Getting started with Snap Mobile Anywhere

Should you require any technical support for the Snap survey software or any assistance with software licenses, training and Snap research services please contact us at one of our offices. Details can be found at www.snapsurveys.com or under About Snap in the Help menu of the software.
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1: Set up a survey framework

When you first start Snap you are presented with the Survey Overview window showing a list of all the surveys that have been stored in your current working folder.

1. To start a new survey, click at the top of the Survey Overview window. A new dialog will appear entitled Survey Details.
2. Type a name in the Survey field e.g. Quick

3. Press [Tab] and enter a description of QuickStart Satisfaction Survey in the field marked Title.

4. Below the Title field is a series of fields marked New Survey Settings, which set out the look and feel of the questionnaire.
   - Select Mobile for a Snap Mobile Anywhere survey.
   - Select Tablet as the device.
   - The default setting for Language is set by your system.
   - The default Style Template is set to Default tablet.qsf. This determines the layout of your questionnaire, together with the fonts and the buttons used in your questionnaire.

   These settings can all be modified but leave them as they are.

5. Click [OK] to create the framework for the new survey. Snap will then display the Questionnaire-Design Mode window, which at present contains no questions.
2: Design a questionnaire

Snap has over a dozen different types of styles and questions. These range from multi-choice questions to open questions, from free text to numeric answers, from titles and subtitles to notes and instructions. Each of these has a style defined in Snap. You enter the question text and answer labels and Snap will format the questionnaire for you.

Snap comes with style templates that have been created for particular tasks. The Default tablet template has been designed for tablet and kiosk surveys and includes all the buttons, the colors, the background, the fonts, the drop down lists and the layout for a basic kiosk survey. None of the templates are fixed – you merely use them as guides. If you want to alter a specific question layout, you can. Snap will keep all your changes with that particular survey.

This survey assumes that you are designing for a kiosk. You can therefore assume that you have a reasonably sized screen so you can use graphics, but you might want to consider limiting free text questions, depending on the quality of the keyboard.

2.1: Start with a heading for the survey

Headings and sub-headings can be placed anywhere in your survey, but Snap assumes that a new survey has a heading at the beginning together with some instructions. The Default Tablet template has been set up so that the styles Title and Sub Title are assumed to start the questionnaire.

The toolbar at the top of the Questionnaire window already shows Title as the Style Name for the first item. (The default settings for Title are for the text to be blue in an Arial font).
Design a questionnaire

(The **Questionnaire – Design Mode** window should already be open. If not, then click the button on the main toolbar. You will see a blank questionnaire showing a highlighted area for the **Title** of the survey).

Immediately below the toolbar is an area that lists information that is automatically added to the survey. Below this there is a highlighted area for you to enter the title.

1. In the area marked **Click here for text**, type *Satisfaction Survey*. The default style is Arial 20 point but you can change the look of the text by highlighting any of the words and selecting an alternative font on the toolbar.

2. Press [Enter] when you have set up your title. An area for a **Sub Title** will then appear.

3. Type *Please help us to continue improving the standards in our restaurant by answering a few simple questions* in this area. The default setting for **Sub Title** is Arial 16 point.

4. Press [Enter] when you have set up your sub-title.
That's how to put headings in your survey. Along with instructions, they can be placed anywhere in a questionnaire. Now move on and set up a few questions.

2.2: **Add your first multiple-choice question**

After you’ve entered the subtitle and pressed [Enter], Snap automatically creates the first question. By default, this is created as a multi-choice question and the question style is shown as **Multi Choice** on the toolbar. It is stored as Q1, and given the number Q1, as defined by the style template.

```
<table>
<thead>
<tr>
<th>Multi Choice</th>
<th>Font</th>
<th>Auto (enti)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
```

Satisfaction Survey

Please help us to continue improving the standards in our restaurant by answering a few simple questions

Q1 [Click here for text]

Our first question is about the items purchased in the restaurant. The respondent will be presented with a list of options, and they can select as many as they wish. This is a **Multi Choice** question.

