

Better UX surveys

How to ask better questions, and
how to assess UX using surveys

A workshop led by Caroline Jarrett

Introductions (I'm Caroline Jarrett)

- Your name and role
- A random thing about yourself



Agenda

Introductions

What is a survey?

How to ask better questions

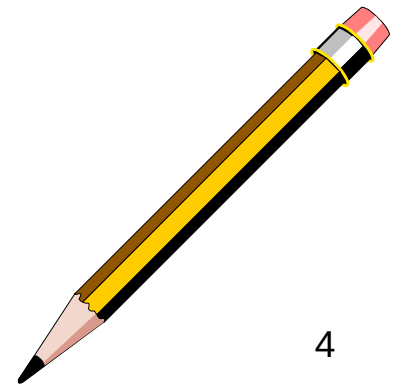
Break

How to assess user experience using surveys

Wrap up

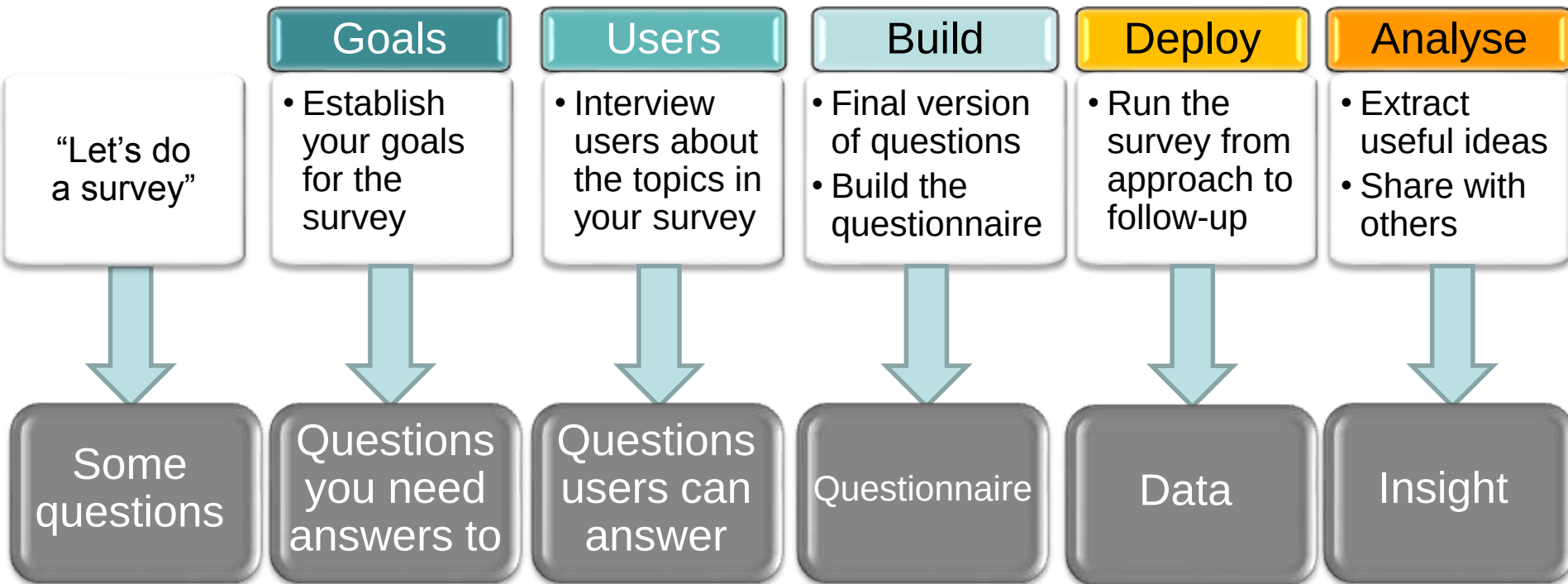
Is this a survey or something else?

- Work in pairs
- Review this survey
- Decide whether it is a survey or something else

