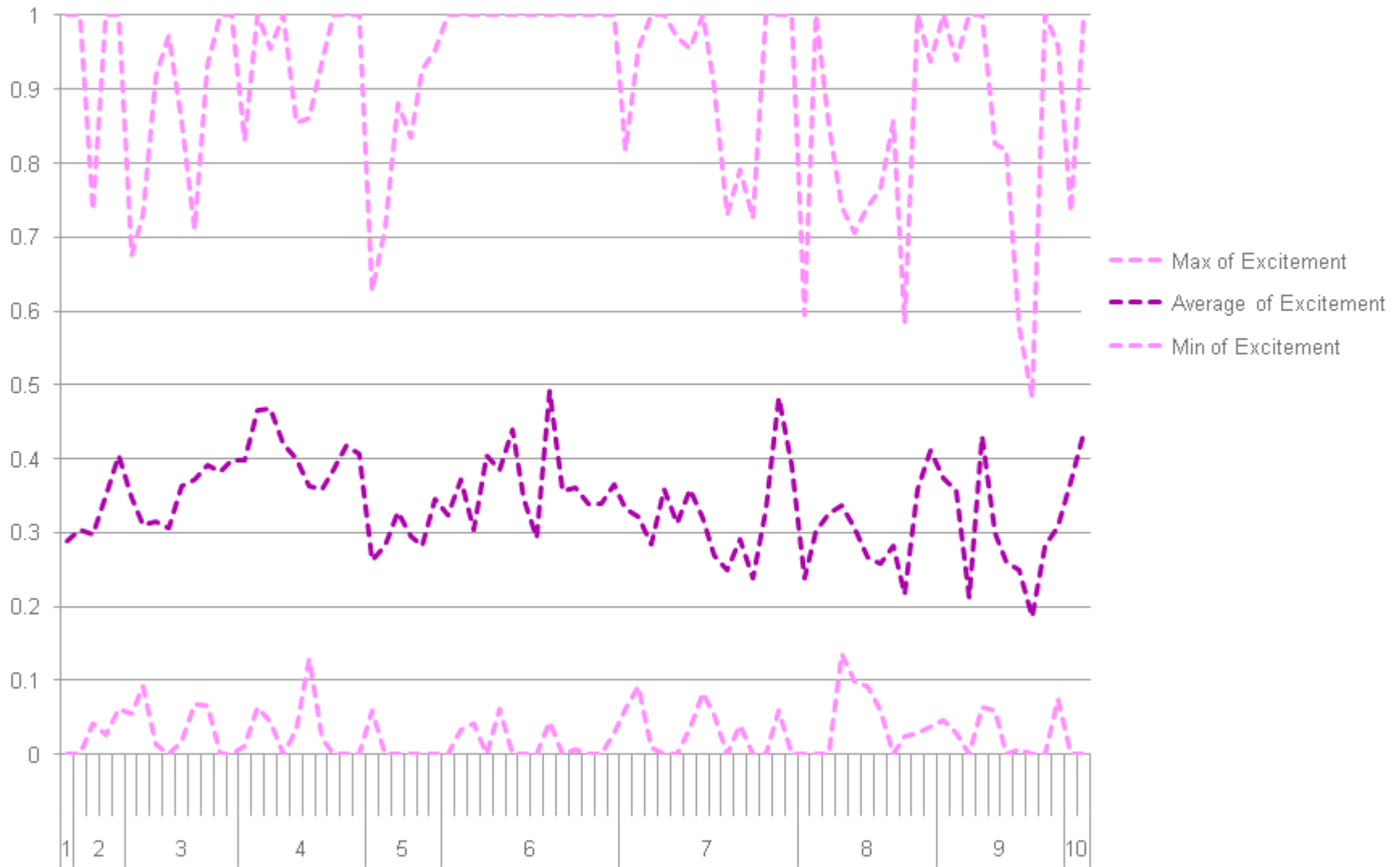
Averages of Engagement and Excitement across all respondents