1. An area is marked **Click here for text**. Type *Which of the following items did you order today?*

2. Press the [Tab] key on your keyboard. The cursor moves into an area by the selection box. Type *Hamburger* and press [Tab] to move to the next line. Snap creates a selection box for that option.

3. Continue with the text for the other items and press [Tab] after each one:
Design a questionnaire

Pizza [Tab]
Salad [Tab]
Ice cream [Tab]
Coffee/tea [Tab]

4. For the last code, *Soft drink*, type it in but at the end, instead of pressing [Tab] press [Enter], which will tell Snap that you want to finish this question and start a new question.

Q1 Which of the following items did you order today?
- [ ] Hamburger
- [ ] Pizza
- [ ] Salad
- [ ] Ice cream
- [ ] Coffee/tea
- [ ] Soft drink

Q2

2.3: What about those "other" questions

It’s likely that your list of items will not be exhaustive, so it’s wise to add a space to allow the respondent to key in anything that is not mentioned on the list. This is done using an Other question, which collects any combination of text or numbers.

1. With the window showing 2 as the next question, use the button to the right of the words Multi Choice to display the full list of other question style names. Select Other. This allows the respondent to enter free format text and moves the question up to the question above.

Snap does create this question as Q1a, but the question number is hidden from view.
You can quickly create an Other type question by entering [Ctrl]+[Enter] at the end of your multi-choice question instead of [Enter].

2. Click the box marked Click here for text and type Other, please specify. Snap creates a box that expects up to 100 characters. This should be sufficient to store whatever’s written. You’ll see later how to alter the size of the box to hold more data.

3. That’s all you need to create this type of question, so press [Enter] and Snap will move on to create the next question (Q2).

2.4: Add a question grid

The next task is to create a Grid which is simply a series of Single Response questions organized in the form of a grid.
If you haven't already done so, press [Enter] to complete question 1. Snap creates the structure to set up question 2. Click the button to the right of the words Multi Choice on the toolbar to display the other style names and select Grid First.

1. In the area marked Click here for text, type *How did you rate the following?* and press the [Tab] key on your keyboard.

2. The cursor moves to the list of codes across the top of the grid.

Type *Very good* and press [Tab]. Type *Good* and press [Tab]. Type *OK* and press [Tab]. Type *Poor* and press [Tab]. Type *Very poor* and since this is the last code to be set up, press [Enter] instead of [Tab].

1. The cursor will move to the text of the first Grid label. Type *Service* and press [Tab]. Type *Quality* and press [Tab].

2. For the last Grid label, type *Price* but instead of pressing [Tab], press [Enter] to complete the grid and move to a new question (Q3).

You’ll notice that the shape of the boxes has changed for this question. Snap’s template recognizes that these are all single-response questions and these boxes will appear as radio buttons.

Click ✅ on the toolbar to save your work.
2.5: Add routing/skip instructions

You rarely ask every respondent every question. It is quite typical to only ask questions based on replies to other questions in the survey. To show this in operation, create an extra question of **What would you expect to pay?** and only ask this question of those people who rated the restaurant as **Poor** or **Very poor** in terms of **Price** in Q2. Anybody who replied either **Very good**, **Good** or **OK** will **not** be asked the question.

1. The first step is to create an extra question after Q2. Highlight Q3 and select to create a new question. Snap generates a new question with the same type (in this case, a Drop down). For a question to record a number (such as price) it needs to be **Open Ended**.

2. **How did you rate the following**

   **Service**
   - Very good
   - Good
   - OK
   - Poor
   - Very poor

   **Quality**
   - Very good
   - Good
   - OK
   - Poor
   - Very poor

   **Price**
   - Very good
   - Good
   - OK
   - Poor
   - Very poor

3. **Click here for text**

4. **What is your age?**

   --Click Here--

   16 to 24

2. On the Toolbar options, alter the style from **Drop down** to **Open Ended** to allow any character or number to be entered in the box.
3. In the area marked Click here for text, type What would you expect to pay?

4. By default, open-ended questions have a response type of literal. This means that any characters can be entered in the box. To ensure that respondents enter a number, you must convert the response type to **Quantity**. You can then perform calculations on the result.