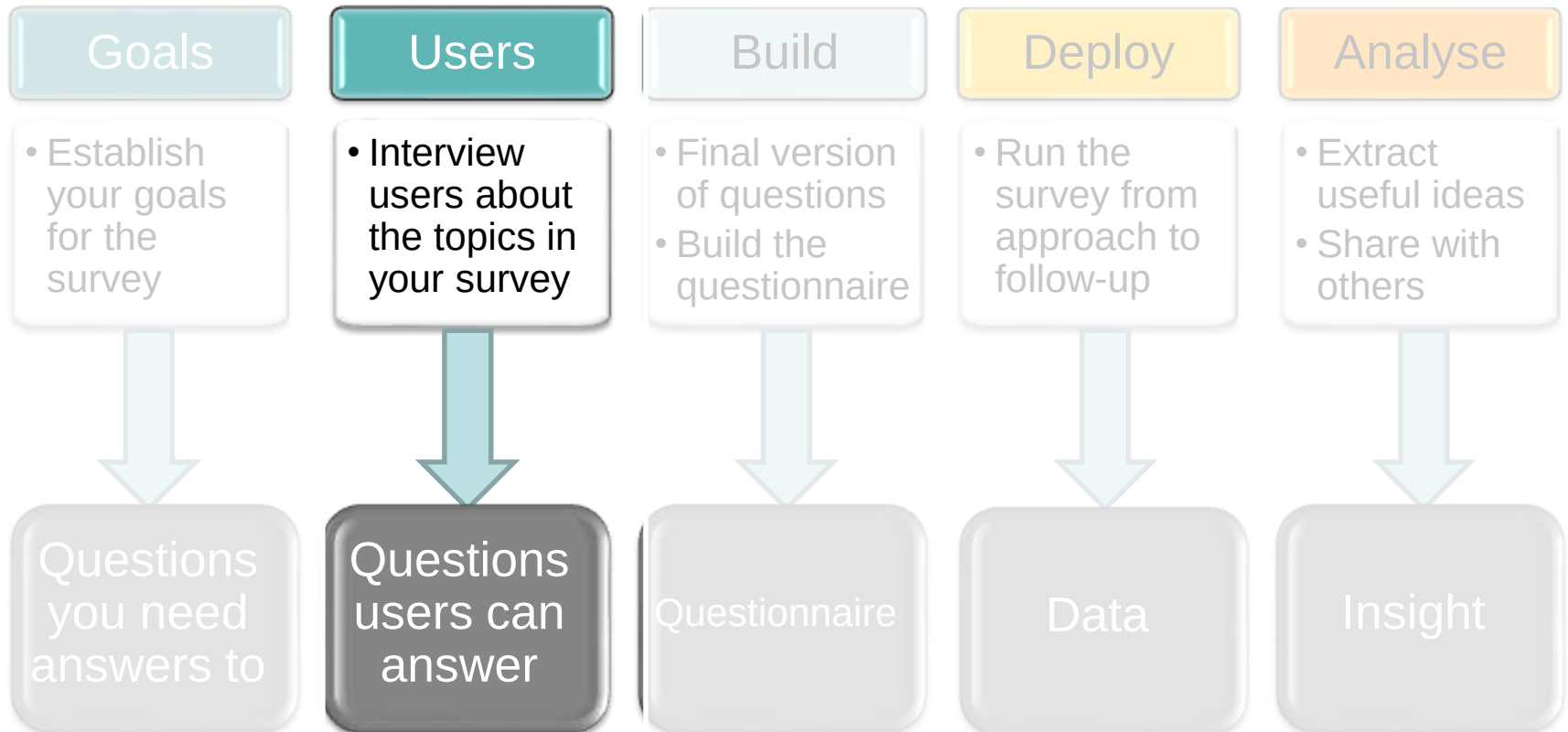


Survey = Questionnaire + Process

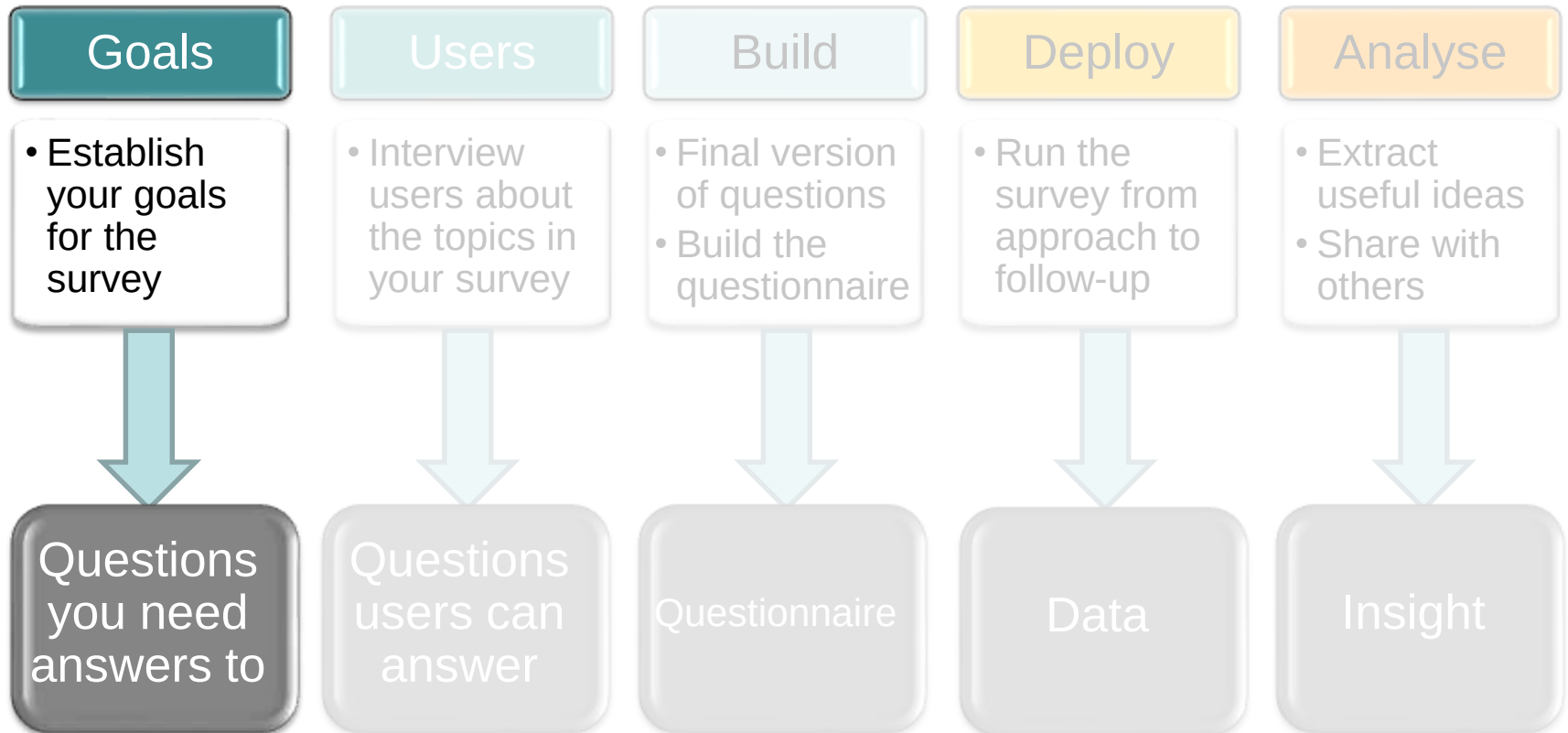
A basic survey process



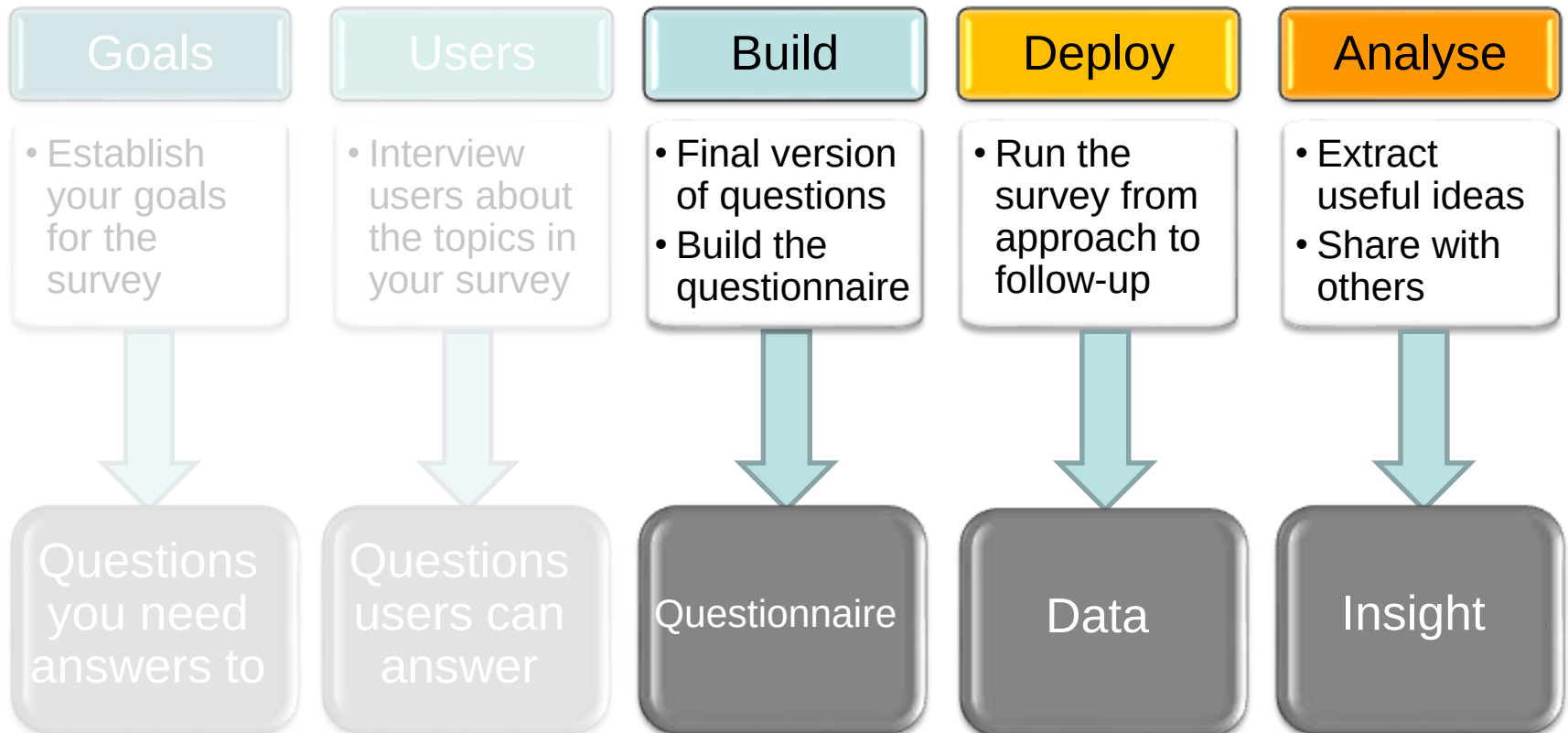
Today we're starting with questions users can answer



