CREATING INTERACTIVE
SURVEYS

The Ultimate Guide
With 25 Examples

jibunu

INTRODUCTION

- What is Interactive Anyway?
- Types of Interaction

PART ONE

- Why Make a Survey Interactive?

PART TWO

- Examples of Interactive Questions and Exercises

PART THREE

- How To Make Your Survey Interactive
- Tips For Success

CONCLUSION

- Make Surveys You'd Enjoy Taking

jibunu

Introduction

How people interact with your survey matters. Their actual answers to your questions are obviously important, but how they get to those answers can also impact your results. If your survey is too confusing or filled with jargon, your respondents may give similarly unclear responses. ***If the process of answering your questions is too boring, your respondents may rush through their answers or leave the survey unfinished altogether.***

To say that our minds ignore things that are uninteresting to our senses is not a new concept. Your mind has a level of visual attention that it gives to properties that are moving or interacting with our vision. Your brain processes visual content in multiple ways. It is sometimes only subconsciously aware of things that move at a non-threatening or unexciting pace, which is why simple motions like leaves blowing in the wind aren't always attention-grabbing. Because of this, all visual attention that you are demanding from your participant should add to the content of the question.

jibunu

What is Interactive Anyway?

People usually prefer interactive content whether its a website, app, report or an online survey over static content. But what exactly does interactive mean?

Interactive in relation to technology is defined as allowing a **two-way flow of information between a computer program and a user.** In survey design, it's a design strategy that allows the survey to intuitively respond to a user's input. Without interaction, an online survey is no more than a digital version of a paper survey.

An interactive survey is one that takes all of the proper design possibilities into consideration. Interactive surveys prioritize the respondent's experience, making the survey as enjoyable for them as it is important to you.

jibunu
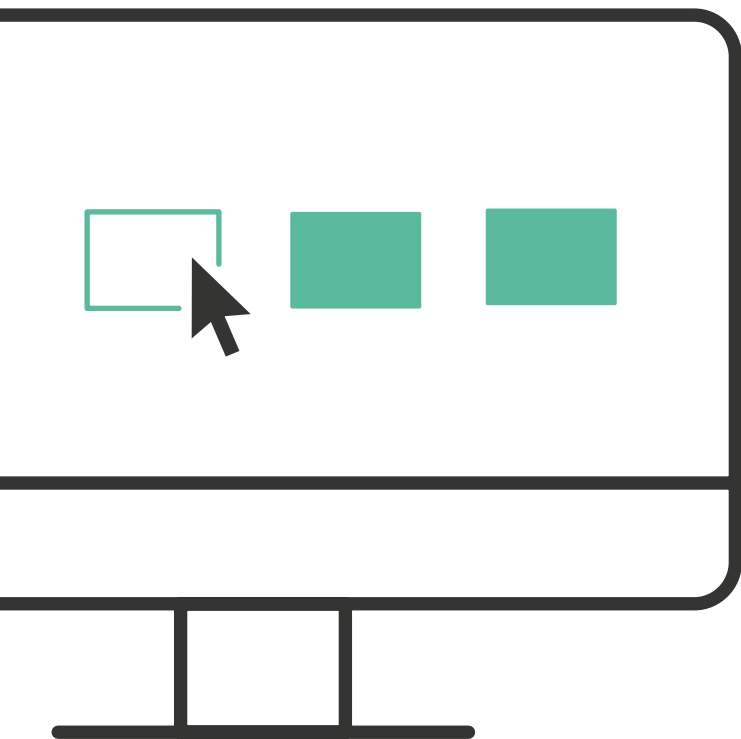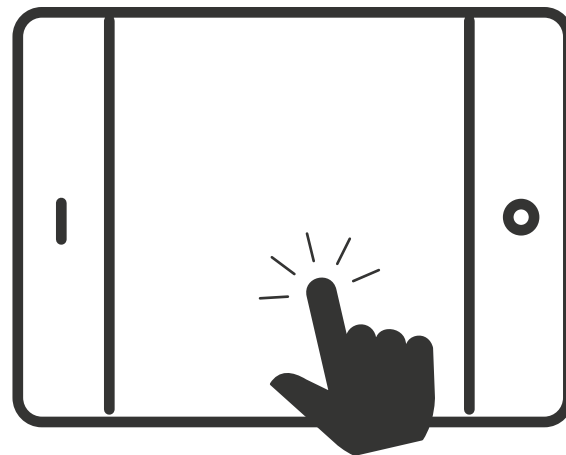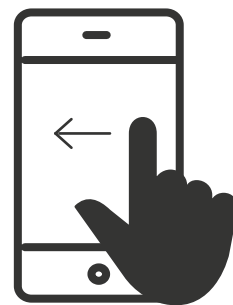
Types of Interaction

The number of ways you can interact with an online survey is pretty much limited to 3 of the 5 senses, sight, sound, and touch. Below are the most common ways these senses are incorporated into a survey.

| TYPES OF INTERACTION:	EXAMPLES:
VISUAL:	• Make answer options images • Use GIFs/Animations to show product features
VISUAL/AUDIO:	• Add videos to explain a product or service • Let respondents submit a video response
SLIDING:	• Add sliders to a constant sum scale • Swap a single punch grid for sliding scale
DRAGGING/CLICKING:	• Sort/drag products into buckets • Click on part of an image they like.
SWIPING:	• Use swiping to indicate likes and dislikes • Add horizontal scrolling to swipe through a set of images
HIGHLIGHTING:	• Highlight text that you like, dislike or find confusing • Highlight parts of an advertisement that stand out
CUSTOM:	• Use the above interactions to create custom questions or exercise for example create your own ad, gamification, or quizzes.

jibunu

PART ONE

Why Make a Survey Interactive?

