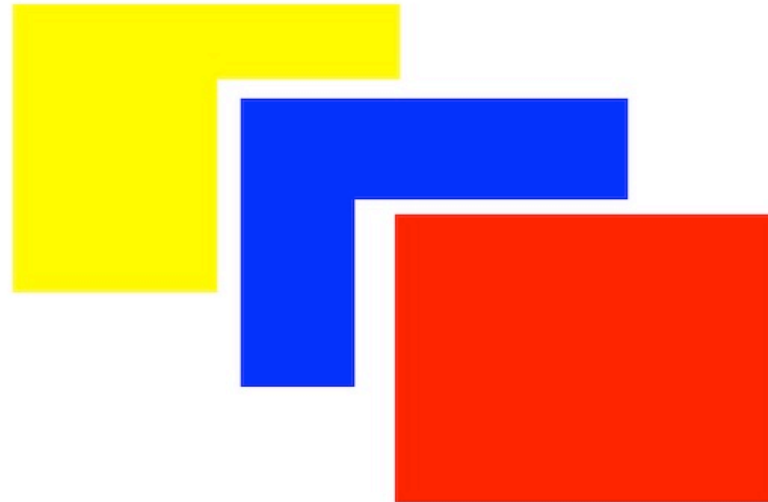


Introduction to Survey Design



SURVEY DESIGN PROCESS

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Overview

The 4 pillars of designing a great online survey

#1 write the best QUESTIONS

#2 select the best TOOLS

#3 make the best CONNECTIONS

#4 generate the best DATA

Write the best QUESTIONS

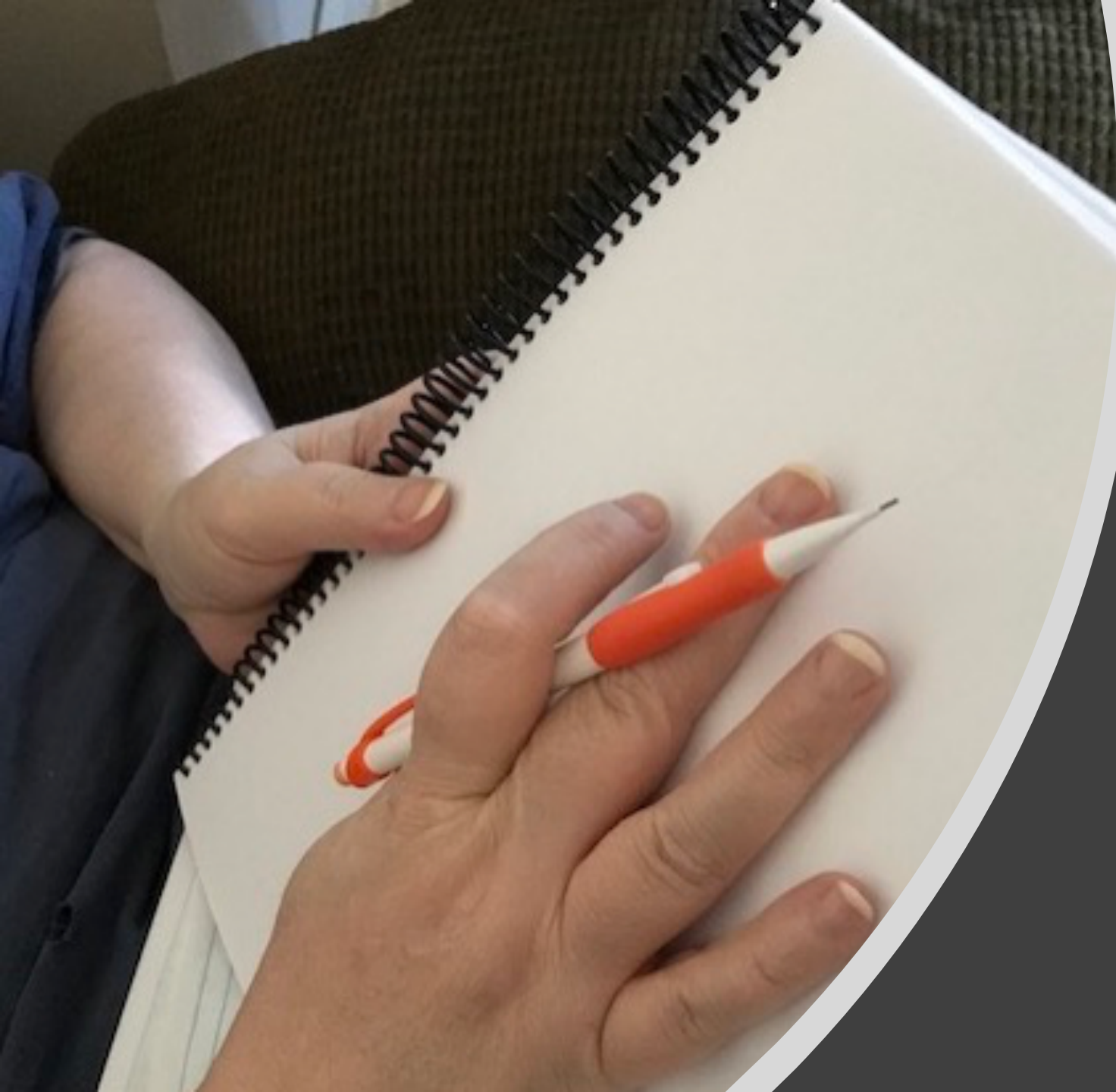


Are they BALANCED, yet FLEXIBLE?

Are they CLEAR and DIRECT?

Are they the right TYPE? (T/F, Text, Rating, etc.)

Are the RESPONSE OPTIONS appropriate?



What Questions are being asked by the survey?

Written: "Where do you live?"