Then we're going on to goals, specifically for satisfaction surveys

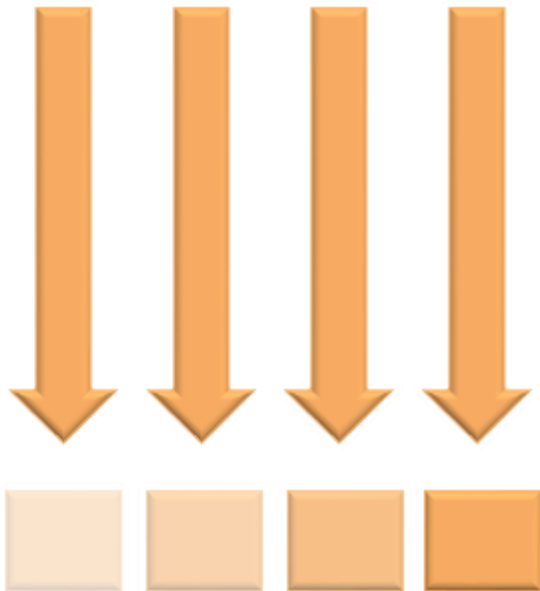


We won't have time for much on these topics

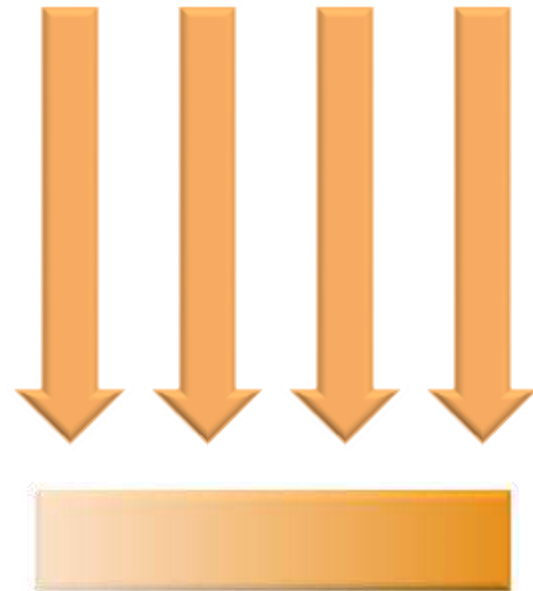


Forms and questionnaires differ in how the answers are used

Form:
answers used individually



Questionnaire:
answers aggregated



Better
questions

Survey =

Questionnaire

+ Process

There are four steps to answer a question

Read and
understand the
question

Find an answer

Judge whether
the answer fits

Place the
answer

Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best.

This could be you: the Chief Income Earner is the person in your household with the largest income.

If the Chief Income Earner is retired and has an occupational pension please answer for their most recent occupation.

If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

☐ Semi or unskilled manual work
(e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)

☐ Skilled manual worker
(e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)

☐ Supervisory or clerical/ junior managerial/ professional/ administrative
(e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)

☐ Intermediate managerial/ professional/ administrative
(e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principal officer in civil service/local government)

☐ Higher managerial/ professional/ administrative
(e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee))

☐ Student

☐ Casual worker - not in permanent employment

☐ Housewife/ Homemaker

☐ Retired and living on state pension

☐ Unemployed or not working due to long-term sickness

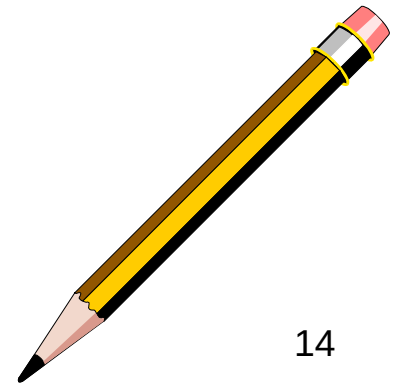
☐ Full-time carer of other household member

☐ Other

Read
Find
Judge
Place

Review these two questions from a survey

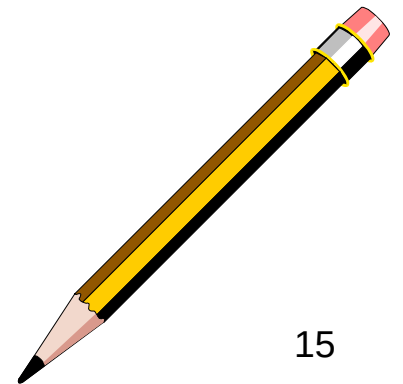
- Think about the four steps of answering a question:
 - Read and understand the question
 - Find the answer
 - Judge whether the answer fits
 - Place the answer
- Any problems with either question?
- If so, which step(s) are problematic?