A common problem for researchers is that they want a lot of information, but don't make it worthwhile for the person taking the survey to actually take the time to give them that information. Interactivity in your data collection ensures user participation and even enjoyment. For this reason, you can get more from your users by simply asking questions in a more compelling way. *When done right, Interactive surveys benefit both the respondent who is taking the survey and the researcher who depends on the data the survey collects.*

jibunu
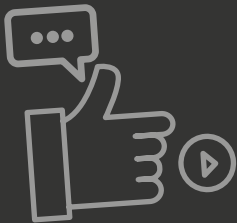
BETTER FOR THE RESPONDENT

ENGAGING

Traditional surveys can be boring, and make respondents feel like they are answering the same question over and over again. Adding interaction to your survey will break up the monotony of a traditional survey by using multiple senses to create an engaging and even fun survey experience.

COMMUNICATION

Interactive elements such as images, videos, sliding, and highlighting can assist in the two-way flow of communication between you and your respondents. Not only are you able to explain concepts and ask questions in a more dynamic way respondents are able to answer them in a more dynamic way.

FEEL SHORTER

The length of a survey is a common complaint among respondents. *An engaging survey will feel less tedious than one that isn't.* It often comes down to how long the survey feels when respondents are taking it, so if they enjoy the experience, even longer surveys won't feel so long.

jibunu

BETTER FOR THE RESEARCHER

Respondents are not the only ones who benefit from interactive surveys, the researchers who take the time to create and implement them do as well. Remember, the more engaged your respondents are, the more likely they are to provide high quality, thorough responses to your questions.

INCREASED RESPONSE RATES

The increased engagement of interactive surveys hold respondent's attention for longer than traditional surveys, allowing for better, more genuine answers to questions. This means more responses, fewer drop-outs, and better information for the researcher to make use of.
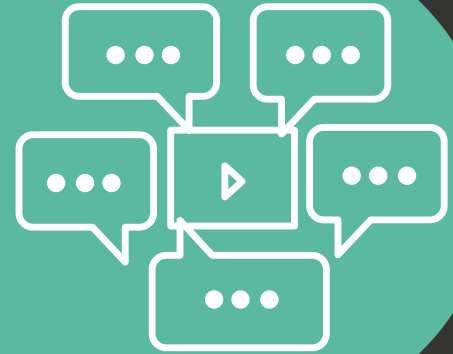
DIFFERENT TYPES OF DATA

Interactive questions and exercises provide data and insights that single and multi-punch questions cannot. For example, with image clicking, you can discover the specific parts of an advertisement that respondents like and dislike. Or with drag and drops you can learn how respondents categorize things like products, services, and companies.

STANDING OUT FROM THE COMPETITION

Interactive surveys are yet another useful tool in your utility belt that can help your company stand out to its clients. *They allow you to create something unique, something that hasn't been before, something that your competition isn't doing.*

jibunu

BETTER FOR THE BRAND

Respondents will view a survey as an extension of the business conducting it. Depending on the scope of the research, your survey may be an opportunity to create brand recognition among current or potential customers. *Think about who your audience is, what your brand is, and how the characteristics of each can be incorporated into your survey.*

THIS CAN BE AS SIMPLE AS MATCHING THE LOOK AND FEEL OF YOUR WEBSITE, INVITATION EMAIL, OR GENERAL BRANDING. MOVING BEYOND BLACK TEXT ON A WHITE BACKGROUND IS ITSELF A HUGE STEP FORWARD, AND USING YOUR BRAND'S COLORS, FONTS, AND OTHER GUIDELINES CAN MAKE THE SURVEY EVEN MORE ENGAGING.

jibunu

PART TWO

Examples of Interactive Questions and Exercises

Interactive questions can come in many different forms, from sliders to conjoints, to crowdsourcing and everything in between. If you know what you want to ask, but aren't sure about how to present the question, consider the following examples of interaction. Keep in mind many of these examples are not available as standard questions in DIY survey software and require some level of custom coding.
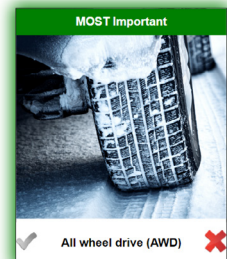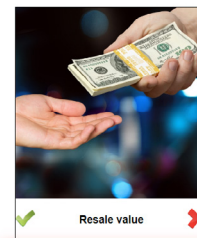
jibunu

MAXDIFF AND CONJOINT WITH IMAGES

It's been said that your brain processes images 60,000 times faster than text and that 90% of the information sent to your brain is visual. Although the source for such claims is difficult to track down, you may want to sprinkle a few images into your next survey just in case.