Designed for survey: "Choose the state you live in "

(drop down menu of options to choose from)

Select the best Survey Creating TOOLS



Microsoft FORMS

Others to consider

Google Forms

Survey Monkey

Qualtrics



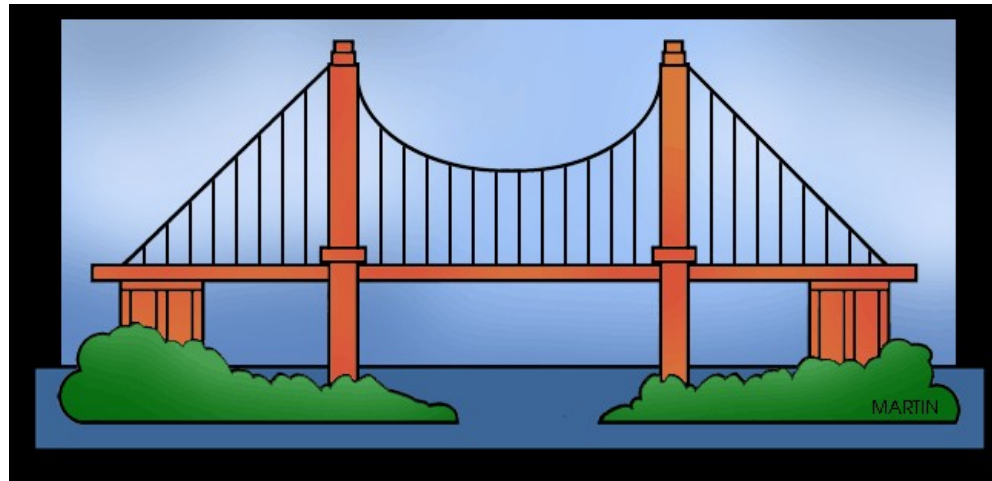
Make the best CONNECTION

Structure the Flow of the Survey

Introduce and deliver survey to respondent

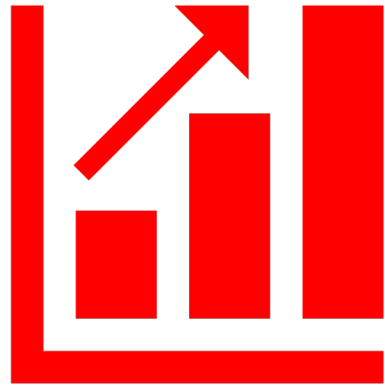
Motivate, incentivize and maintain engagement

Communicate and follow-up



Generate the best DATA

Download to Spreadsheet
Program like MS Excel



Organize, Sort and Filter

Graph, chart, report and present

Conclusion