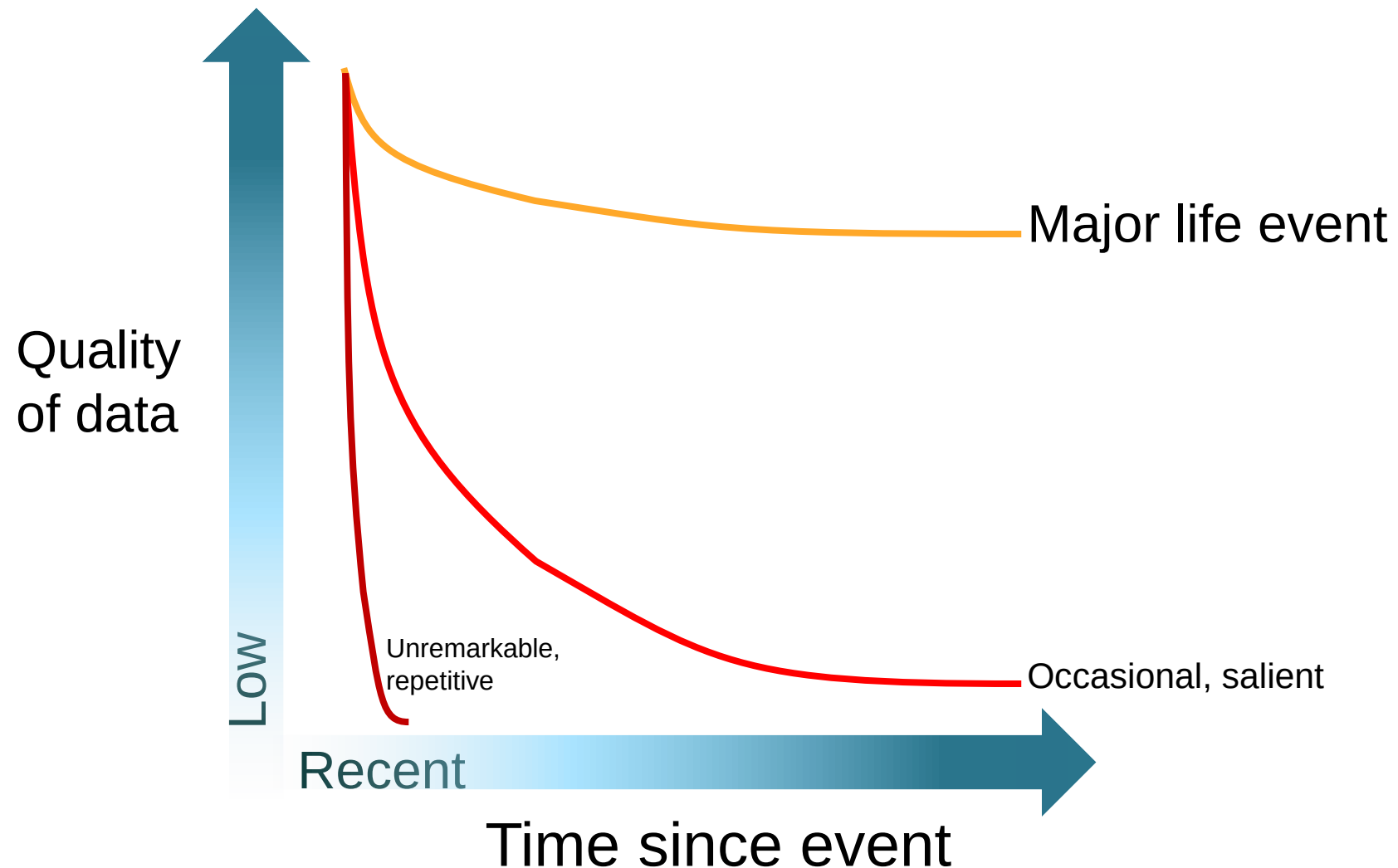
Any ideas?

Question 25

In your **last five days at work**, what percentage of your work time do you estimate that you spent using publicly-available online services (not including email, instant messaging, and search) to do your work using a work computer or other device?

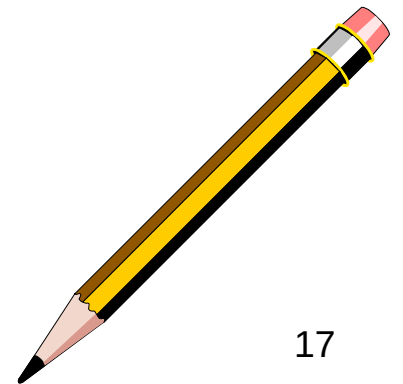


The approximate curve of forgetting



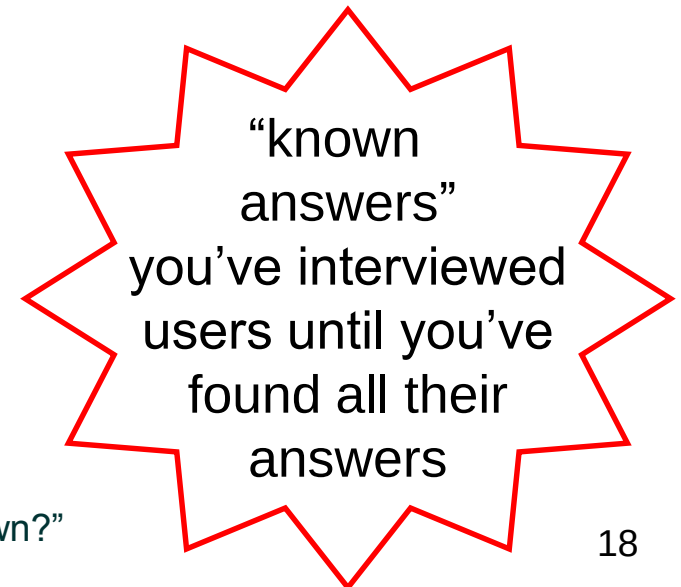
This survey asks some 'how often' questions

- Where do these questions fit on the 'curve of forgetting'?
 - Major life event
 - Occasional, salient
 - Unremarkable, repetitive
- Do we think the answers are useful?



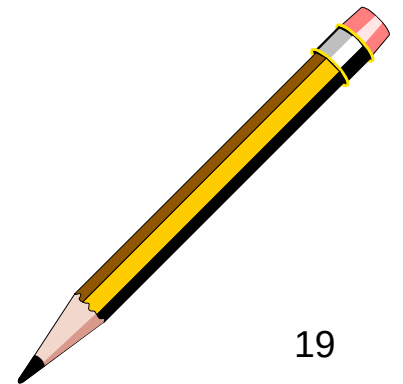
“Place the answer” is mostly about using the right widget to collect the answer

Use	For
Radio buttons	A single known answer
Check boxes	Multiple known answers
Text boxes	Unknown answers



Do these questions have the right widgets?

- Review the type of widgets used for these questions
- Are they the right ones?
- How confident are we that the answer options reflect the answers that users are likely to have?



Grids are often full of problems at all four steps

BBC

OPINION SURVEY

You have completed 48% of the survey so far:
100%

For the following statements about the **Commercial Availability** site, please give a mark out of 10, where 1 indicates 'Strongly Disagree' and 10 indicates 'Strongly Agree'.