BEFORE

Most Important		Least Important
○	Resale value	○
⦿	All whell drive (AWD)	○
○	Chrome trim pieces/styling accents	⦿
○	Touchscreen infotainment system	○

Plan Details	Plan 1	Plan 2	Plan 3	
Price	$40/mo. per line	$50/mo. per line	$60/mo. per line	
Data Allowance	3GB/line/month	7GB/line/month	Unlimited	
Mobile Hotspot	not included	5GB/line/month	10GB/line/month	None of these
Unlimited Talk & Text	included	included	included	
Video Streaming	included 420p	included 720p	included up to 1080p	
Benefit	not included	not included	Netflix	
Auto Pay Discount	not included	-$10	-$10	
	○	○	○	○

AFTER

Resale value

MOST Important

All wheel drive (AWD)

LEAST Important

Chrome trim pieces/styling accents

Touchscreen infotainment system

jibunu Wireless

Number of Lines
1 2 **3** 4+

Plan Details	Plan 1 $35 /mo. per line	Plan 2 $45 /mo. per line	Plan 3 $55 /mo. per line	
Data Allowance ?	✓ 5GB/line/month	✓ 10GB/line/month	✓ Unlimited	
Mobile Hotspot ?	✗	✓ 7GB/line/month	✓ 12GB/line/month	None of these
Unlimited Talk & Text	✓	✓	✓	
Video Streaming	✓ 420p	✓ 720p	✓ up to 1080p	
Benefit	✗	✗	HBO	
Auto Pay Discount ?	✗	-$5	-$5	

jibunu

Swiping and Sliding, and Dragging Oh My!

SWIPING

Swipe functionality has become a standard expectation for many people, especially on mobile, and survey experiences are no exception. If your respondents are not on a touch-screen, they can use the arrow keys to interact with this feature.

IMAGE SWIPING

Please swipe right to indicate foods you like and swipe left to indicate foods you dislike.

Pepperoni Pizza

IMAGE CAROUSEL

Please scroll thorugh the following package designs and select the one that is <u>most</u> appealing to you.

jibunu

SLIDING

Sliding is one of the first interactive features added to online surveys and is still very popular. Sliders can be incorporated into numerous question types including rating and constant sum questions.

LIKERT/RATING SLIDER

Jibunu's survey features are...

Significantly Better
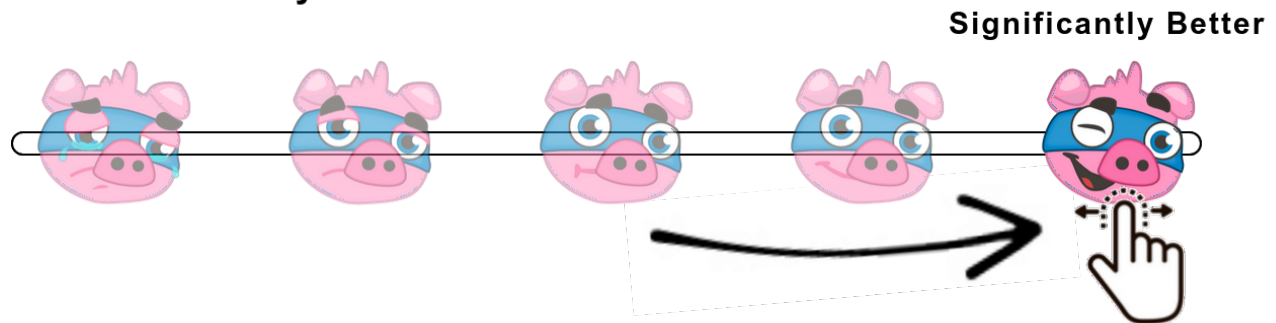
ALLOCATION SLIDER

What percentage of your investments are allocated to each of the following areas?

Your total must sum to 100%

Stocks		25%
Bonds		10%
Mutual funds		40%
Exchange Traded Funds (ETFs)		0%
Other		0%
Total		**75%**

jibunu

CARD/COMPARISON SLIDER

Combine a drag and drop with a slider to allow respondents to visually rank different items along a scale. This question creates a more interactive answering experience.

Which fruit is best used for muffins? Please drag the fruits onto the scale and rank them in the position that you feel they are best suited.

Muffins

Apple

Blueberry

Strawberry

Peach

0   100
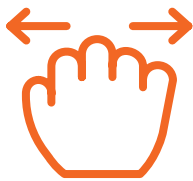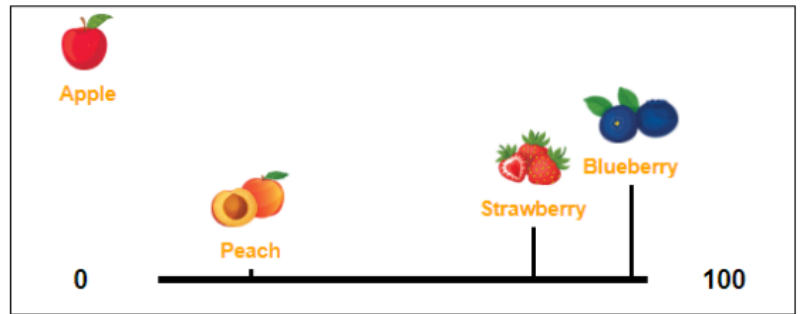
DRAGGING

Combine a drag and drop with a slider to allow respondents to visually rank different items along a scale. This question creates a more interactive answering experience.

