

Dynamic, Engaging Surveys

We believe it's not enough simply to ask questions. To achieve a high response rate, your survey should be intuitive, interactive, and above all, engaging. With Snap Survey Software you can create professional, branded online, paper, and mobile surveys which deliver an enjoyable and personalized experience for each respondent.

This section describes:

Custom Branded Surveys

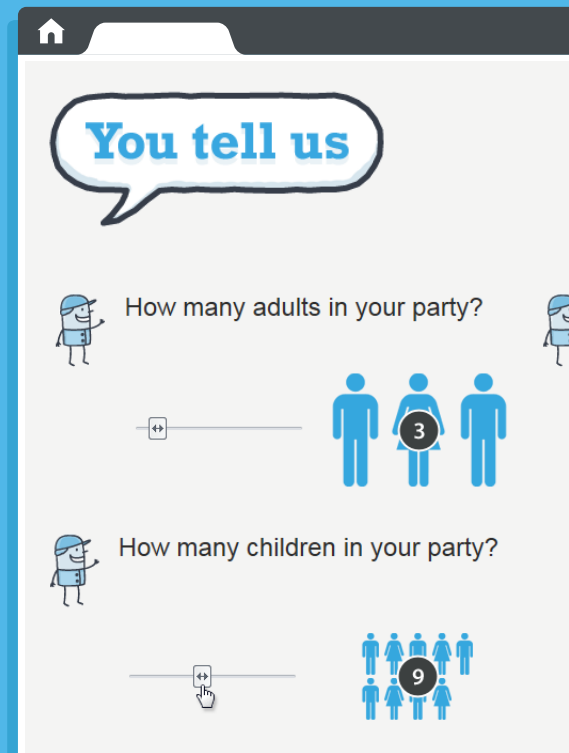
Quickly create surveys in any format and any language, with total flexibility to reflect your organization's brand.

Responsive Questionnaires

Customize the participant experience using features such as question routing, masking, text substitution, and in-survey calculations.

Interactive Questions

Increase response rates and make your survey enjoyable to complete. Choose from a variety of question sliders and interactive images, or create your own.



Custom Branded Surveys

Ensure the look and feel of your survey reflects your organization's brand. Snap Survey Software includes extensive survey design options, enabling you to create a custom, professional questionnaire specific to your requirements.

Survey design options include:

- Quick-start survey templates and question styles; modify, save, and reuse.
- Creating surveys and question libraries in any language.
- Inserting images in headings, backgrounds, and in place of question or answer text.
- Printing surveys in a range of layouts and paper sizes.
- Adding security logins with different levels of access in the online survey management system.
- Deploying online surveys using a custom URL and 'email from' address.
- Displaying online surveys within a window size of your choice.
- Making online surveys accessible to all participants by conforming to WC3 guidelines.

Options to customize online surveys:

- Insert your organization's logo with website hyperlink.
- 42 colorful styles; position above, below or beside answer text or provide your own.
- 28 vivid button styles, or provide your own.
- 12 lively progress indicators, or provide your own
- Add row highlight to individual questions
- Additional action buttons, including Restart, Print and Save
- 13 vibrant slider styles, or build your own
- 24 interactive images, or create your own



Responsive Questionnaires

Take a customer friendly approach to online and mobile surveys with Snap's responsive features. By delivering a unique and personalized questionnaire for each participant, the interview process will feel more like a conversation - and you'll get higher response rates and more accurate data in return.

Features include:

- Question routing (or skip logic)
- Text substitution (or piping)
- Database links
- In-survey calculations
- Answer code masking
- Randomization
- Response validation
- Quotas

Question Routing

You rarely ask every respondent every question. With question routing, you can ask questions based on replies, or any combination of replies given earlier in the survey. Routing can be applied to any question, whether qualitative or quantitative. Question routing is also active while entering data from paper surveys, so you can always be sure of consistent data.

Which national supermarket chains can you think of?

Aldi Lidl
 Asda/Walmart The Co-operative
 Costco Sainsbury's

Specify the name of the first "Other" supermarket chain mentioned

SupaSave

Which is your **FAVOURITE** store?

Aldi Supasave
 The Co-operative Sainsbury's

Text substitution

Feed a previously given answer into the question or answer text of any subsequent question. Snap's text substitution works with both qualitative and quantitative questions, and can be used to create questions with content generated completely from answers previously given.

Database Links

Personalize surveys and keep your records up to date. Respondent information held in your database can be inserted anywhere in the survey and can also be used to pre-answer questions. For example:

- Present questionnaires in a participants preferred language.
- Include address and other personal information in the questionnaire.
- Combine with text substitution to pre-populate the survey with known information.
- Automatically update your database with new or amended information from the survey.

Green House Residential
Tenant Repairs Survey

Good morning Mr Smith
We recently carried out a repair at your address and would like you to provide some feedback. First, please check the information we hold about you and correct if necessary.

