



# Enhancing Productivity and Engagement by Implementing Advanced Features and Themes

2015 Survox Summit

# Enhancing Productivity and Engagement

## Why is this important to you?

- Survey themes allow you to personalize the look and feel of your surveys, helping them to stand out or express your brand.
- A well designed theme provide an optimal viewing and interaction experience across a wide range of devices.
- Engage respondents and even increase productivity for Phone interviewers.

## Agenda

- New Survox Phone Theme/Productivity
- Responsive Design/New Survox Web Themes/Branding
- Implementation of Responsive Design and Results

## Participants

- Josh Smith, Professional Services
- Dean West, Association Lab, ACS and Association Laboratory White Paper, explaining how mobile design increased response rate



# New Survox Phone Theme

New theme developed exclusively for Survox Phone focused on simplicity, usability and efficiency.

This theme can be used independently but was designed to work with our new Survox Phone shell.

# Survox Phone Theme



## Welcome to the Survox Phone Theme

Interviewer ID:

Station #/Ldev:

Phone Extn if Using Dialer:

Practice Mode?:

Start

# Survox Phone Theme

## ■ ■ ■ Simplicity

- We did not want to use any images or complex designs for this theme to eliminate distraction and faster loading times.

## ■ ■ ■ Usability

- We wanted to make this theme easier to use for the interviewer
- We used large fonts for readability
- Wheat colored background to reduce strain on the eyes
- Large Next button

This is just a test question.

Yes

No

Next

Suspend Previous Terminate Special Go To a specific question

# Survox Phone Theme

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## ■ Font Usage

- 20px Arial
- A 2002 study by the Software Usability and Research Laboratory concluded that:
  1. The most legible fonts were Arial, Courier, and Verdana.
  2. At 10-point size, participants preferred Verdana. Times New Roman was the least preferred.
  3. At 12-point size, Arial was preferred and Times New Roman was the least preferred.

Wood, John. "The Best Fonts to Use in Print, Online, and Email." *American Writers & Artists Inc.* N.p., 6 Oct. 2011. Web.



# Survox Phone Theme

Hello my name is ?????? Do you want to do the survey?

- Yes, Continue
- No Answer
- Busy
- Call Back
- Answering Machine
- Number Change
- Hung Up
- Refused (Hard)
- Refused (Soft)
- Language Barrier
- Disconnected/Non-Working
- Non-Residential
- Non-Business
- Fax/Modem/Data Line
- Put on DO NOT CALL LIST
- Wrong Number
- Blocked Call
- Put Record Back
- Full Status List/ Change Mode

Next

Previous

Terminate

Special

GoTo a specific question

# Survox Phone Theme

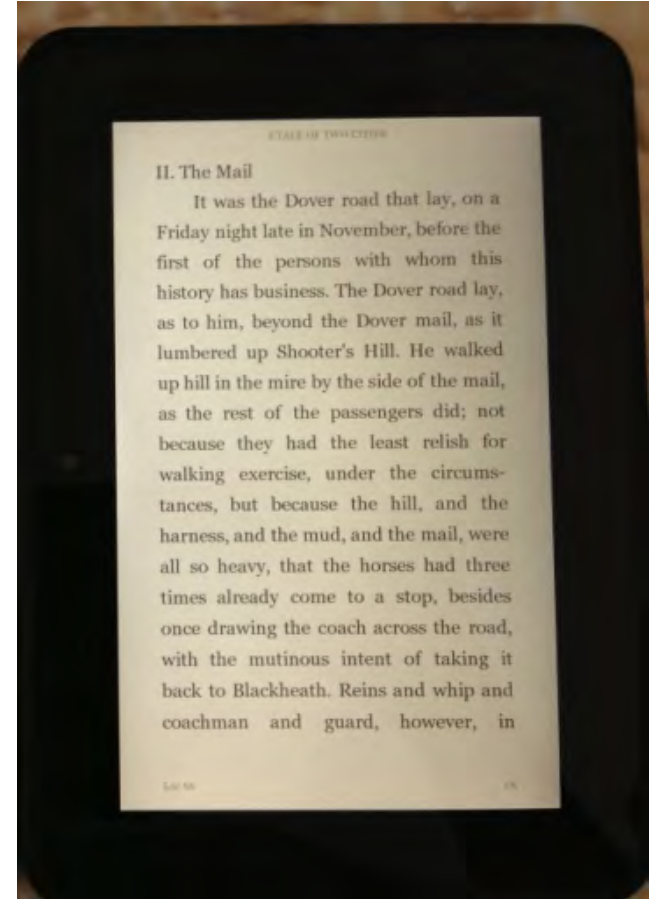
## ■ Wheat Background

- We chose wheat instead of white as we found it to be easier on the eyes when staring at a screen for long periods of time.
- This mimics the sepia setting found on e-reader devices.

## ■ Dark on Light

- Most studies have shown that dark characters on a light background are superior to light characters on a dark background (when the refresh rate is fairly high).
- For example, Bauer and Cavonius (1980) found that participants were **26% more accurate** in reading text when they read it with dark characters on a light background.