RANK ORDER WITH DRAGGING FUNCTIONALITY

Please rank the following characteristics of a survey programming vendor in order of importance with 1 being the most important to you.

1	Communication
2	Quality of work
3	Project turnaround time
	Reliability
	Price

Rather than typing in numbers, let respondents click to rank. Add in the ability to drag answers up and down the list and you've created a much more user friendly experience compared to the traditional type-in method.

jibunu

Group the restaurants together based on how you think about them. Then create labels for each group.

Unhealthy Fast Food | Casual | Add Label

Please enter the group name:

Family Style

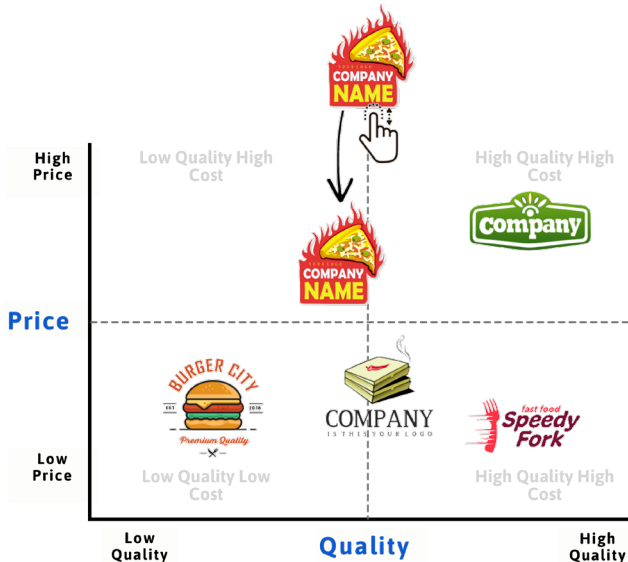Create Group | Cancel

DRAG AND DROP

Drag and drops are another popular way to add interaction to your survey. They typically involve dragging items into predefined buckets, but you can also let respondents create their own buckets as well.

Group the restaurants together based on how you think about them. Then create labels for each group

Breakfast | Lunch | Add Label

Please enter the group name:

Dinner

Create Group | Cancel

Drag the logo or click anywhere in the chart below to describe the quality and price of **Company Name.**

High Price

Low Quality High Cost

High Quality High Cost

Price

Low Price

Low Quality Low Cost

High Quality High Cost

Low Quality | **Quality** | High Quality

jibunu

CLICKING

What do you notice when you first see this advertisement?
Click on the portions that jump out at you.

	x	y
Click 1:	313	177
Click 2:	208	199
Click 3:	448	286
Click 4:		
Click 5:		
Click 6:		
Click 7:		
Click 8:		
Click 9:		
Click 10:		

X,Y coordinates are recorded in the survey data

With emojis and sticker options

GAMIFICATION

Turning your survey into a game can create the ultimate respondent experience! You can create different types of card games, role playing games, and trivia games. Gamification often includes a combination of interactive features, such as drag and drop and interactive images.

TRIVIA/QUIZ

jibunu

Eliminate and Rank

Respondents click on the deck of cards showing ice cream flavors. Once dealt, they can remove flavors they dislike by clicking on the card and "discarding" them.
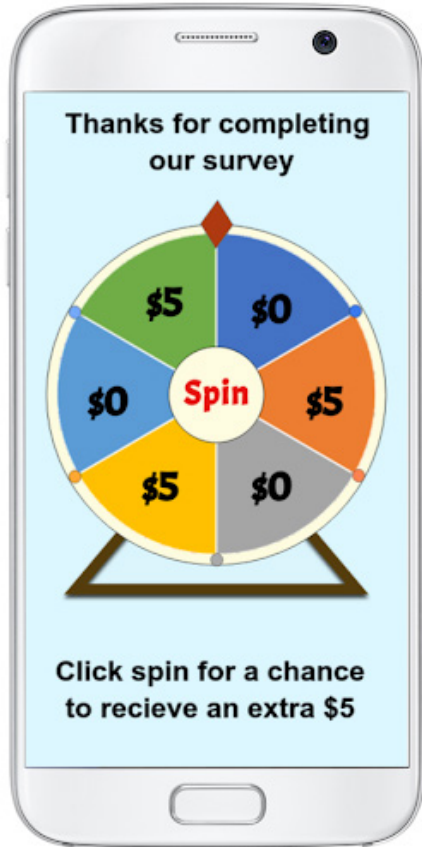
Then, click to rank their favorites in order from favorite to least favorite.

Cookies and Cream	Chocolate	Vanilla	Strawberry
Caramel	Mint Chocolate Chip	Coffee	Chocolate Chip

Cookies and Cream	Mint Chocolate Chip	Caramel	Coffee
2	**1**	**3**	
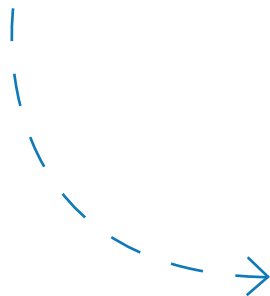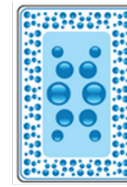
Card games are everywhere in online and mobile technology. Adding a card element to a survey is a simple way to incorporate gamification.

jibunu

BONUS INCENTIVE SPINNER

Thanks for completing our survey

$5 $0
$0   **Spin** $5
$5 $0

Click spin for a chance to recieve an extra $5

Combat survey drop-offs by giving respondents who complete the entire survey a chance to win extra incentives.