Average and range of Engagement across all questions



Average and range of Excitement across all questions

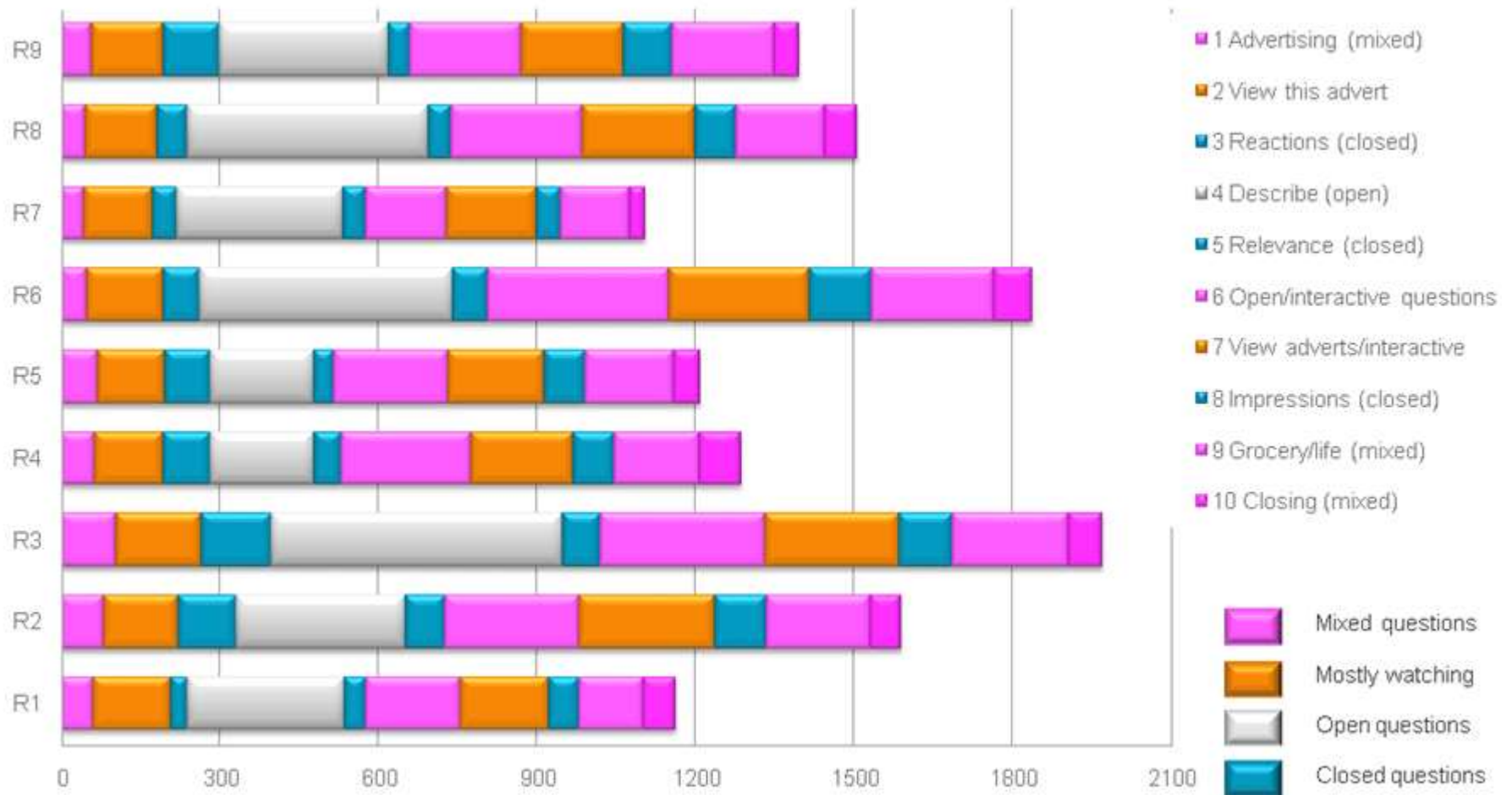


We wanted to explore the survey experience