## ■ Easily change in the CSS

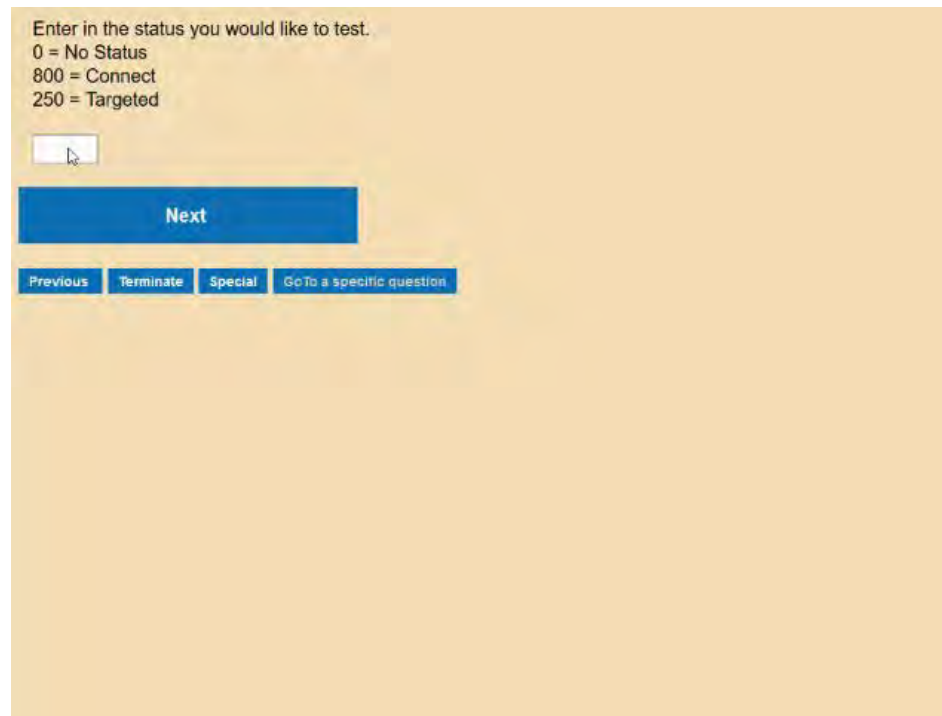




# Survox Phone Theme

## Large Next Button

- Creates a bigger target for the interviewer to easily click.
- Positioned as the first button on the screen so you can also hit enter to engage it.



Enter in the status you would like to test.  
0 = No Status  
800 = Connect  
250 = Targeted

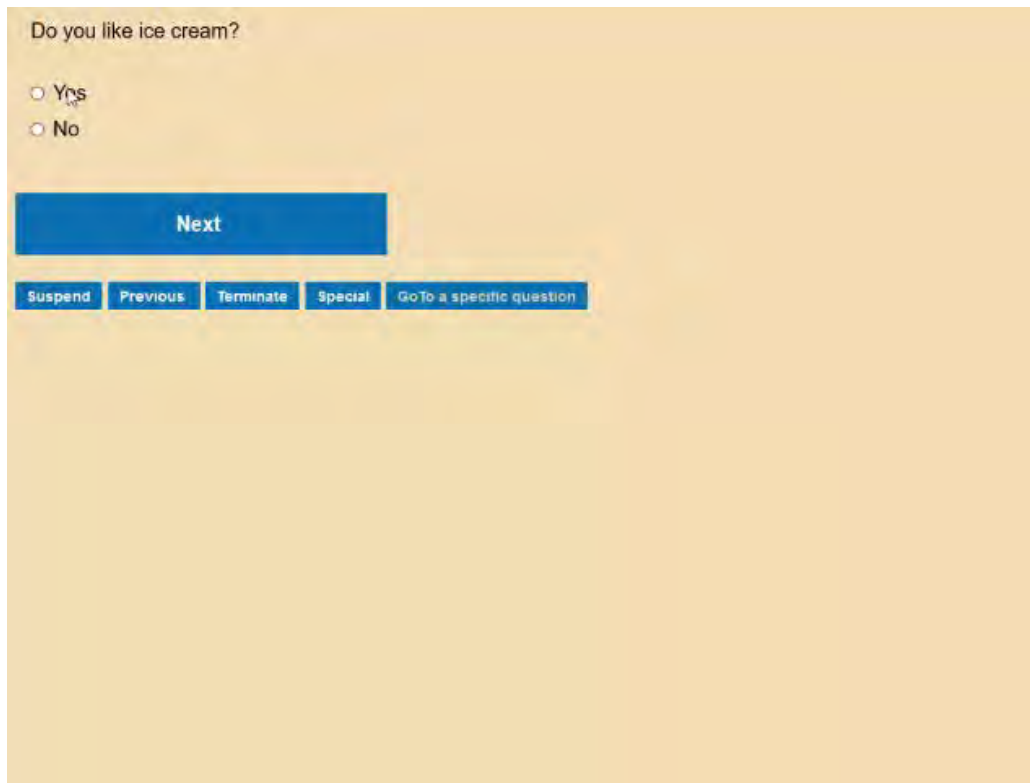
**Next**

Previous Terminate Special Go To a specific question

# Survox Phone Theme

## Productivity

- A new JavaScript turns the right click of a mouse into a submit function
- Can be turned on with an html\_define.



Do you like ice cream?