GAMIFIED PROGRESS BARS

$10
$8
$6
$4
$2
Money Meter

40%

Unlock Discount
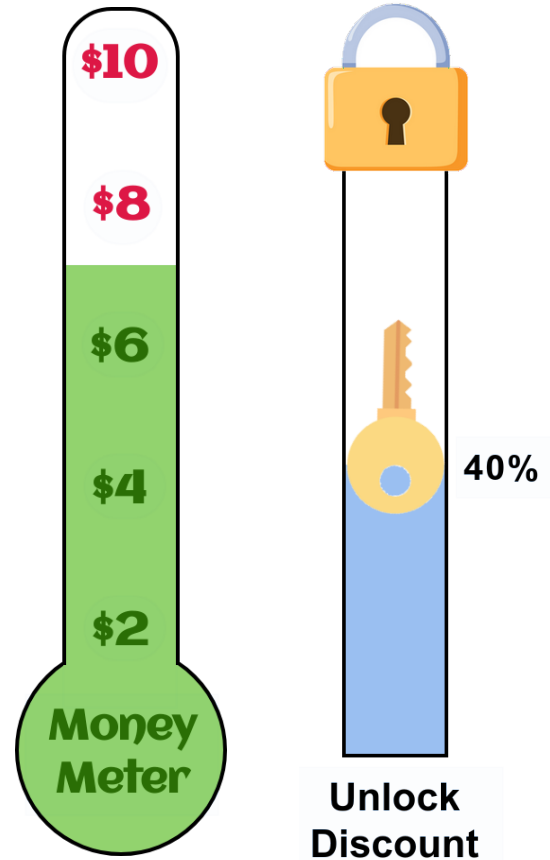
Keep respondents motivated with a gamified progress bar showing them how close they are to earning an incentive.

jibunu

HIGHLIGHTING

Add interaction to your concept test with an image and/or text highlighter. This makes it easy for the respondent to point out what they like and dislike while giving you additional insights and deliverables such as heat maps.

jibunu

You can also show a video of something cool! You can use an existing video, or take new video of something cool that is happening right now.

Upload a video below - here's how:

- Click "Choose File."
- Select your file and then click "Open." □
  - If you don't already have an existing video to upload, take a video using a camera and upload it to your computer.
- Once you have chosen the file, click "Upload File", then continue.

Choose File | No file chosen

Upload File

If you'd like your respondents to share information with you, media upload is a very helpful tool. Respondents can upload any type of file, from images to text documents, to videos or even audio files.

jibunu

Custom Tools and Exercises

If you are looking to maximize the impact interaction has on the respondent and the data, creating a custom tool or exercise is the way to go. Custom tools and exercises usually feature multiple types of interaction and provide for the researcher with insights that traditional survey questions do not.

BUILD YOUR OWN PACKAGE

In this exercise, respondents create their own can design by choosing from a given set of colors, labels, and graphics. This mix and match functionality can be used in many other ways such as plugging in different logos, taglines, images, etc. to create an ad you find most appealing.

Can Color

Can Label

Graphic 1

Graphic 2

www.Jibunu.com

jibunu
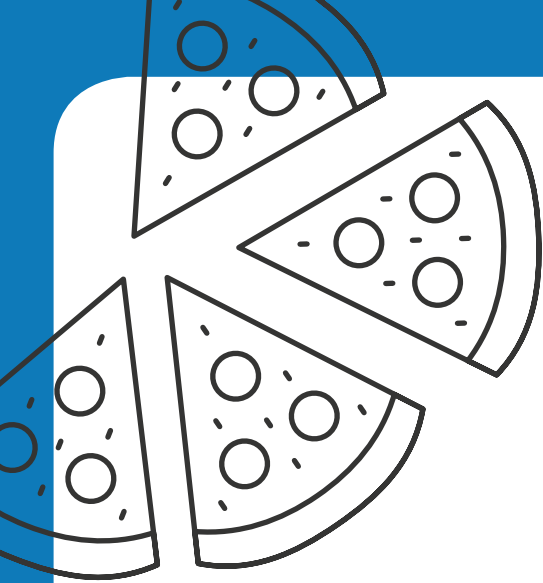
BUILD YOUR OWN PIZZA

Everyone love pizza right? Although this specific application is limited to a small subset of researchers, it serves as a good representation of what is possible.

To create your pizzas, drag and drop the toppings onto the pizzas below. If you need to remove a topping, click the X next to the topping listed below the pizza. Use the buttons to filter the type of toppings shown to help find what you need. If you want to remove the sauce or cheese, use the toggles below.

