For people who need to collect data from customers, “How to design and implement web surveys” is a 1-day seminar that shows delegates how to create and analyse valid and reliable web surveys. Unlike standard courses on questionnaire design, delegates create an actual draft survey during the course to answer their research objective.

**Duration**

This is a one-day workshop.

**Overview**

Many surveys on the web are very poorly designed: they often ask too many questions, or irrelevant questions, or biased questions. These problems make the resulting data impossible to analyse. This course will help you avoid the potential traps in survey and questionnaire design and teach you how to write valid and reliable survey questions.

**Who is the course for?**

This workshop is for you if you have been tasked with creating a web survey to collect data from customers or users.

**How will I benefit?**

After attending this course, you will be able to:

- Decide on the research objective and the research questions you want to answer with a survey.
- Control the four kinds of bias that affect all web surveys.
- Decide on the best format for your question (such as essay, rating scale, multiple choice and ranking questions).
- Write questions and design rating scales that give valid answers.
- Use cognitive interviewing to find and fix problems with survey questions.
- Implement a web survey on a site like SurveyMonkey or Google Forms.
- Use descriptive statistics and cross-tabulations to help you take action on the results of your survey.
User Experience Research
How to design and implement web surveys

What will I learn?

Why carry out a survey?
The landscape of user research methods
Advantages and disadvantages of web-based surveys
The 6 key steps in survey design

Formulate your research question
5 questions to help you formulate your research objective

Identify your population and sample
Sampling error, instrument error, nonresponse error and measurement error.

Design the questionnaire
The structure of a web survey
Using transitions
Sources of error in survey questions
Quick activity: Fix these questions

The different types of survey question
Open-ended questions: textual and numerical
Agree/disagree scale
Rating scale
Categorical
Multiple choice
Ranking
Presentation formats: Matrix questions
Logical formats: Skip logic

Pilot test the questionnaire
The purpose of pilot testing
Introduction to cognitive interviewing
The four layers of a survey question
Quick activity: Pilot test these questions

Collect the data
Implementing a web survey
Encouraging people to take part
What people want to know about your survey
Getting people to open your survey invitation: “Dos and Don’ts”
How to improve your response rate
Survey invitations: Quick activity

Analyze the data
Descriptive and inferential statistics
Finding patterns in your data with cross-tabulations
Quick activity: Analyse data from an actual study

Summary and Wrap-Up
Brief review of the key topics.
Final opportunity for questions.
What is the workshop format?

A fast-moving, interactive, but structured training session covering the topics outlined in the programme. Activities and case studies will enable you to apply the concepts to check your understanding. You will be encouraged to ask questions and to contribute to the seminar.

Who is the workshop leader?

David Travis is the Managing Director of Userfocus, an independent consultancy specialising in usability training and consultancy. David holds a BSc (Hons) degree and a PhD in Psychology. His professional affiliations include membership of the British Psychological Society, the Experimental Psychology Society and the Usability Professionals Association.

What do delegates say about this seminar?

“I now plan to spend more time analysing whether a survey is relevant and working out how to formulate the right questions.”

“The approach to pilot testing a survey with an audience was a real eye-opener! Previously I’ve only shared it with like-minded colleagues so we perhaps didn’t get the best response.”

“I now know how to review my survey before sending it out, to check the right questions are being asked.”

“There were useful tips about analysis (especially the cross-tabulations) and creating good email invitations.”

“I was on the course for a very specific reason: to create the staff perception survey. I now have the confidence to go ahead and do it.”

How do I book?

- Call 020 7917 9535
- E-mail helpdesk@userfocus.co.uk
- Web userfocus.co.uk/consultancy/requesttraining.html