Yes

No

Next

Suspend Previous Terminate Special Go To a specific question

# Productivity

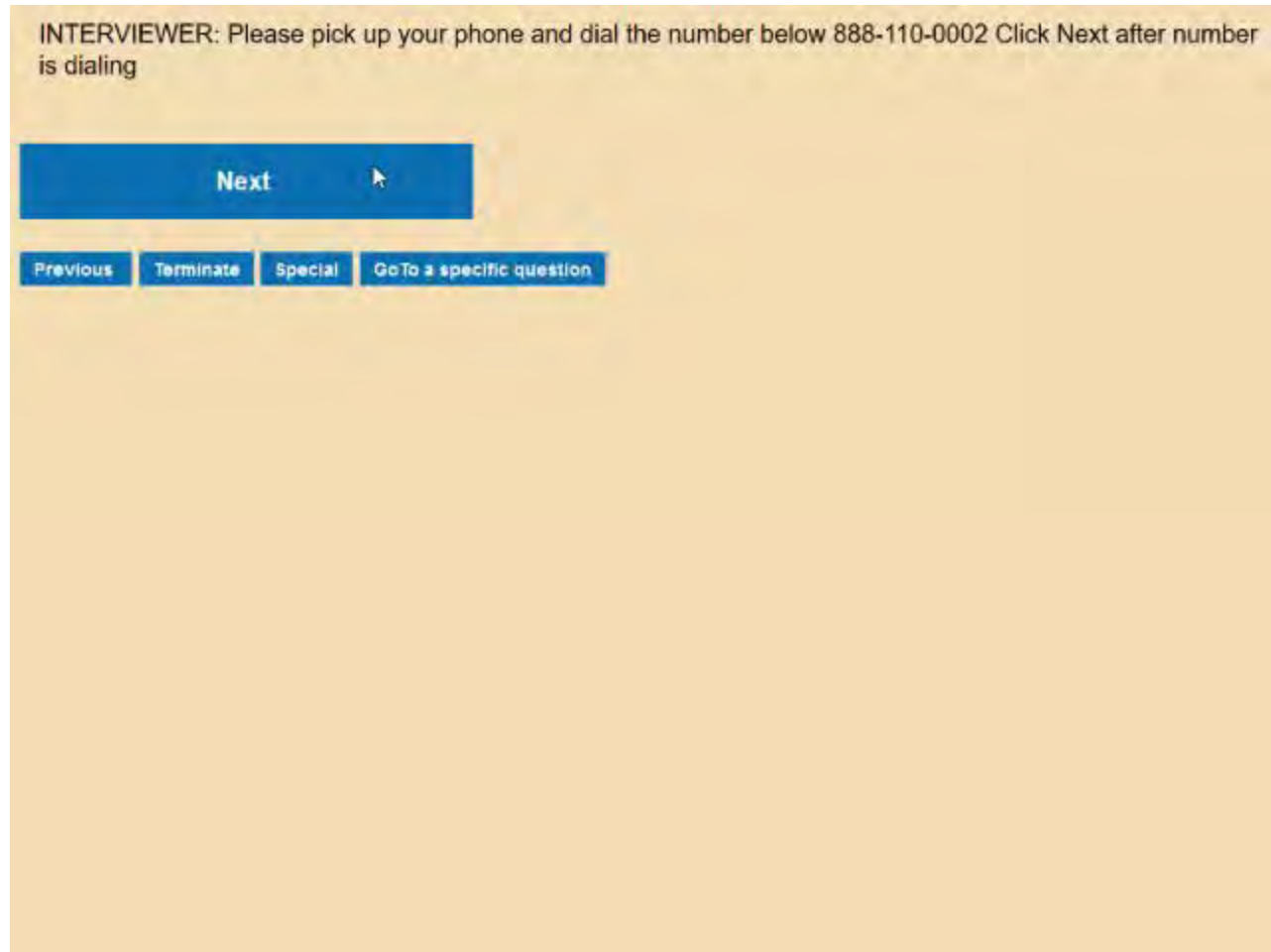
- New JavaScript will prevent interviewers from stalling.
- Background color will change after a specified length of time.
- Can be turned on by an html\_define and customized by adding a few lines to your grid.

```
<script type="text/javascript">  
var st_color1 = "yellow";  
var st_color2 = "red";  
var color1Time = 5;  
var color2Time = 9;  
</script>
```

OR

```
<script type="text/javascript">  
var st_color1 = "#FFFF00";  
var st_color2 = "#FF0000";  
var color1Time = 5;  
var color2Time = 9;  
</script>
```

# Productivity



# Productivity

Please enter the following information.

Title:

Name:

Street:

Apt:

City:

State:

Zip:

Sex:

**Next**

**Suspend** **Previous** **Terminate** **Special** **GoTo a specific question**



# New Themes

Several new themes to engage respondents

Customizable to show off your brand

Incorporate responsive design for optimal viewing  
across devices



# Responsive Design

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- Responsive Web Design (RWD) is a Web design approach aimed at crafting sites to provide an optimal viewing experience
- A site designed with RWD adapts the layout to the viewing environment
  - Fluid Grid Concepts
  - Flexible Images
  - Media Queries.

# Responsive Design: Desktop



## NUMERIC QUESTIONS

Numeric questions allow you to enter values.

- Control the Min/Max range of allowable values
- Enforce the number of decimal places
- Allow exception codes

Enter a value between 0 and 100 or check the Refused box

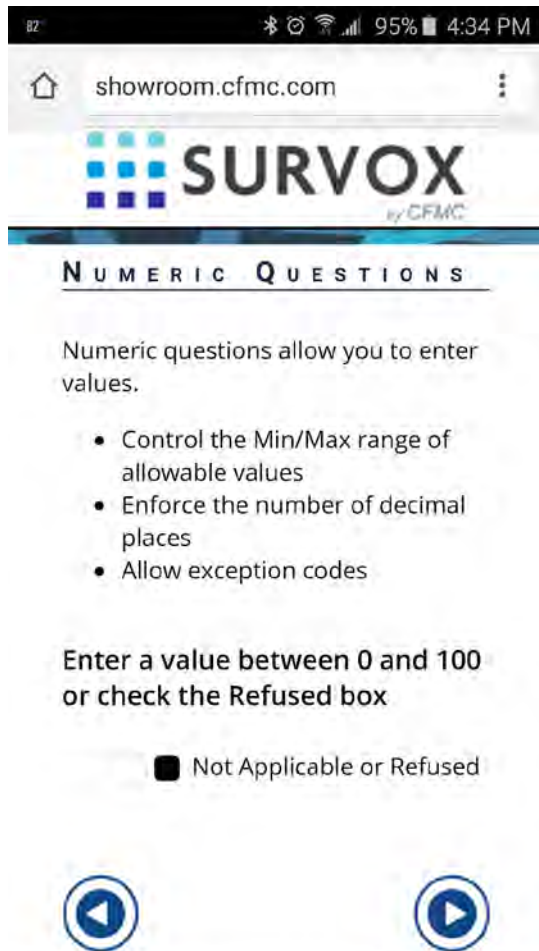
Not Applicable or Refused



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```
@media all and (min-width:601px) {  
    .title {  
        font-size: x-large;  
        text-align: left;  
        color: black;  
        vertical-align: bottom;  
        margin-left: 2%;  
        padding-top:10px;  
    }  
}
```

# Responsive Design: Mobile



```
@media all and (max-width:600px) {  
  .title {  
    font-size:0;  
    text-align: center;  
    color: black;  
    vertical-align: bottom;  
    margin-left: 0%;  
    padding-top:0px;  
  }  
}
```

# Responsive Design

Mobile Detect is a PHP Class Survox is using.

Simplest form is Mobile or Desktop:

```
<?php
require_once './Mobile_Detect.php';
$detect = new Mobile_Detect;
$deviceType = '';

if ( $detect->isMobile() ) {
    $deviceType = 'sphone';
}
else {
    $deviceType = 'deskto';
}
?>
```



Pass the code using USER\_DATA

```
<input type='hidden' name='USER_DATA' value='<?php echo $deviceType?>' />
```



# Responsive Design