CROWDSOURCING

Surveys don't have to be used for just getting feedback on pre-existing ideas, you can also use them to help generate ideas.
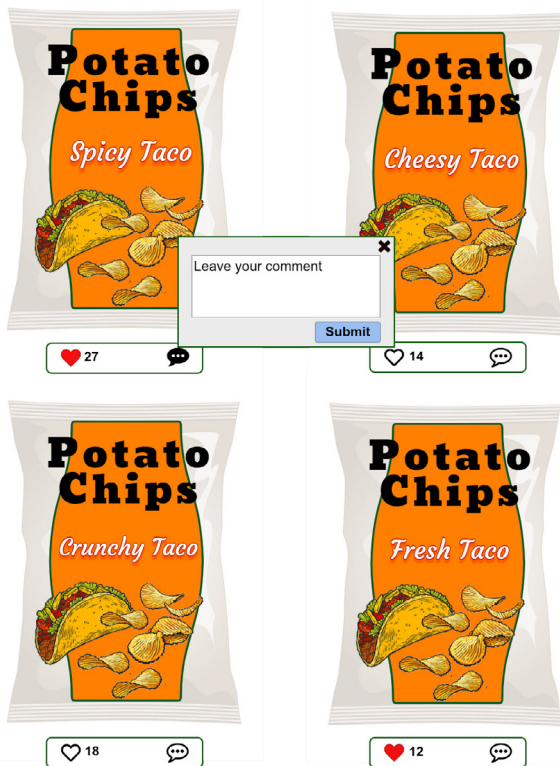
In this example, respondents are given a package design and are asked to come up with a name for the product. The text is overlaid onto the package to help them visualize what the package would look like.

Potato Chips
Spicy Taco

Enter your name here

Spicy Taco

Vote for your favorites by clicking on the ♡ icon and add comments by clicking the 💬 icon.

Potato Chips
Spicy Taco

Leave your comment

Submit

♥ 27   💬

Potato Chips
Cheesy Taco

♡ 14   💬

Potato Chips
Crunchy Taco

♡ 18   💬

Potato Chips
Fresh Taco

♥ 12   💬

In addition to creating their own names, you can also let respondents like and comment on names others have created.

jibunu
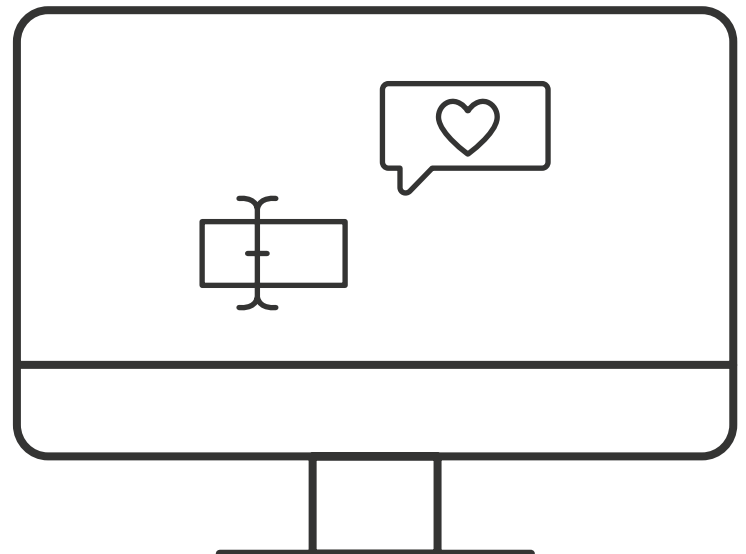
Shopping Exercises

Shopping exercises are used to test the appeal of products and determine the optimal packaging, size, features, and price.

VIRTUAL SHELVES

Virtual shelves simulate an in-store shopping experience, where products are placed on shelves. This example is in a grocery store setting and lets respondents "pick-up" and rotate products and zoom in on the shelf.

jibunu
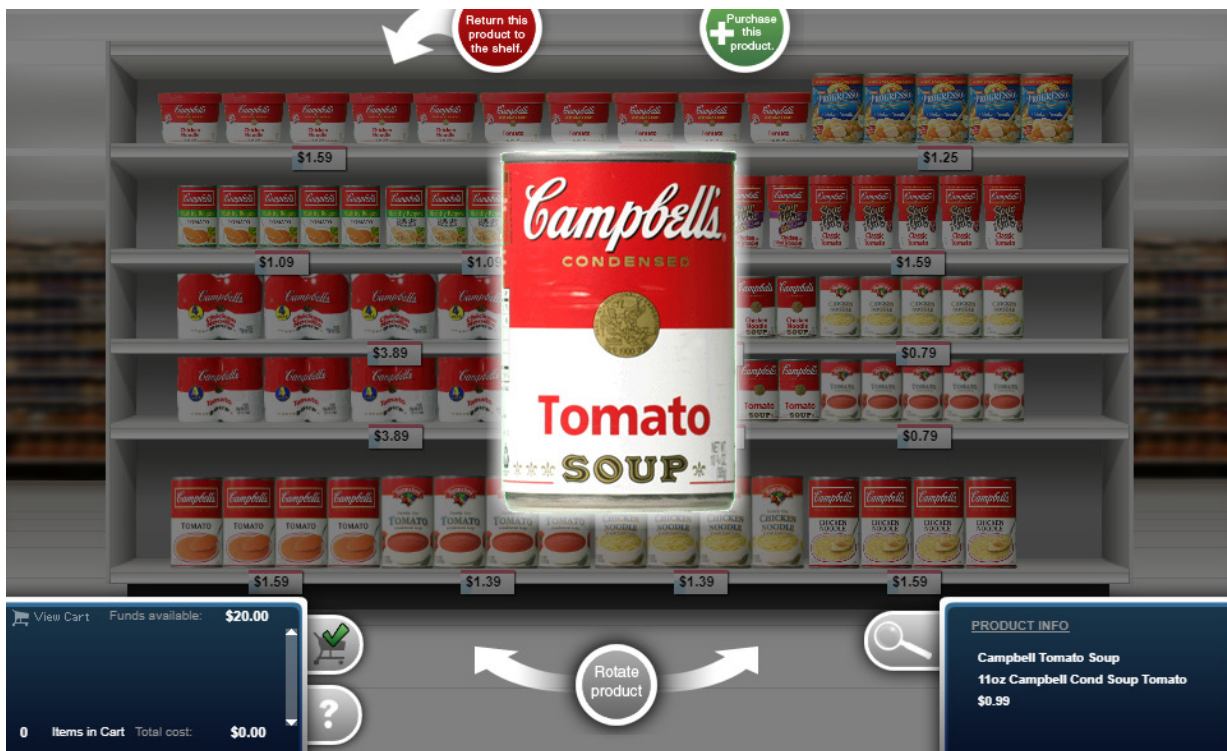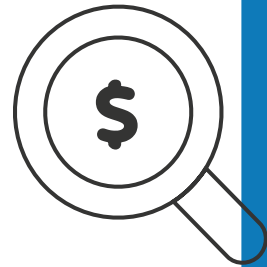
WEBSITE REPLICATION

