11

In this chapter, we will learn the following to World Class CAD standards:

- The Purpose of a Web Survey
- Types of Questions
- Distributing the Survey

The Purpose of a Web Survey

Web Surveys serve many purposes for our use in a website.

- To identify the web site's strengths and weaknesses.
- To share ideas from a more diverse group than just the web developers.
- To help us develop a plan to steer the continual development of the website.
- To look for new methods to communicate to our audience.

Web Survey
Welcome to
1. Does the home page communicate a clear idea? 1 2 3 4 5 6 7 8 9 10 Not clear Clear Very clear
What idea does the home page communicate? Quality
Do the colors and shapes match the webpage concept? 1 2 3 4 5 6 7 8 9 10 Not matching Average Matching
What shape, color, or graphic is your favorite? (check the appropriate box) Banner Words Homepage main image Policies Gallery
Do you believe that all the steps in the buying stage are needed for the consumer? 1 2 3 4 5 6 7 8 9 10 Not useful Useful Very useful
6. Order 6 links found on your homepage in sequence of usefulness?
7. Would you most likely order products online, or email us for orders?
Online Email 8. Do you feel that the buying process is as easy as most other sites you can buy things on?
1 2 3 4 5 6 7 8 9 10 Not Complete Partially Very Complete
9. After reading the information, do you feel that it is clear? 1 2 3 4 5 6 7 8 9 10 Not Clear Somewhat Clear Very Clear
10. Are the Email Addresses easy or hard to find on the website? 1 2 3 4 5 6 7 8 9 10 Hard to Find O.K. Easy to Find

Figure 11.1 – Sample Survey, page 1

An effective web survey should be able to fit certain criteria. The survey should have a maximum of one page, front and back when printed out. We find that the answers are more inaccurate the longer the survey is. When browsers on the Internet have to respond to too many questions, they tend to be less attentive as they go along. We also want to ask at least two questions for each category. We can verify the accuracy of the response by comparing the two responses.

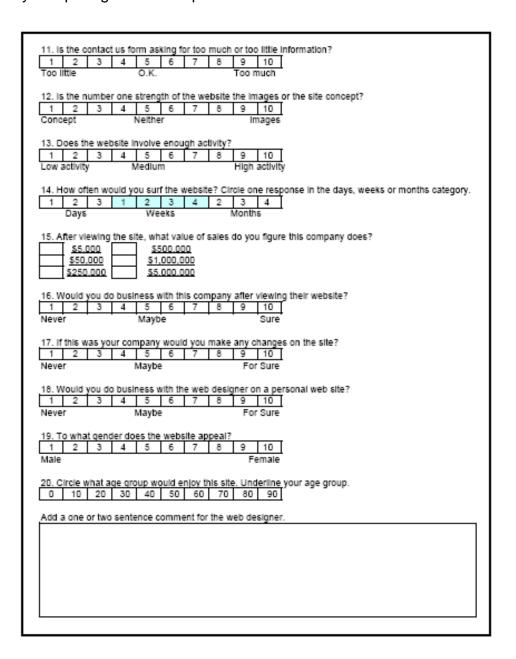


Figure 11.2 – Sample Survey, page 2

Types of Questions

There are several different types of questions we can ask on our survey. Each question has a format that fits it best. One type of question is the dichotomous or yes and no question. This type of question is the least desirable for us. When a person answers yes to a question, but was teetering close to a negative response, the yes and no option does not give us a definitive feeling of the user. We suggest that survey writers only use yes or no type queries when we examine areas where there is less ambiguity. Like do you use an Internet Explorer when you view a website? This is a definite yes or no question.

Types of Questions

The Dicho	tomous Questior	Are you using I	Internet Explorer to browsse the websit			
The Multip	ole Choice Quest	ion				
	15. After viewing \$5,000 \$50,000 \$250,000	\$500,000 \$1,000,000	sales do you figure this company does			
The Rank (Order Question					
	4. What shape, color, or gra Banner Word Policies Pictu	ds Homepage	ank from 1 to 6, with 1 being your favorit main image			
The Semantic Differential Scale Question						
	16. Would 1 2 Never	you do business with th	his company after viewing their website?			