```
' ' mobile detection

{device: .6
!VARIABLE,USE_PREVIOUS_answer}

''device values: sphone, deskto
{dev_spc:
!SPECIAL,FROM_LOCALSCRATCH_to_data,DEVICE,1,6} '' from the USER_DATA hidden input on index page

{dev_gen:          '' this gen m will get cleared in a resume.
!GENERATE,COPY_data,3600,device,6}

{dtop:
!if [3600.6$]="deskto"
!GENERATE,ADD_code,device2,1}

{sphon:
!if [3600.6$]="sphone"
!GENERATE,ADD_code,device2,2}

{device2: .1
!FIELD,USE_PREVIOUS_answer,MAXimum_responses=1

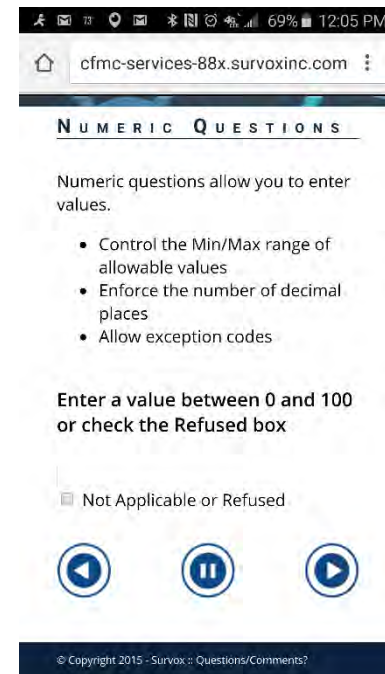
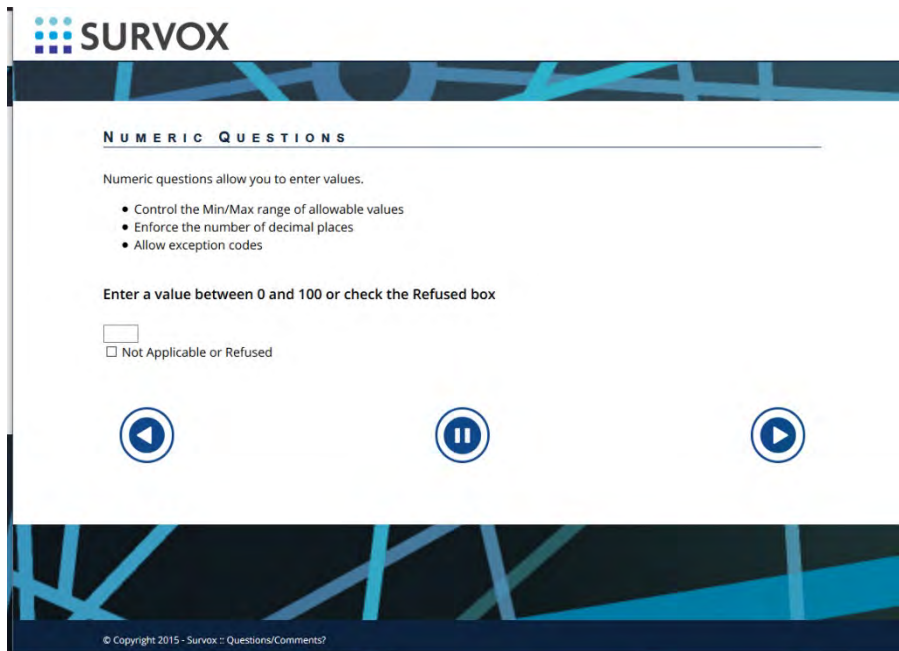
^ blank
1 deskto
2 sphone}