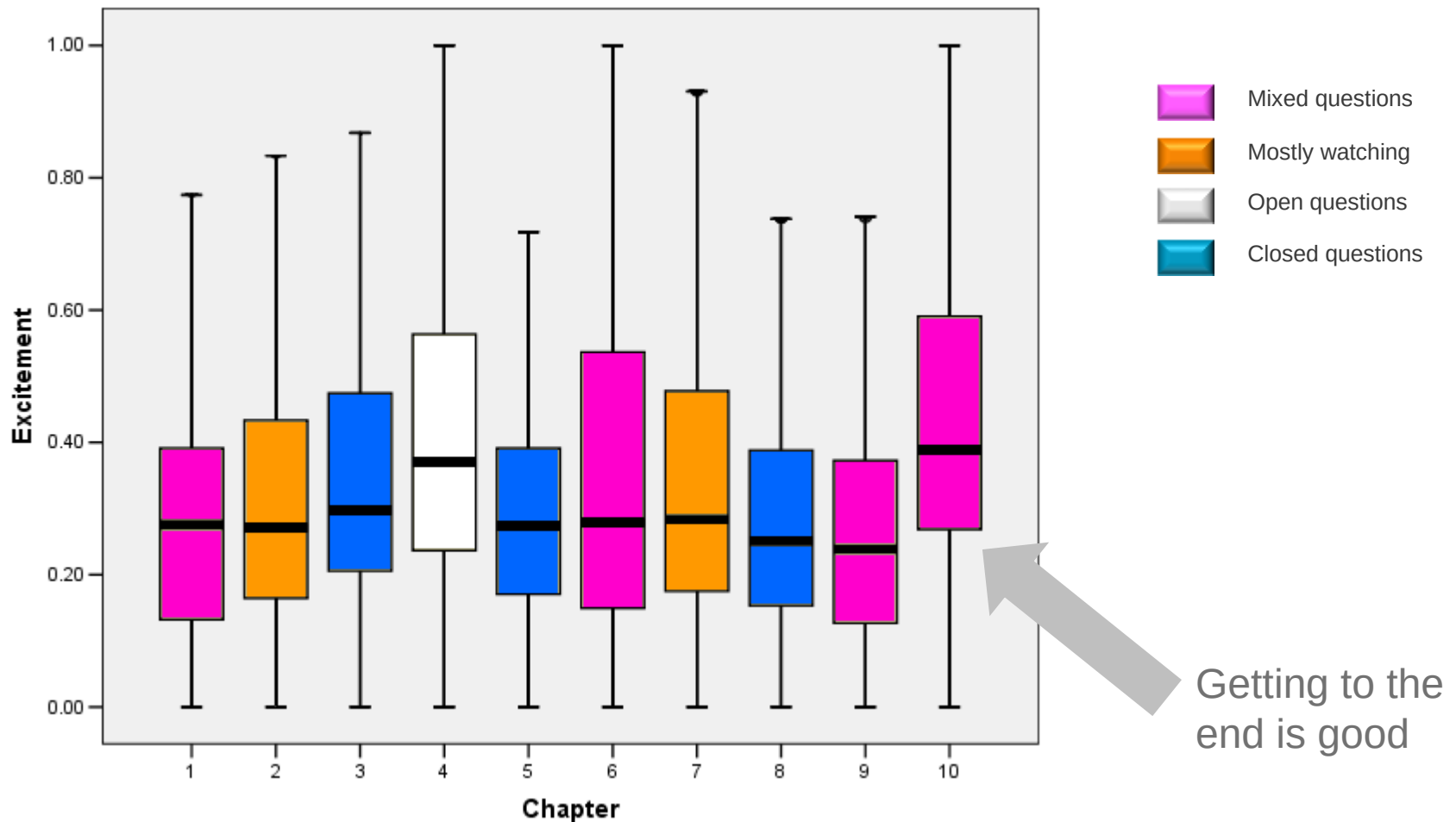
- Can we see a point at which the experience worsens?
- Can we see changes in experience during individual questions?