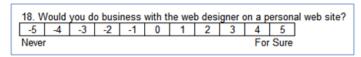
The multiple choice question gives the surveyee the ability to pick from a range of respnses that best match their opinion. We trust the outcome from this type of question since the person surveyed can choose their answer. To authenicate the response for an extreme positive or clear-cut negative by asking for a comment when the judging has been critically pro or con.

A better type of question for us than the multiple choice is the ranking question. Here is the above example, the person taking the survey orders their response from 1 being their favorite to 6 being their least preferred. Now, we can see a range of information based upon how relative one web page is to another. This is a harder question to answer, so some surveys do not use the rank order query.

One of our favorite style of questions uses the semantic differential scale for a response. Better than the yes or no type, this method obtains a numeric value of how the person

feels about the web page. The Stapel Scale in the example below uses the same concept however we use a zero for the middle of the responses with the right side of the range achieving a positive and the other side getting negative numbers.

The Stapel Scale Question



Open Ended Questions



Finally, we have the open ended question such as the comment box. We feel that we should offer the surveyed person the opportunity to express themselves, but when we tally the results, open ended responses will be covering a wide scope of material. We may not be able to categorize their feelings as neatly with this type of query.

Selecting Questions

We should choose questions that focus on a wide array of areas in our website design. First, we should **examine the focus** of our site: are we getting the main idea across? It is important for a site to communicate its intended ideas.

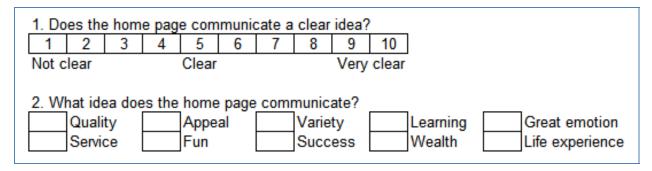


Figure 11.3 – Questions that Examining the Focus

Next, we should ask about the visual aesthetic value of our site with questions that **examine the art**. After all, the Internet is a visual medium. With these questions we should be able to evaluate the appeal of our design as well as discovering its strengths and weaknesses.

3. Do	3. Do the colors and shapes match the webpage concept?									
1	2	3	4	5	6	7	8	9	10	
Not n	Not matching Average							Mat	ching	•
	nat sh Bann Polici	er		or gra Word Pictu	s			epage		the appropriate box) image

Figure 11.4 – Questions that Examine the Art

Another important aspect of a website is its functionality, especially for commerce sites. We should include some questions that ask our audience about their experience with the **technical aspects** of the site: does everything work properly?

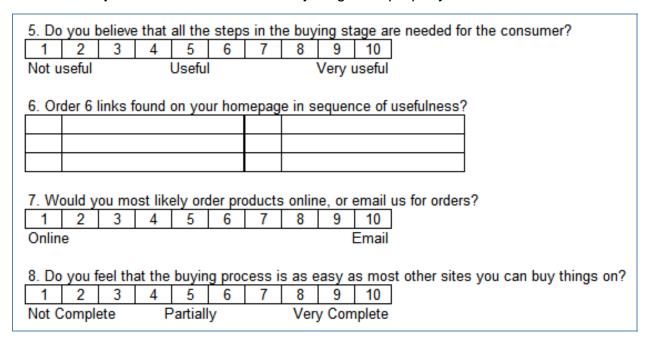


Figure 11.5 – Questions that Examine the Art

The **clarity** of the site is also an important aspect that we should ask about. Does the information we are presenting make sense? Is the important information easy to find?