{!HTML_DEFINE DEVICE \ |device}
```

# New Themes/Branding

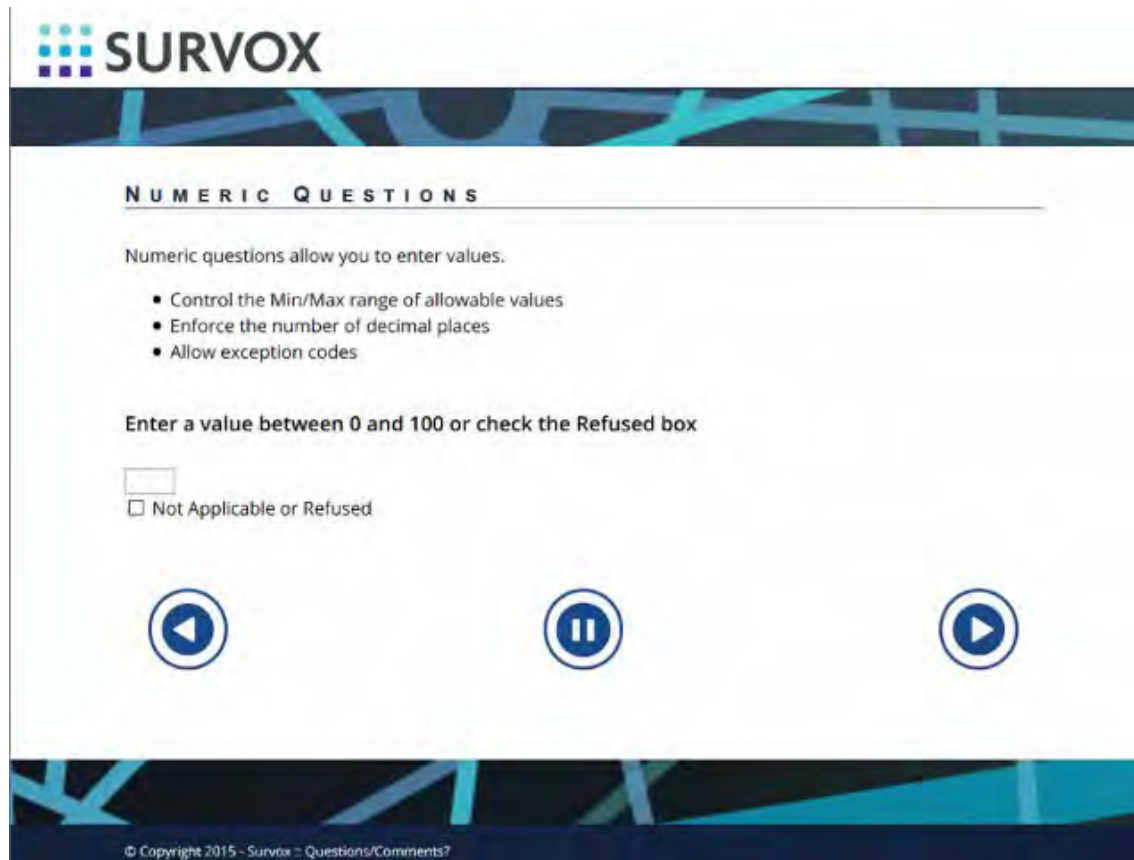
## ■ Survox15

- We created this theme to match our branding but it can be modified to fit your needs by changing the logo/background



# New Themes/Branding

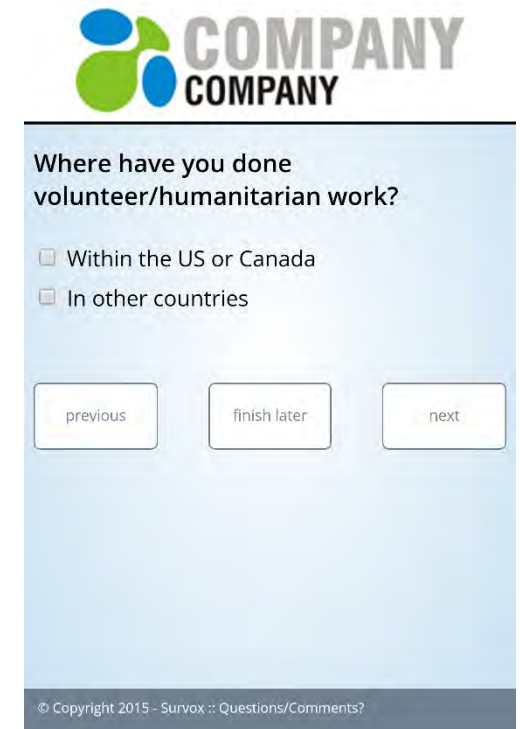
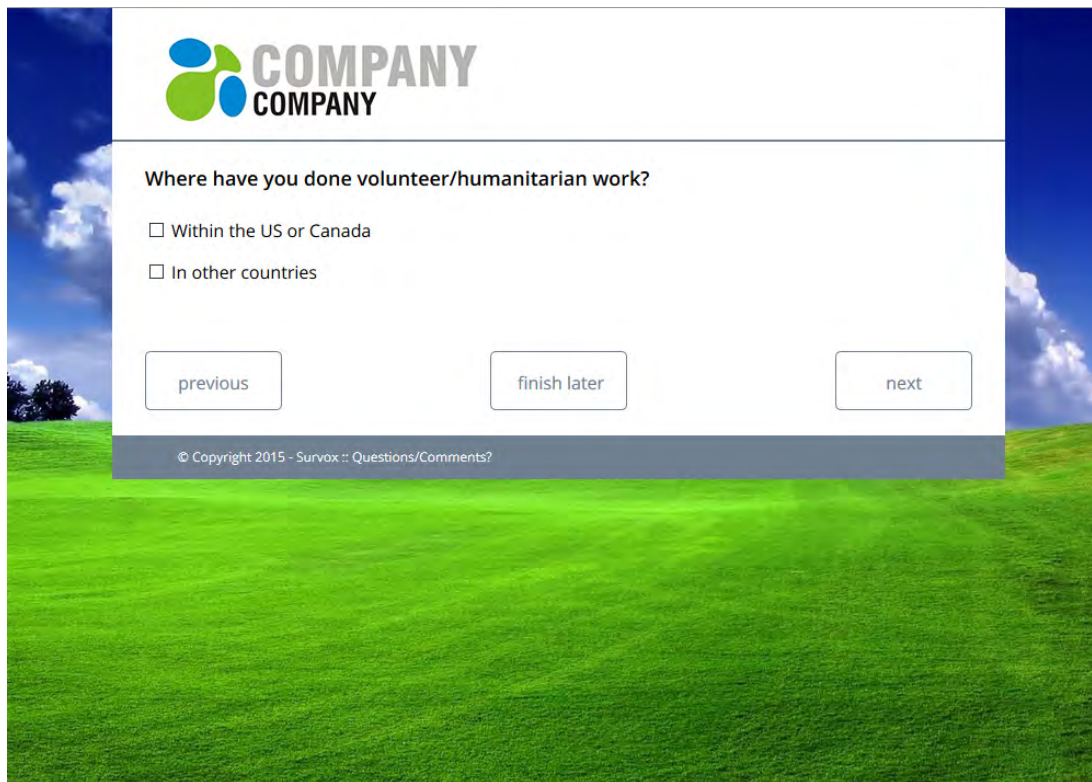
- Utilizes responsive design.



# New Themes/Branding

## Background

- Designed with customization in mind
- Just change the background and logo and you have a branded design.

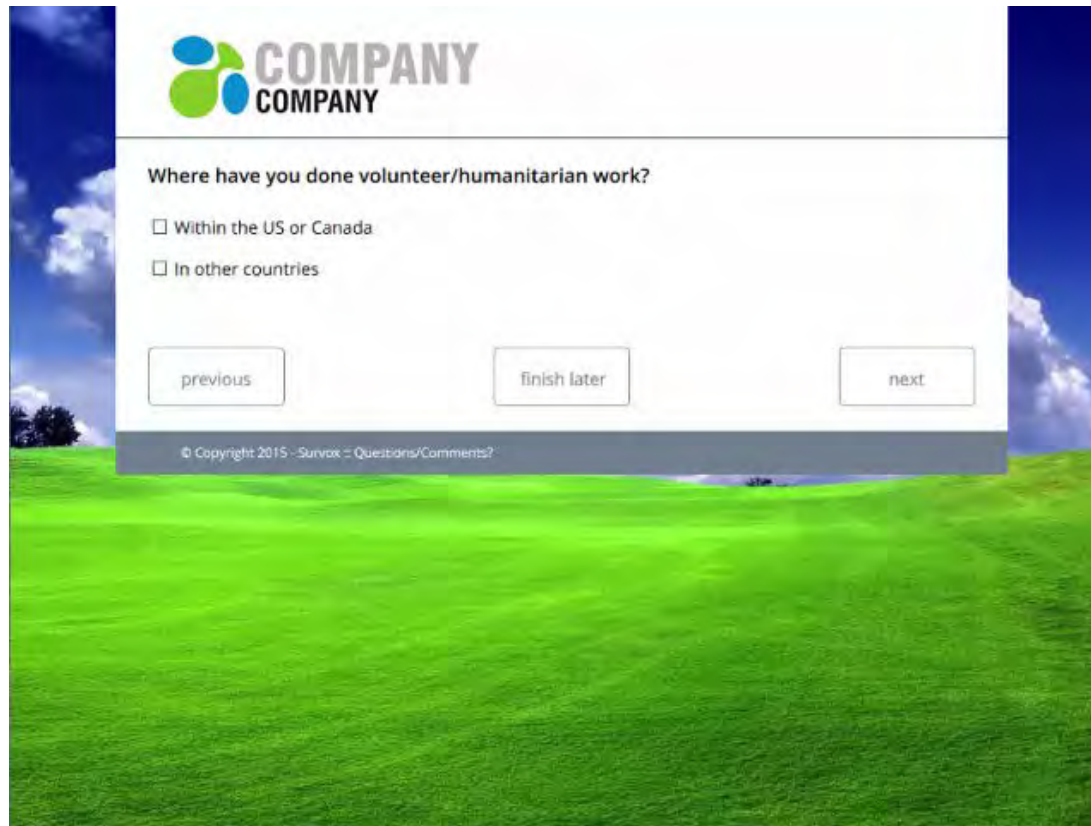




# New Themes/Branding



- ▣ Responsive Design Example.

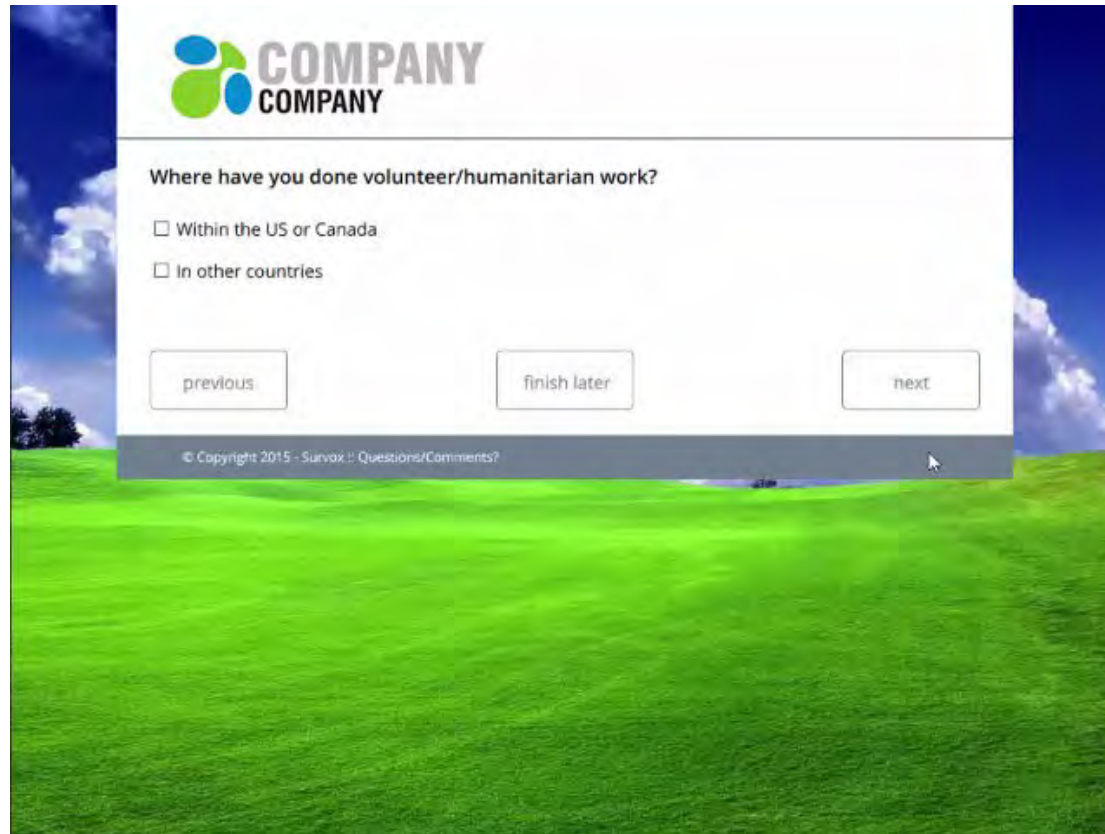





# New Themes/Branding



- Uses ghost buttons in neutral colors for a modern look.



# New Themes/Branding

 **Automotive**  
COMPANY

Progress: 45% Complete

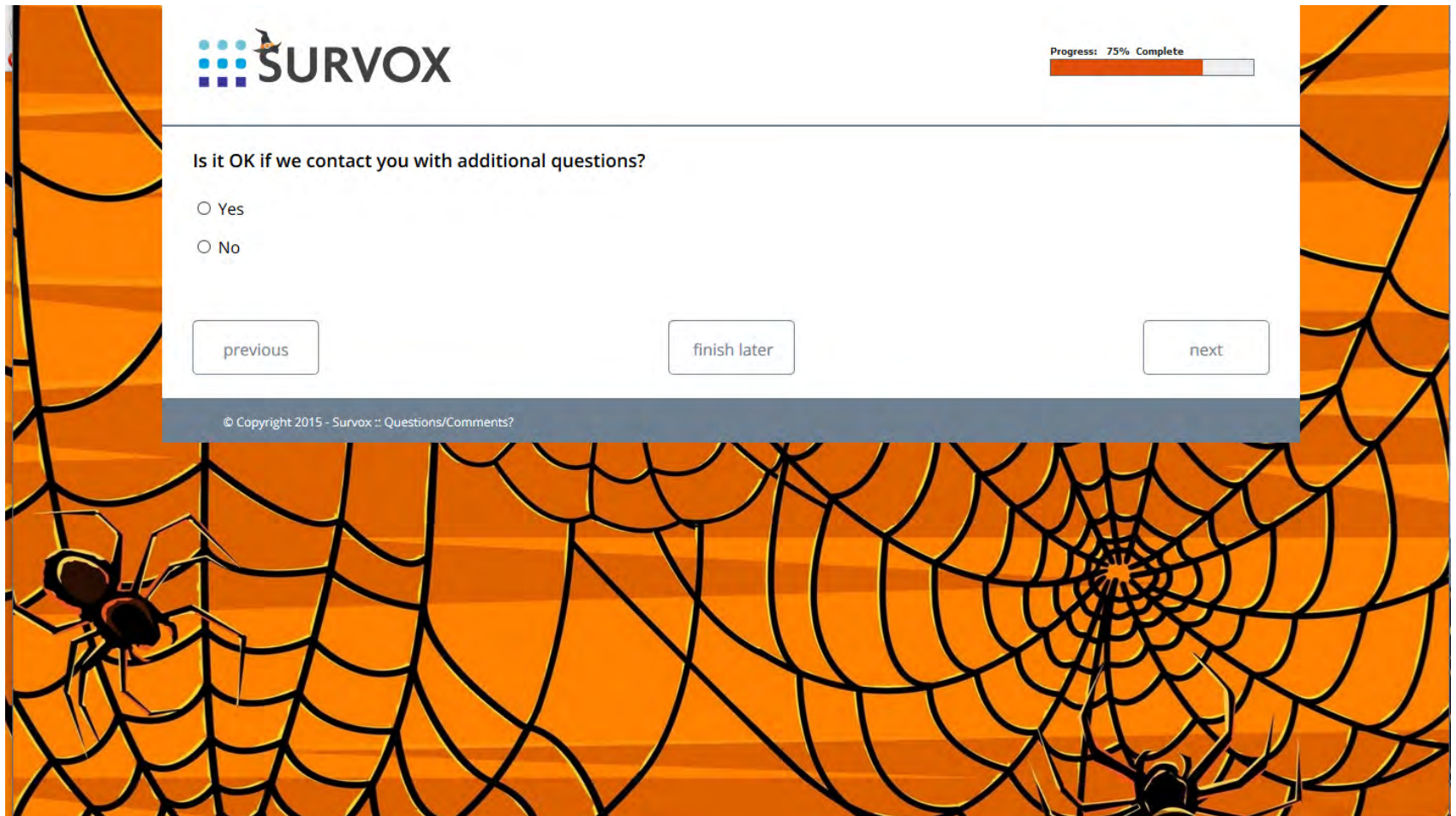
How much time, in total, would you be interested in contributing through this program each year?

- No time
- Less than a week
- 1 week
- 2 weeks
- 3 weeks
- 4 weeks
- More than 4 weeks

[previous](#) [finish later](#) [next](#)

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# New Themes/Branding

The image shows a survey interface with a spiderweb theme. The background is orange with a black spiderweb pattern and two spiders. At the top left is the SURVOX logo. At the top right is a progress bar labeled "Progress: 75% Complete". The main question is "Is it OK if we contact you with additional questions?". There are two radio button options: "Yes" and "No". At the bottom of the question area are three buttons: "previous", "finish later", and "next". At the very bottom of the survey area is a copyright notice: "© Copyright 2015 - Survox :: Questions/Comments?".

**SURVOX**

Progress: 75% Complete

Is it OK if we contact you with additional questions?

Yes

No

previous finish later next

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# New Themes/Branding

## ■ Bumpers

- Fast loading clean design



# New Themes/Branding

## ▣ Responsive Design Example.



 NorthWest  
MRA

NorthWest Marketing Research Association

Please share with us your current employment status.

- Full-time
- Part-time
- Self-employed
- Unemployed, seeking employment
- Unemployed, not seeking employment
- Student

[Previous](#) [Finish Later](#) [Next](#)

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# Responsive Design Implementation

We implemented responsive design for Association  
Laboratory and got impressive results.



# Responsive Design Implementation

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## ■ Problem

- Needed to reach surgeons with little down time for an Association Laboratory survey

## ■ Solution

- Implement RWD for mobile access
- Split up the survey in to sections and assign them randomly/distribute evenly to shorten the survey
- Allow respondents to suspend and resume where they left off when they had time to participate

# Responsive Design Implementation