Full name of main tenant
 Preferred email address
 Date of birth
 Number of tenants over 18
 Number of tenants under 18

Click "Next" to begin the questionnaire.

In-survey calculations

Snap can perform calculations as the survey is being completed, resulting in a survey that is tailor made for each participant.

Example uses might include:

- Tailoring a greeting according to the current time of day.
- Using participant date of birth to calculate age now or on a specific future date.
- Displaying an appropriate “Thank You” page according to participant demographic.
- Calculating and presenting quiz scores.

Answer Masking

Display or hide individual answers for multiple choice questions. Many questions involve choosing a first answer, followed by a second, and then perhaps a third. Masking ensures accuracy by hiding the first choice option when requesting a second choice option, and so on.

Randomization

Bias can be a problem in any survey. Randomization helps to avoid this by changing or reordering survey content for each participant:

- Randomly present individual pages of a questionnaire.
- Randomly select individual questions from a pool.
- Randomly order questions in a grid, such as rating scale questions
- Randomly order answer codes in a multi choice question.

Response validation

Ensure the survey is intuitive to complete and you get the accurate information you need. Options include:

- Making questions mandatory.
- Setting multiple choice questions to allow single or multiple replies, with the further option to set a minimum or maximum number of replies.
- Configuring questions to accept only specific values or range of values, for example numbers, dates, or times.
- Applying patterns to ensure that responses are entered in a specific format, for example zip codes, email address, or employee IDs.

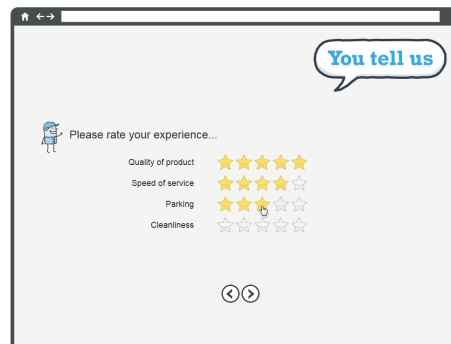
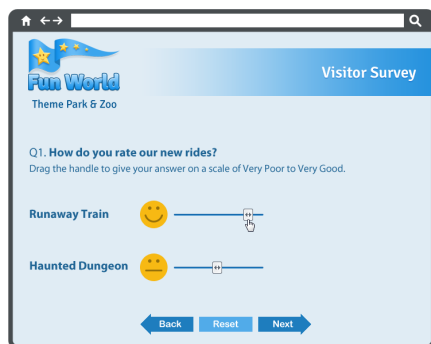
Quotas

Control how many respondents within a particular group are interviewed. Specific limits can be linked to an individual question, or a combination of questions, for example males, or males over 40.

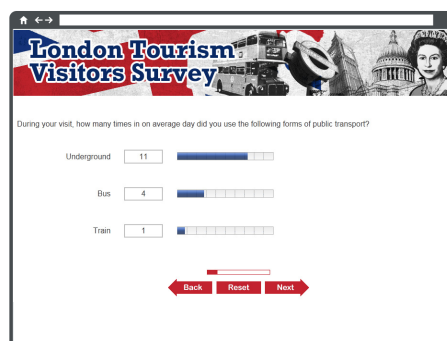


Interactive Questions

Our research tells us that respondents are more engaged with the subject of a survey when questions are presented in a colorful and interactive way. Snap Survey Software includes a range of interactive question types to help you achieve a higher response rate and get more accurate replies.



5 star rating scales or smiley sliders are a great alternative to traditional rating scales. Where a checkbox question might be limited to a five or ten point scale, a slider can have many more points on its scale while occupying no more space on screen, resulting in a wider range of data, and the potential for more sophisticated analysis.



Include multimedia such as video or audio

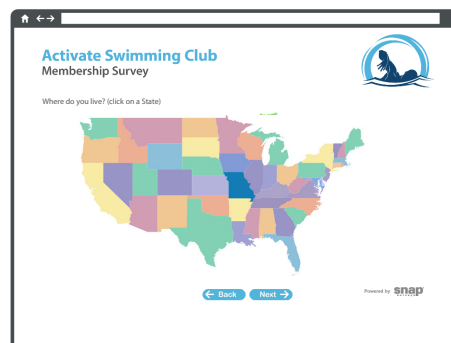
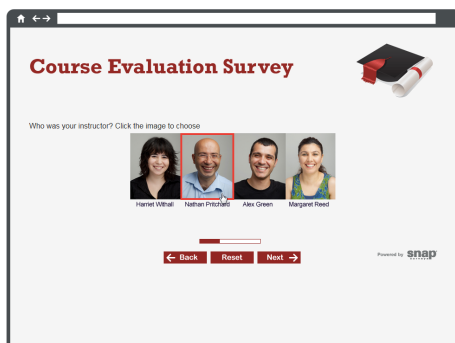


Image hotspots are a visual and interactive alternative to checkboxes, with responses given by clicking directly on the image. Snap is supplied with a range of pre-built image hotspots such as this UK map or you can use the editor to build your own.