Applying UI/UX Best Practices for Web Surveys

Prepared for FedCASIC 2019

Presenter Rebecca Watkins
RTI International is an independent, nonprofit research institute dedicated to improving the human condition. We combine scientific rigor and technical expertise in social and laboratory sciences, engineering, and international development to deliver solutions to the critical needs of clients worldwide.
<table>
<thead>
<tr>
<th>1</th>
<th>OVERVIEW</th>
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<tbody>
<tr>
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<td>Why?</td>
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<td>How?</td>
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<thead>
<tr>
<th>2</th>
<th>FEATURES</th>
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<tr>
<td></td>
<td>Best practices</td>
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<td>Common question types</td>
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<td>Mobile</td>
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<tr>
<th>3</th>
<th>CONCLUSION</th>
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<tbody>
<tr>
<td></td>
<td>Getting started</td>
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<td>Resources</td>
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WHY A TEMPLATE?

Everyone hates bad User Interfaces. We wanted to standardize our surveys with best practices.
Overview

**WHY A TEMPLATE?**

Frequent need for “personalized” survey branding

Many different people working on survey creation

People working on survey creation may not have in-depth knowledge of front end web languages (HTML, CSS, JS)

Time saving
WHAT’S IT MADE OF?

Mostly a single Cascading Style Sheet (CSS) file

Some JavaScript

Made to be easily modifiable
SO WHAT DOES IT LOOK LIKE?
GENERAL WEB SURVEY BEST PRACTICES

Questions above and in-line with answer spaces.
GENERAL WEB SURVEY BEST PRACTICES

Text entry boxes that are sized appropriately for the answer
GENERAL WEB SURVEY BEST PRACTICES

Example Survey

Standard checkbox question.

- Choice 1
- Choice 2
- Choice 3

Emphasize question text

Questions? Contact the Example Study at example@rti.org or 1-800-XXX-XXXX.
GENERAL WEB SURVEY BEST PRACTICES

Mobile friendly

Questions? Contact the Example Study at example@rti.org or 1-800-XXX-XXXX.
Differentiation of visual elements
"Save and Continue Later" option and progress indicator: accessible but not prominent.
Features

GENERAL WEB SURVEY BEST

Example Survey

Help and Contact Information: available but not distracting.
Features

GENERAL WEB SURVEY BEST PRACTICES

“Back” and “Next” buttons: carefully positioned
Answer space display: white against a colored background
**Features**

**GENERAL WEB SURVEY BEST PRACTICES**

**Example Survey**

Standard radio button grid. Can be changed in question settings to check box grid. Column width can also be adjusted.

<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
<th>Column 4</th>
<th>Column 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row information goes here.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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Grid-type questions: shaded rows

Questions? Contact the Example Study at example@rti.org or 1-800-XXX-XXXX.
### SPECIAL CASE QUESTIONS

#### How often do you come to FedCASIC?
- Always
- Often
- Sometimes
- Seldom
- Never
- Don’t Know/Not Applicable

#### How would you rate...

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Above Average</th>
<th>Average</th>
<th>Below Average</th>
<th>Very Poor</th>
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</tr>
</thead>
<tbody>
<tr>
<td>The yumminess of your last sandwich?</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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Address question: in-line vs. commonly-seen layout
Date question: separate inputs vs. “date picker” tool
Features

MOBILE

Easy-to-tap choice options and navigation buttons

Questions? Contact the Example Study at example@rti.org or 1-800-XXX-XXX.
Features

MOBILE

Example Survey

<table>
<thead>
<tr>
<th>Column 1</th>
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<th>Column 3</th>
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<tbody>
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Grids are “stacked” on mobile.
Features

**MOBILE**

...while retaining special features.

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Example Survey
Features

MOBILE

Example Survey

Shading of alternate rows with side-by-side selection.

Shorter grid with alternating row colors.

Row Item 1

Yes  No

Row Item 2

Yes  No

Row Item 3

Yes  No

Row Item 5

Yes  No
Features

MOBILE

“Spinner”-style date picker
HOW’S IT GOING?

Successful use on a number of surveys so far

Limited need for help from a programmer

Good reception from clients
HOW CAN I DO IT?

Consider a style guide
Write clean HTML
Test on mobile
REFERENCES