	1	2	3	4	5	6	7	8	9	10	Don't know
It's the kind of website I would talk to other people about	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I felt I learnt something new from visiting this website	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
This website inspired me to do something new	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
I found this website engaging	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The website is up to date	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The website is fresh and new	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
The website reflects British culture	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

← Previous

Next →

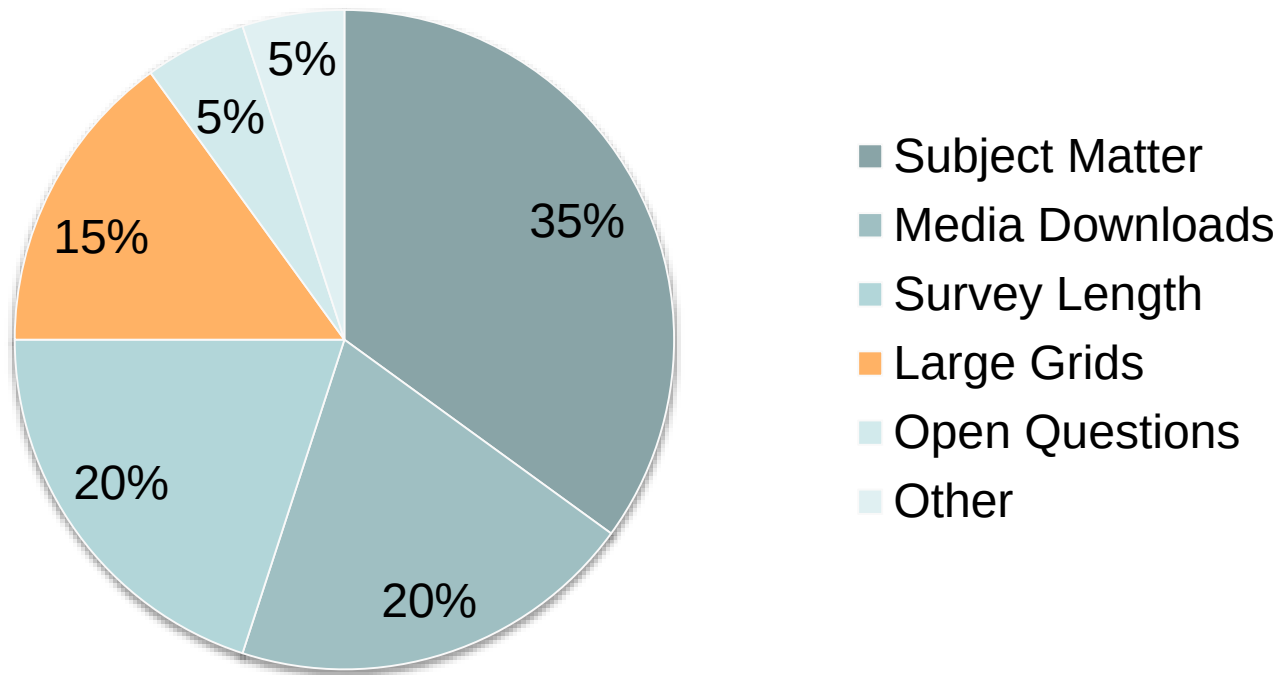
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Click here to go back to bbc.co.uk
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For any comments about the content of this survey, please contact bbc@digitalresearch.com
About any other issue, please contact the BBC via <http://www.bbc.co.uk/feedback>
If you would like further information please read the BBC's privacy policy at <http://www.bbc.co.uk/privacy>

Grids are a major cause of survey drop-out

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

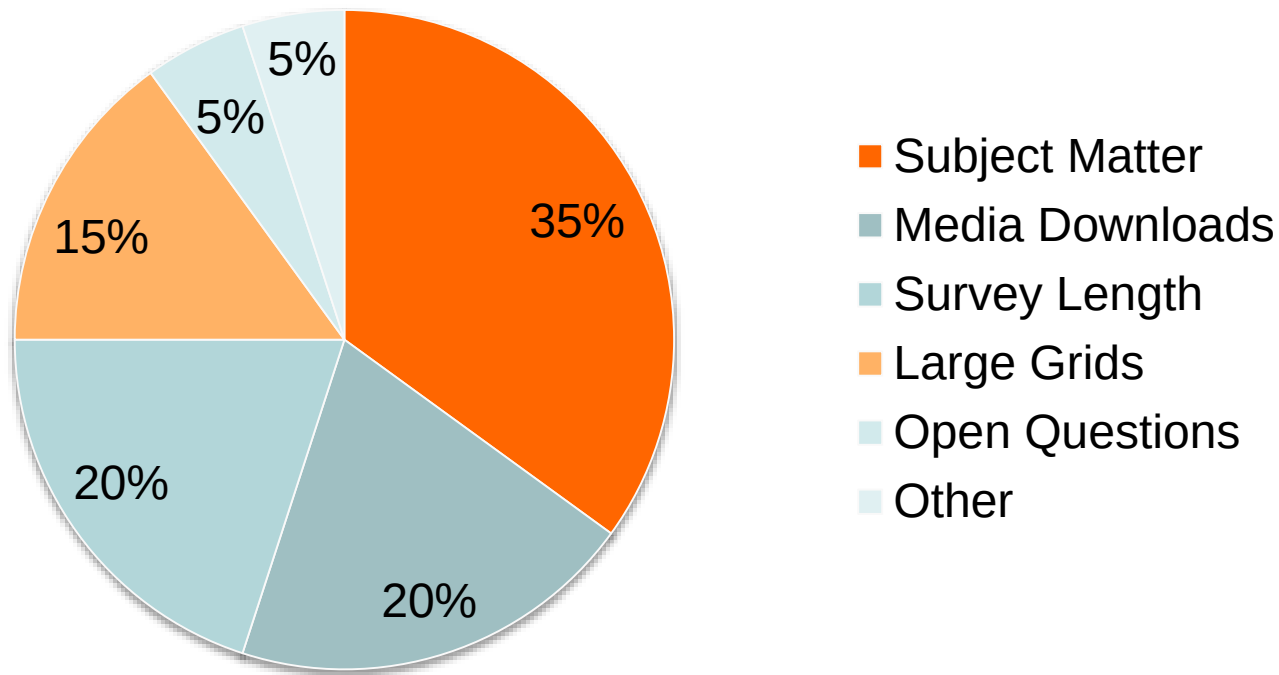


Source: Database of 3 million+ web surveys conducted by Lightspeed Research/Kantar

Quoted in Coombe, R., Jarrett, C. and Johnson, A. (2010) "Usability testing of market research surveys" ESRA Lausanne