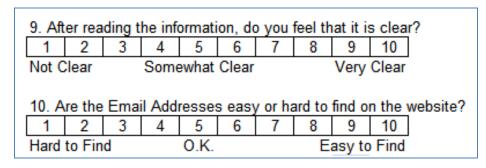


Figure 11.6 – Questions Regarding Clarity

Knowing our audience's relationship with the site is also important. How often do they plan to visit? Does it provide the user with a reasonable level of **interactivity**?

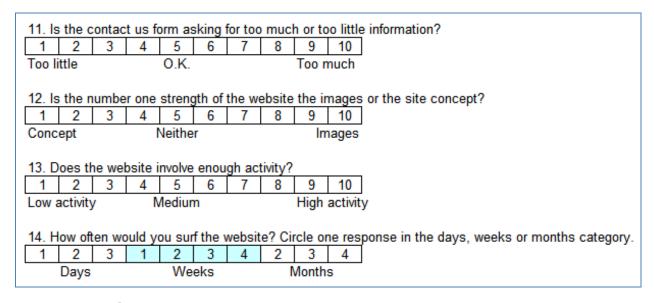


Figure 11.7 – Questions about site activity and interactivity

The website should reflect certain aspects of the company it represents, one of which is **value**. We should ask our audience what they think about the company based on the site.

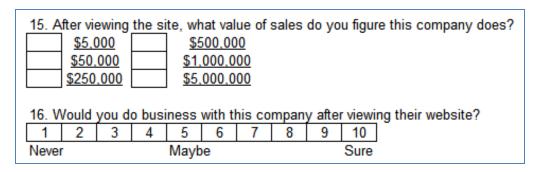


Figure 11.8 – Questions about site value

Putting our audience in the shoes of a company executive will give them a chance to own a part of some answers they supply. We should ask some questions treating our audience as **management**.

17. If	17. If this was your company would you make any changes on the site?								
1	2	3	4	5	6	7	8	9	10
Neve	Never Maybe							For	Sure
18 V	18. Would you do business with the web designer on a personal web site?								
10. 1	voulu	you u	ว มนธเ	liess	with t	ne we	o desi	gner	on a personal web site?
1	2	3	4	5	6	7	8	gner (10

Figure 11.9 – Treating the Surveyed as Management

Naturally our site is going to appeal to certain groups of people more than others. To get an idea of how demographics affect the effectiveness of the website, we should ask some questions that **identify the target group**.

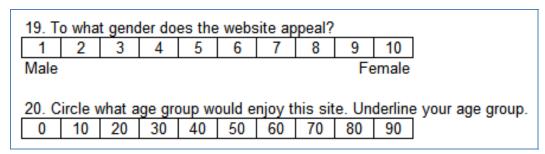


Figure 11.10 – Questions that Identify the Target Group

Finally, allowing the survey subject to add any additional feedback not included in the questions might elicit some more specific suggestions that we should consider. We should add a section for **comments**.

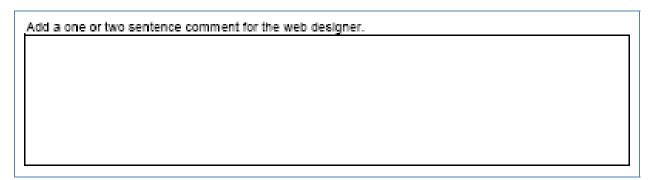


Figure 11.11 – Comment Section

Print 25-50 copies of the survey and distribute by hand. Email and web surveys are also a quick and easy way to get feedback about your site. We will cover tabulating survey results in the next lesson.

The Distribution of a Web Survey

Print 25-50 copies of the survey and distribute by hand. Email and web surveys are also a quick and easy way to get feedback about your site. We will cover tabulating survey results in the next lesson.

* World Class CAD Challenge 43-11 * - Create a 2 page website survey that communicates adequately to your target audience. The website survey should contain no errors. Complete this task in less than 60 minutes to maintain your World Class ranking.

Send your best time and a copy of your storyboard for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

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