```
{Q2agd:
!IF localscratch(1,6)="desktop"
!GRID}

{!HTML_QUESTION_TEXT_PREFIX =<tr bgcolor=\cxd><td>}
{!ROTATE, Scramble, 1, ROTLOCQ2A }
  >repeat $a=1,...,10;&
    $b="Opportunities for networking",&
      "Opportunities for scholarship and fellowship",&
      "Opportunities to participate in humanitarian relief or service projects",&
      "Opportunities to assume leadership roles (serve on committees, councils, etc.)",&
      "Practice management programs",&
      "Professional or practice insurance programs",&
      "Quality improvement programs (ACS NSQIP, TQIP, etc.)",&
      "State chapter membership",&
      "State advocacy ",&
      "Practice-specific programs and products (trauma, cancer, Bariatric, etc.)";

{Q2a_$a:$b
!FIELD, MAXimum_responses=1
01 \- Absolutely critical \*
02 \- Important \*
03 \- Nice to have but not essential \*
04 \- Not important\*
05 \- Not familiar with this\*}
>endrep

{!END_ROTATE }
{!HTML_QUESTION_TEXT_PREFIX = }
```

# Responsive Design Implementation

## Example of responsive design we implemented



How important are these ACS benefits and services to you?

	Absolutely critical	Important	Nice to have but not essential	Not important	Not familiar with this
Quality improvement programs (ACS NSQIP, TQIP, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for networking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State chapter membership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities for scholarship and fellowship	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practice-specific programs and products (trauma, cancer, Bariatric, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to participate in humanitarian relief or service projects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional or practice insurance programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Practice management programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 1. PC/Laptop View

# Responsive Design Implementation