But it's the topic that matters most

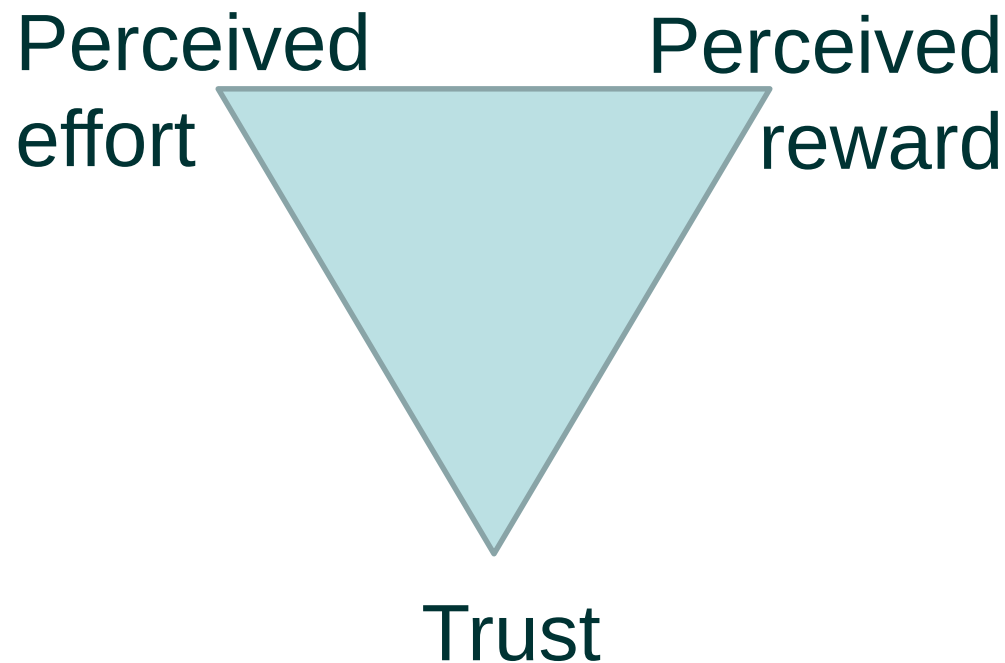
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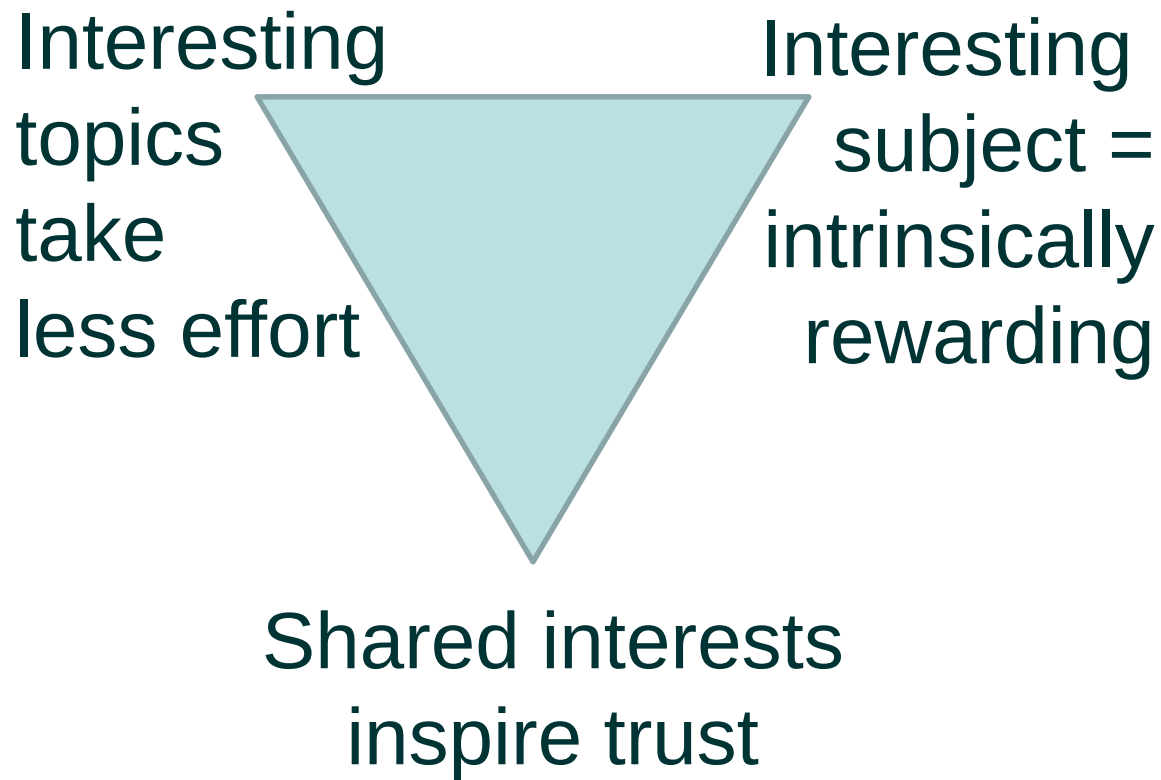
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Response relies on effort, reward, and trust

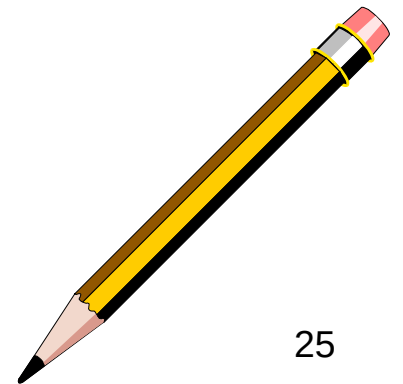


An interesting subject helps in all the areas



Compare survey invitations

- Which survey invitation is the best? Why?
- (Optional harder exercise: write a better invitation)



Your answers to this survey
are important for our work



But what's in it for
me? And I'm really
ready for a coffee.



