

How to Optimise Surveys for Mobile Devices

Follow these guidelines to create great surveys for smartphones and tablets.

The number of respondents replying to surveys through smartphones and tablets has increased dramatically in recent months – it's now standing at over 25% of all responses. Increasingly, users of Facebook, Twitter and other social media are sharing links to surveys with friends, and often the respondent will access the survey while on the go. Mobile-friendly surveys are now an imperative.

We've done a lot of work on optimising ALL of our surveys to work on mobile devices without the need to create special versions of them. We've re-engineered video, audio, matrix and slider questions to work on touch screen tablets and other mobiles. So you needn't worry about what questions you are using in Demographix.

The following tips will help you develop surveys that are optimised for mobile devices. Follow them to get bigger response rates and more accurate data from the Mobile Generation.

1. **Keep focussed and “to the point”!** The holy mantra for all online survey design is to keep it focussed, succinct and unambiguous. Don't overload your respondents with long pages of questions. We advise that surveys streamlined for mobiles should have one question per page, and no more than 10 pages per survey. Mobile users are easily distracted, and you need them to complete your survey quickly and submit their data. A longer survey will impact response rates.
2. **Make sure your standard survey can adapt to mobiles:** When it comes to mobile-friendly surveys, many designers prefer to stick to simple single-choice or multiple-choice questions, but we think this can create very one-dimensional surveys. Just make sure you choose a survey supplier that supports more complex question types (ranking, matrix, sliders, multimedia. etc) on smartphones and tablets as part of a standard survey. You shouldn't need to create a special version of your survey for mobiles only – we believe the survey should adapt to the display requirements. If it's a mobile, the survey should build itself for that device.
3. **Make sure matrix questions can redisplay dynamically:** Matrix questions with long pieces of text in the y-axis (row titles) or many options on the x-axis (possible answers) have been problematic for mobile users in the past – but not anymore. Dynamic resizing technology will break up each row of a matrix into a separate question that is more easily viewed on mobiles. The matrix question *shown above*, for example, will reformat itself on a smartphone into a series of individual questions, displayed in a streamlined way, one underneath each other (*see over*). This works also in a standard browser, so that surveys show themselves optimally, depending on the width of the viewing window.
4. **Ensure audio and video files work in mobile devices:** The introduction of the iPad and iPhone posed a major dilemma for online survey providers who relied heavily on Flash technology, as Apple refused to support Flash on the devices and in its Safari operating system. However, we

Matrix questions will reformat for narrow screens

Please tick all that apply

	Brand U	Brand X	Brand Y	Brand Z	None of these
I am aware of this brand	<input type="checkbox"/>				
I have bought this brand	<input type="checkbox"/>				
I trust this brand	<input type="checkbox"/>				

have been working on HTML5 video and audio support, which gets round the Apple ban on Flash technology. When you upload a video or audio into your account, we automatically convert it and embed code that will play the correct version in the browser being used to view the survey. It's all done behind the scenes, and there's nothing for you to worry about. But you can be certain that the right version of your video will play on all mobiles and tablets.

- 5. Test your survey in multiple environments:** While building your survey, it's a good idea to see how it works on mobiles as you build it. This can be a problem with systems that require a survey to be fully complete and activated before you can see how it performs. The Demographix "Preview mode" means you can check out a survey's full functionality in all the main environments and browsers without needing to publish and unpublish it repeatedly. It's easy to send the survey's URL to different smartphones or tablets and see what the survey looks like as you build.
- 6. Tap into the "power of crowds" by using social sharing options:** Demographix has enabled social sharing for any new survey through a simple "point and click" interface in a survey's properties.

Matrix questions will reformat for narrow screens

Please tick all that apply

I am aware of this brand

Brand U

Brand X

Brand Y

Brand Z

None of these

I have bought this brand

Brand U

Brand X

Brand Y

Brand Z

None of these

I trust this brand

Brand U

Brand X

Brand Y

Brand Z

None of these

EDIT SURVEY PROPERTIES AND PERMISSIONS

DETAILS SUMMARY COLLEAGUES CLIENTS

Name of Survey
Create research with a crowd-sourcing edge

Internal reference
Internal testing

URL(s) to give access to this Survey QR CODE
http://www.demographix.com/surveys/53YK-J48Q/YRZTKGL9/

Options for Progress bar and navigation buttons
None Nav buttons on left Hide previous button

URL of page to display when survey has been submitted
VIEW
Same for all Based on answer
 Show even when survey is in pop-up

Invite respondents to share this survey on the following social networks or by email after they have completed the survey

Like Tweet +1 Email PREVIEW

Text to display when the survey has been closed to responses
This survey is now closed to responses

Advanced survey options
 Enable Save & Resume H
 Change survey width H
 Set survey language H

Revert Save changes

- Survey creators can allow respondents to share a survey link (once they have completed it) with friends and followers on Facebook, Twitter and Google+, as well as sending email invites with personal messages to their mates. Simply click on the Details tab in the Survey properties menu (*as shown at right*) and tick the relevant service icon boxes that you wish to enable. After respondents have submitted their answers to a survey they are then shown the social media options you have enabled. A tweet on Twitter. A Like posting on their timeline. Some emails sent to friends with a personal note attached. All handled by us.
- 7. Keep an eye on the Statistics!** Finally, a word of advice for those of you who aren't sure if you need to worry about mobile users. Keep an eye on the Devices tab in your statistics – for every survey in Demographix, we show you what device was used to submit the response. If you aren't getting big hits from

smartphones and tablets then you are potentially missing out on where the (initially consumer, but increasingly professional and b2b) action is. Maybe you need to take action to streamline your surveys to increase that mobile response "hit rate".