```
{ Q02aGMr:
!IF localscratch(1,6)="sphone"
!Grid }

{ !HTML_CHECK_BOXES =1 }
{ !HTML_RADIO_BUTTONS =1 }

{!ROTATE, Scramble, 1, ROTLOCQ2A }
>repeat $a=1,...,10;&
    $b="Opportunities for networking",&
    "Opportunities for scholarship and fellowship",&
    "Opportunities to participate in humanitarian relief or service projects",&
    "Opportunities to assume leadership roles (serve on committees, councils, etc.)",&
    "Practice management programs",&
    "Professional or practice insurance programs",&
    "Quality improvement programs (ACS NSQIP, TQIP, etc.)",&
    "State chapter membership",&
    "State advocacy ",&
    "Practice-specific programs and products (trauma, cancer, Bariatric, etc.)";

{!GROUP}

{Q2a_$A_M: [Q2a_$A]
alias=Q2a_$A
<br> $b <br>
!FIELD, MAXimum_responses=1
== Select One
01 Absolutely critical
02 Important
03 Nice to have but not essential
04 Not important 05 Not familiar with this}

{
</br>
!DISP}

>endrep
{!END_ROTATE }
{ !HTML_CHECK_BOXES =500 }
{ !HTML_RADIO_BUTTONS =500 }
```

# Responsive Design Implementation

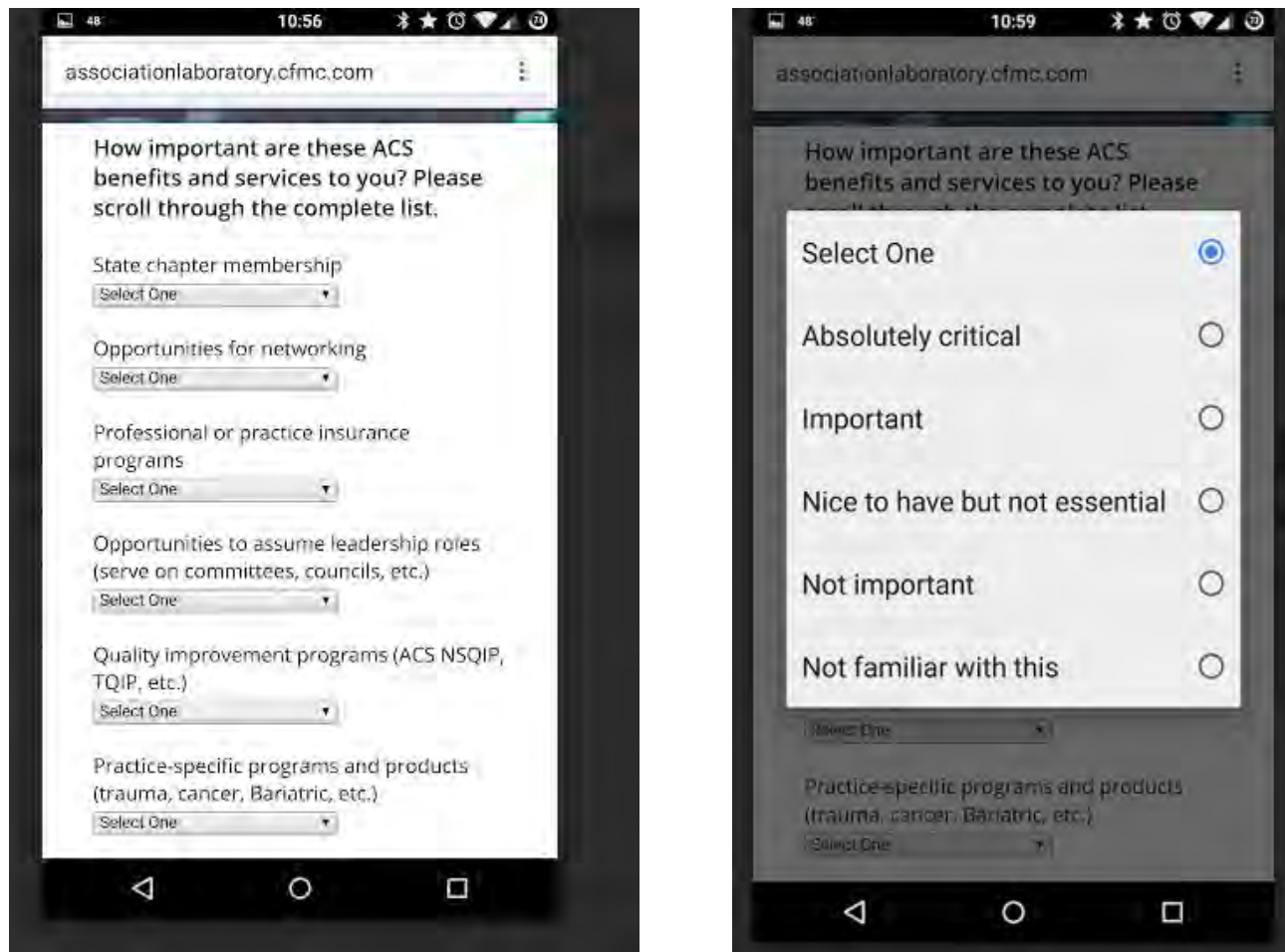


Figure 2 – Smartphone View

# Results

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- Expected 100 responses, received 2,928
- The responses were consistent
- 93% completion rate
- 288 suspended respondents returned to complete
  - 35 switched devices.
  - 3 of those 35 started on a desktop and finished on a smartphone.
  - 32 started on a smartphone and finished on a desktop.
- See more information in our white paper



# Questions, Comments?



# Next Steps

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- ⌘ Share this presentation with .....
- ▣ Programmers
- ▣ Designers
- ▣ Research Staff
- ⌘ More information about fonts
- ▣ <http://www.awaionline.com/2011/10/the-best-fonts-to-use-in-print-online-and-email/>
- ⌘ Read our White Paper on Mobile Design
- ▣ URL to white paper here
- ⌘ Learn more at [docs.Survoxinc.com](http://docs.Survoxinc.com)
- ▣ Online documentation
- ▣ Webinar PPT/Recordings
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- ▣ Request training
- ▣ Request a quote for services



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