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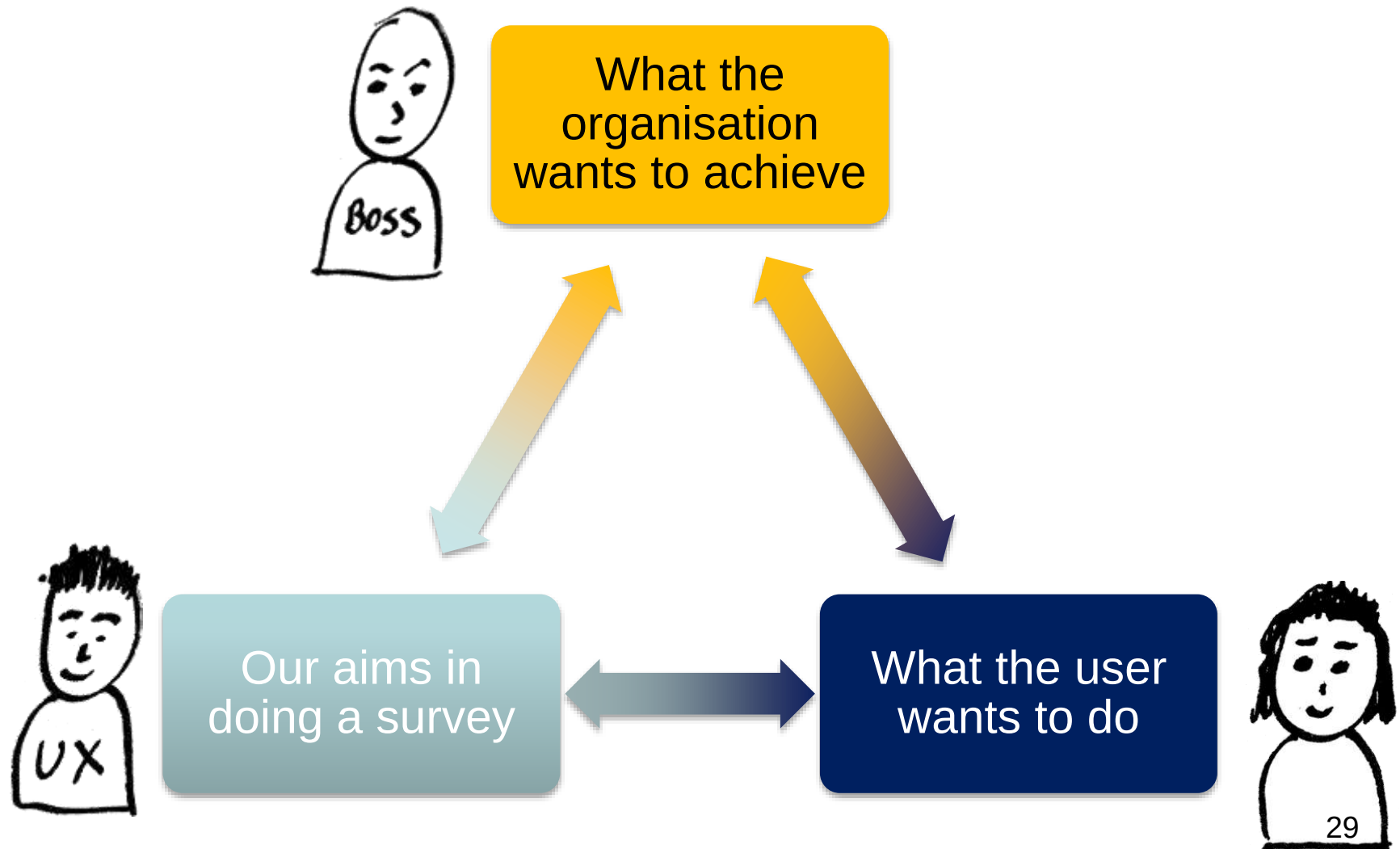
How to assess user experience using surveys

Wrap up

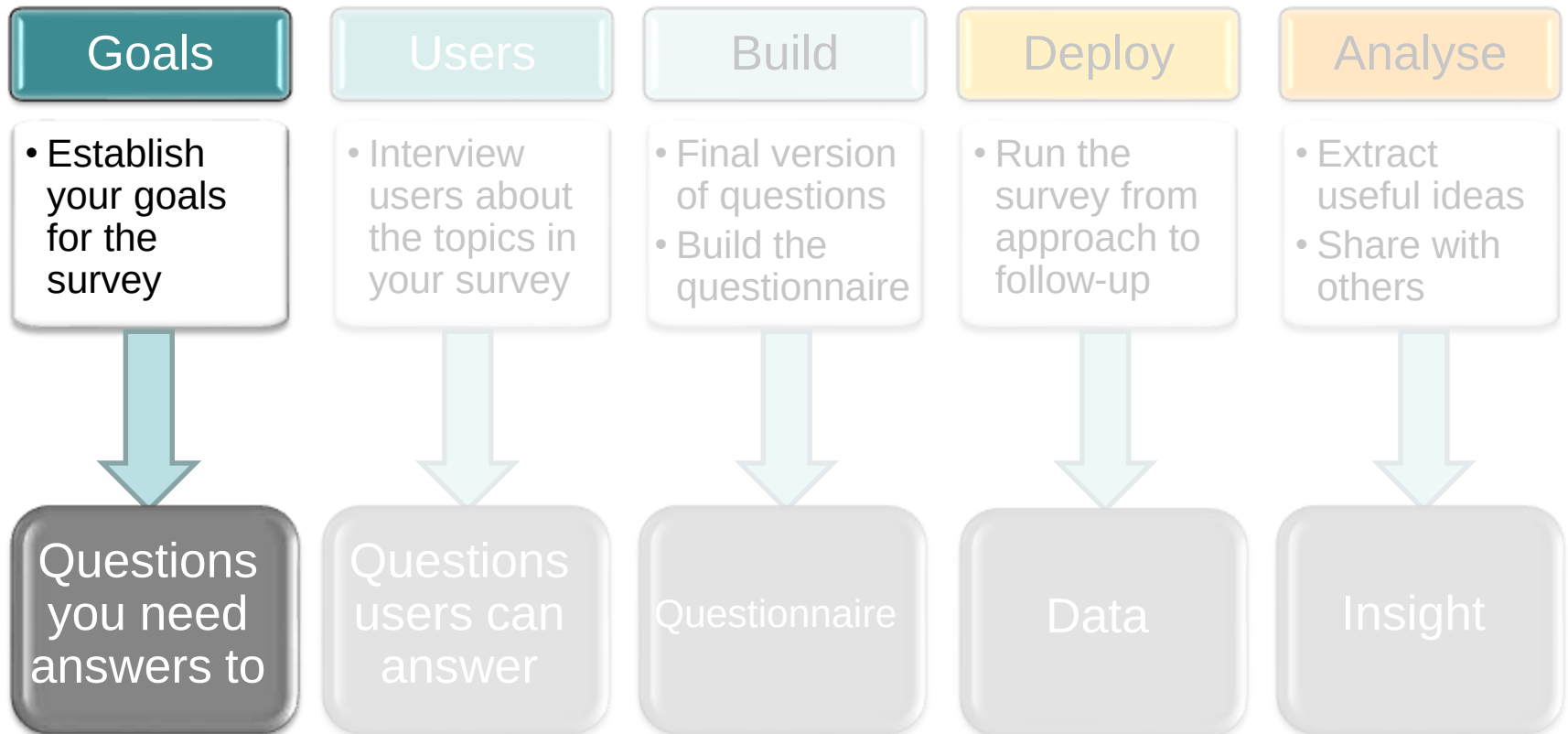
Survey = questionnaire + process



We've got a lot of different goals to consider



The survey process goals are about what we want to achieve with the survey



Usability is about people doing things easily

The extent to which **a product**
can be used by specified **users**
to achieve specified **goals** with
effectiveness, efficiency and satisfaction
in a specified **context of use**
(ISO 9241:11 1998)



ISO 9241-210 definition of user experience

2.15 user experience

person's perceptions and responses resulting from the use and/or anticipated use of a product, system or service

NOTE 1 User experience includes all the users' emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviours and accomplishments that occur before, during and after use.