Website shopping exercises replicate the experience of shopping online. Respondents can interact with the survey in the same way they would a website filter to narrow what's shown, ability to view more details, and add items to cart.

www.Jibunu.com

jibunu

Please click on any tools you would consider purchasing.

Use the arrows [◁] [▷] below to flip between pages and the [+] and [−] buttons to zoom in and out.

Page 2 of 3

SELECTION OF POWER TOOLS

Hamlet's Home Improvement

Buy The Tool Kit

Get 2 Select Power tools FREE

$399 was $499

RIDJIB Power Tool Kit
Includes 15 Amp 12" Miter Saw, 12-Volt Cordless Drill, and 15 Amp Reciprocating Saw   Model# JB782969

Jiwaukee   Model# JB263739
15 Amp 7-1/4 in. Circular Saw
$139 $179   Save $40

Jiwaukee   Model# JB784739
16 in. 43cc Gas 2-Stoke Cycle Chainsaw
$149 $179   Save $30

New

JeWALT   Model# JB275961
20-Volt Max Lithium-Ion Combo Kit (6-Tool) w/(2) 2Ah and (1) 4Ah 20-Volt Batteries
★★★★★   Model# JB275961
$499

JeWALT   Model# JB275936
7-1/4 in. 24-Teeth Carbide-Tipped Circular Saw Blade (3-Pack)
$54.97 was $64.97   New Lower Price

JeWALT   Model# JB271136
4.8 Amp Varible Spped Orbital Jig Saw
$44.97   SPECIAL BUY

BUY ON-LINE PICKUP IN-STORE

SPECIAL FINANCING
ON STOREWIDE PURCHASES $299 OR MORE

PRINT/DIGITAL ADS

Show respondents the exact digital and print ads they would see in their everyday life. Features such as page turning, zooming, clicking, and even pop-up with additional information can be added to create a fully interactive experience.

Please review the Jiwaukee 15 Amp 7-1/4 in. Circular Saw you said you would be interested in purchasing.
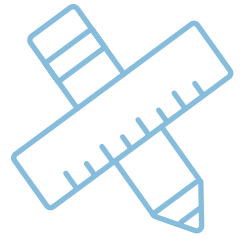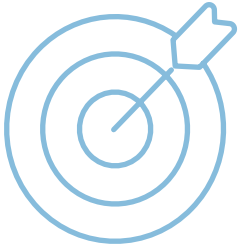
Jiwaukee   Model# JB263739

15 Amp 7-1/4 in. Circular Saw

$139   Save $40

Based on the information provided, how likely would you be to purchase this tool for the price listed?

| Definitely would not buy | Probably would not buy | Might or might not buy | Probably would buy | Definitely would buy |

jibunu

How to Make Your Survey Interactive

You likely have a goal for your survey in mind and have come up with some essential questions to achieve that goal. You may even have some ideas of what kinds of interactive tools you'd like to use in your survey. To make sure those ideas come to life in your survey, follow these 5 steps for creating an interactive survey.
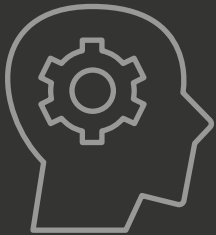
DEFINE GOALS

Whenever you're trying out something new, it's usually a good idea to know why you're trying it in the first place. Clearly defined goals will help ensure the rest of the process is as efficient as possible. Why do you want to make your survey interactive? **What problem are you solving?** Are you looking to add interactive features to standard survey questions or are you looking to create custom questions or exercises?

BRAINSTORM IDEAS

An interactive survey is not going to design itself. If you truly want your survey to be interactive, you need to **start brainstorming ideas as early in the process as possible.** Ask yourself how the questions you plan to ask be improved. Can you make a question easier or more enjoyable to answer, is there an exercise you can add to make the survey unique or fun? How can you ask a question that might make someone smile, or surprise them in a delightful, unexpected way?

jibunu

DESIGN THE SURVEY
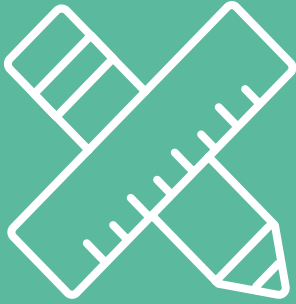
Now that you know what you are looking to accomplish and have brainstormed ways to do, it's time to take those ideas and turn them into a survey. Determine the types of interaction you plan to use and work them into your questionnaire. If someone else is going to be programming your survey, include detailed instructions on how you would like the survey to look and function and any special requirements for how you would like the data to be recorded.