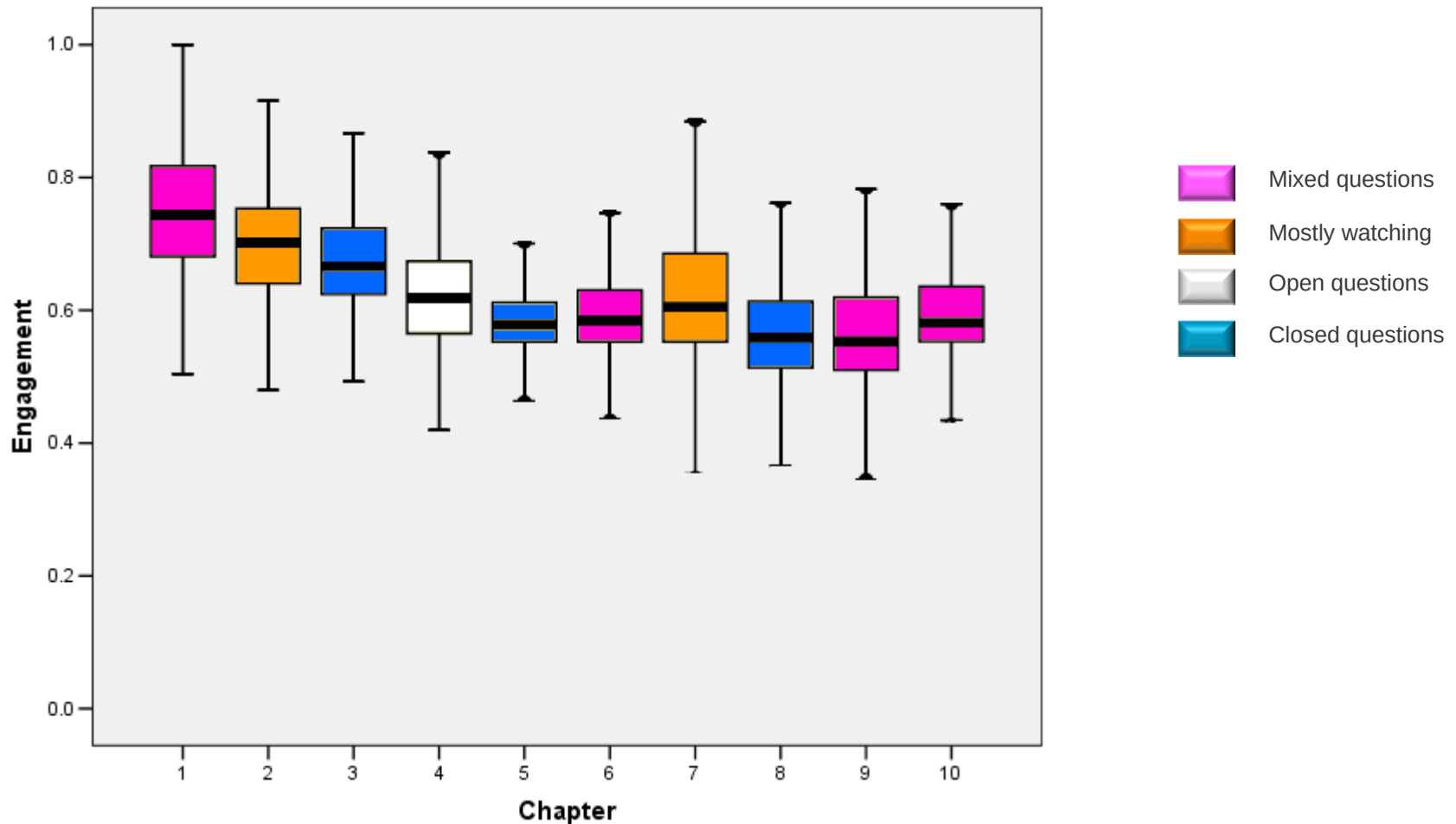
Survey chapters (seconds)



Not much evidence that chapters differ in excitement



Evidence that 'calm' chapters as less engaging?
Or simply: engagement tails off (even in a good survey)



Final remarks?

This was a good survey; what about a problematic one?

- Learned a lot about the challenges of EEG/retrospective protocol
- Now thinking about repeating on a problematic survey:
 - Unappealing topic
 - Long, boring approach
- Hypothesis:
 - We expect to see engagement declining throughout the survey
- Report back next year?