NOTE 2 User experience is a consequence of brand image, presentation, functionality, system performance, interactive behaviour and assistive capabilities of the interactive system, the user's internal and physical state resulting from prior experiences, attitudes, skills and personality, and the context of use.

NOTE 3 Usability, when interpreted from the perspective of the users' personal goals, can include the kind of perceptual and emotional aspects typically associated with user experience. Usability criteria can be used to assess aspects of user experience.

Or putting it more simply:
user experience is the satisfaction bit of usability

The extent to which a product
can be used by specified users
to achieve specified goals with
effectiveness, efficiency and **satisfaction**
in a specified context of use
(ISO 9241:11 1998)

As the user,
I get to choose
the goals



Satisfaction is a complex matter

Compared experience to what?	Resulting thoughts
(nothing)	Indifference
Expectations	Better / worse / different
Needs	Met / not met / mixture
Excellence (the ideal product)	Good / poor quality (or 'good enough')
Fairness	Treated equitably / inequitably
Events that might have been	Vindication / regret

Adapted from Oliver, R. L. (1996)
"Satisfaction: A Behavioral Perspective on the Consumer"

Example: bronze medal winners tend to be happier than silver medal winners

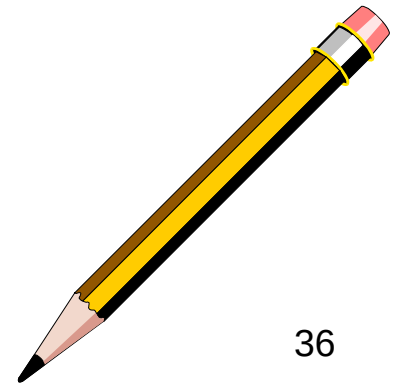


Nathan Twaddle, Olympic Bronze Medal Winner in Beijing

Matsumoto D, & Willingham B (2006). The thrill of victory and the agony of defeat: spontaneous expressions of medal winners of the 2004 Athens Olympic Games.

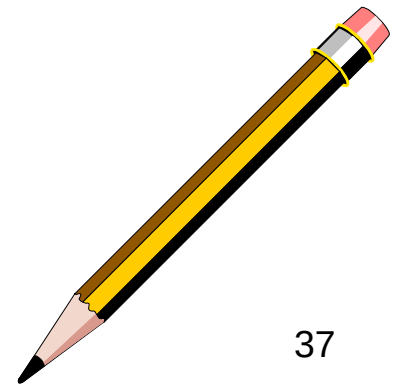
Memorable experiences are also complex

- Think about the experience of helping to run a stand at an exhibition
 - What would you expect to happen?
 - What would you need to happen?
 - What would the ideal experience be?
 - How would you expect to be treated compared to other people at the event?
 - If you didn't do this, what else might have happened?



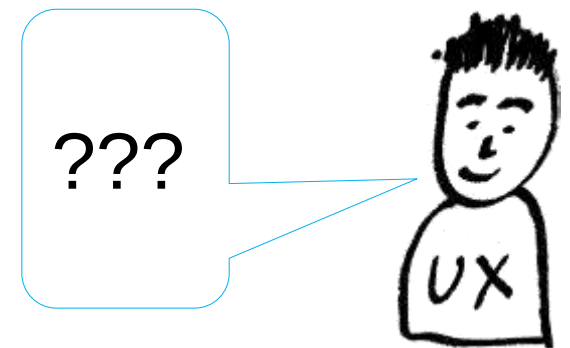
Memorable experiences are also complex

- We have some candidate areas to explore
- Let's compare with some actual questions



The challenge of UX and surveys: which bit to measure?

The extent to which a product
can be used by specified users
to achieve specified goals with
effectiveness, efficiency and satisfaction
in a specified context of use
(ISO 9241:11 1998)



Tip

Find out about users' goals



Tip

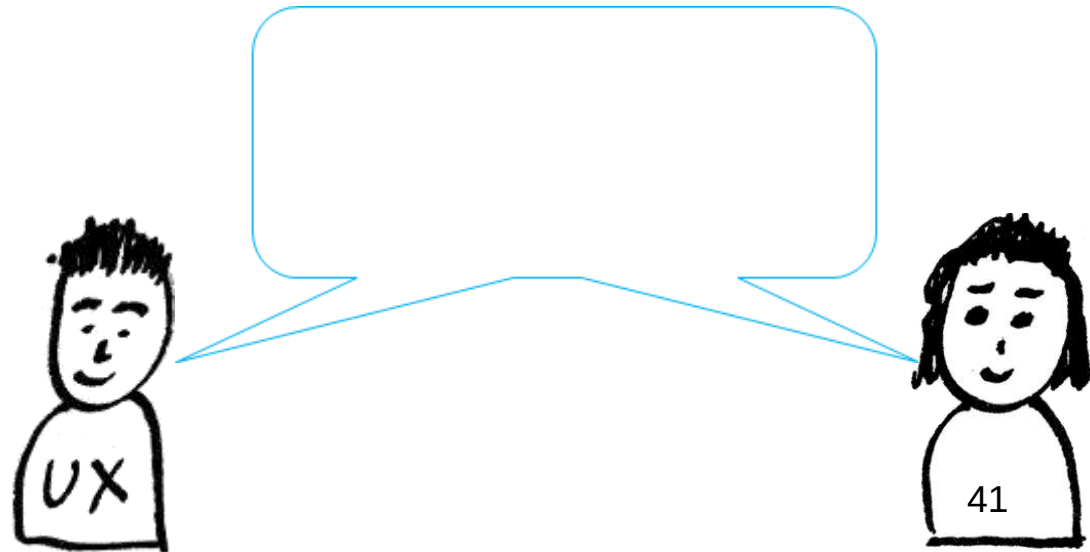
Ask about recent vivid experience



Image credit: Fraser Smith

Tip

Interview first



Remember my
definition?

Survey = Questionnaire
+ Process

Bonus

Tip

Successful

Survey = Questionnaire

+ Process

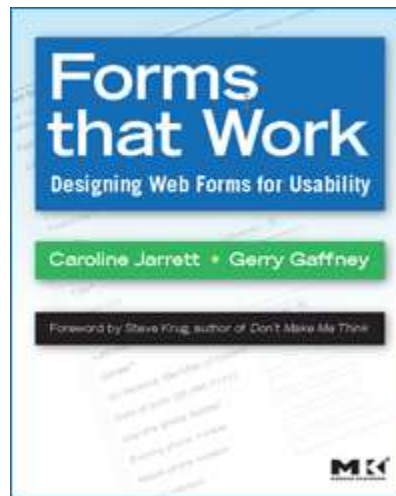
That involves
lots of testing

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More resources on <http://www.slideshare.net/cjforms>