DON'T FORGET ABOUT AESTHETICS

The actual number of ways to physically interact with a survey is limited, so aesthetics are extremely important when it comes to interactive surveys. Not all images, sliders, shopping exercises, drag and drops, etc. are created equally, if your interactive survey is poorly designed and clunky it will end up doing more harm than good. Try making your interactive questions as simple as possible while still feeling like they are from this decade. *If you need ideas, take a look at some websites, software, and apps you frequently use.*

ASK FOR FEEDBACK

If you are having any trouble with the above steps, don't be afraid to ask for help or feedback. People usually have opinions on this type of work, so why not use them to your advantage? *Share your ideas with a colleague* and ask them what they like, dislike, or would change about your interactive questions and exercises. Often times another set of eyes can turn a good idea into a great idea.

jibunu
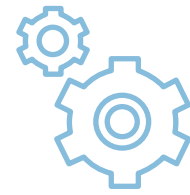
Tips for Success

Creating an interactive survey can be a fun and rewarding process that provides benefits for both the respondent and the researcher. However, to minimize any potential hang-ups and maximize the value of your interactive survey here are some tips to achieve a successful outcome.

PLAN AHEAD
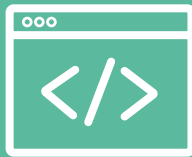
KNOW YOUR CAPABILITIES

Before you begin designing your interactive survey, make sure you or your vendor are capable of making your vision a reality. Most DIY survey tools have the basics but if you are looking to create something unique, custom coding will be needed.

BUDGET & TIMELINE

Creating an interactive survey can add time and costs to both the questionnaire design and programming process. Depending on the scope of your survey you may need to prepare for additional programming costs and a longer turnaround time.

jibunu

CREATE MOCK-UPS

Creating mock-ups will help you come up with and improve your ideas as well as communicate how you want them to look and function to the programmer. There are many tools you can use to create mockups, but often times Microsoft Excel or PowerPoint is enough to get the job done.

MAKE IT MOBILE FRIENDLY

The percent of surveys taken on a mobile device continues to increase with some estimates as high as 30-40%. There are some exceptions but for the most part, you should make sure your survey is mobile friendly, if not mobile optimized.

MAKE IT USER-FRIENDLY

When you start adding things like sliders, drag and drops, and highlighters to your survey there is the risk that respondents will get confused. Make sure your interactive questions are easy to understand and answer. Remember to include instructions or an instructional video/demo.

USE JIBUNU

We have been programming surveys for over 15 years! If you have an original or custom idea for keeping your participants engaged, we'll work with you to make it a reality. We understand the importance of precise data collection and are committed to making it a great experience for all involved. So come to us with your wildest ideas and we'll be just as excited as you to make them come true!

jibunu

Conclusion: Make Surveys You'd Enjoy Taking

One of the best ways to test your survey is to take it yourself! You, the researcher, should definitely complete the process, but you can also share it with others close to you whose feedback holds value in your eyes. The goal is to take a step back and see the survey through the eyes of someone who hasn't been involved in its creation. Pay attention to the clarity of how things are worded, the visual appeal of the style and colors, and the overall flow from one question to the next throughout the survey.
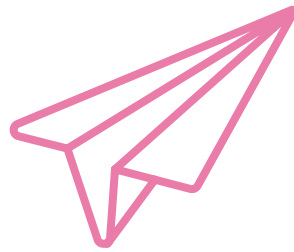
INTERACTIVE SURVEYS SHOULD BE COHESIVE EXPERIENCES THAT ARE BOTH EASY AND FUN TO TAKE!

jibunu

Jibunu is a pioneer of technology-enabled research services. Since 2003, we have been known for superior survey programming and research tool development.

WHAT IS JIBUNU?

The best in…

- Survey Programming
- Technology Consulting
- Custom Tool Creation
- Qualitative Tools
- Process Automation
- Collaboration
- Much More

WHAT WE DO

QUANTITATIVE: Complex logic and branching, trackers, segmentation, patient charts, concept testing, discrete choice, shopping exercises, custom-built tools, and much more!

QUALITATIVE: Interview flow programming, secure content hosting, interview scheduling, interactive exercises and process automation.

SUPPORT SERVICES: Consultation, process analysis and enhancement through technology, broadcasting, product photography, incentive fulfillment, coding, data analysis, sample procurement, and translation.

CONTACT US:

978-537-5510

EMAIL

JIBUNU.COM

310 AUTHORITY DRIVE, FITCHBURG, MA 01420

Sources

1. **Attention Guiding In Multimedia Learning**
   https://www.researchgate.net/publication/222691540_Attention_guiding_in_multimedia_learning

2. **International Journal of Market Research**
   https://journals.sagepub.com/doi/abs/10.2501/IJMR-2017-039?journalCode=mrea#articleCitationDownloadContainer