Click on 📌 to display the **Variable Properties** for Q3. Alter the **Response** value from **Literal** to **Quantity**. This question will now only accept numbers. Since you know that the respondent is entering currency information, you can set the parameters to be slightly more specific.

![Variable Properties](image)

Scroll down and change the **Source Pattern** from *(Default Quantity)* to **Currency**. Snap will now recognize not only a number, it will also accept a currency character such as $ or £.

5. Click [OK] to return to the questionnaire.
Now to create the routing rules...

1. With the cursor on Q3, right-click the mouse and select **Routing Rules** from the context menu. Alternatively, click the button on the Questionnaire Design toolbar. The **Routing Rules** dialog will now appear.

![Routing Rules for Q3](image1)

2. Click **[Add]** to create a new routing rule.

3. Select **Conditionally Ask Question** from the **Type** box and click **[OK]**. This means that the question will only be seen if the conditions you set are met.

![New routing instruction](image2)
4. The **Rule Details** dialog appears. The cursor is located in the If box.

![Rule Details dialog](image)

5. Type $Q2c=(4,5)$. This means that the question will be shown if the answer to $Q2c$ (price rating, the third part of $Q2$) is code 4 or 5 (**Poor** or **Very poor**). Click [OK].

6. A small arrow appears to the left of the question. You can double-click it to see the **Rule Details** dialog.

![Question dialog](image)
7. Press [Ctrl] + [Shift] + [B] to insert a page break above this question. Repeat the process to add a page break to Q4. Click ✔️ to save the changes to your questionnaire.

3: Publishing the questionnaire

Your questionnaire is now ready for publication, a process that will transform your questionnaire into a form that is usable on a smartphone. It is worthwhile selecting the Preview option as it will enable you to see how the questionnaire will appear and will allow you to enter some test replies and try out the routing instructions. Should you need to make any changes, you can simply return to the questionnaire in Snap and then publish again to overwrite the files that have been created.

1. Select File | Publish to display the Publish Questionnaire dialog. This allows you to specify exactly how your survey will be published.
2. Select Output in the left-hand column headed Section if it not selected.

3. Snap has entered a name to identify the file in the field marked Access Name. Change it if you wish, but note what name you use.

4. Select Publish with Preview as the Output Method. The Preview will open a new window and display your survey as it would appear in a web browser immediately after it has been published. Use this previewed survey to test your web survey prior to placing in on the web server for execution.

5. Click ... to set the Output Path to a folder where you wish Snap to place the published survey and associated images.

6. Select Replies in the left-hand column headed Section of the Publish Questionnaire dialog.
7. In the **Responses** field, select **Sync with server**. This will send responses to the Snap WebHost server, and you can download them from there.

8. Click **[Publish]** to publish the survey and create a folder containing all the necessary files for your survey.

### 4: Putting the questionnaire on the server

1. Log into your account on Snap WebHost.
   When you have logged in successfully, Snap WebHost displays the list of surveys in your account.

2. Select **Upload a new survey** to display the **Upload new survey** dialog.

3. Browse to find the `.zip` file for the survey in the folder you specified as the **Path** when you published the survey.
4. Click [Upload Archive] to upload the survey to SnapWebHost.

5. When SnapWebHost has uploaded the survey, a message appears to confirm that the survey has been uploaded. Click the [Close] button.

The list of surveys is updated, showing the new survey. Note that it has a different icon (✓) to a SnapWebHost survey ( OnTriggerEnter_ ).

6. Click on the name of the survey to open it.

7. Click on the Start questionnaire now link to start the survey. It is now ready to be downloaded when the tablet is synchronized with the server, and to receive any uploaded responses.
5: Setting up the survey for associates to synchronize

The latest Snap Mobile Anywhere app assumes that interviewers have an Associate account on Snap WebHost so they only receive the surveys appropriate to them. You will need to set up an Associate account for each of your interviewers or groups of interviewers and add the appropriate surveys to it.

If your interviewers have an old version of the Snap Mobile Anywhere software, they will receive all the surveys in their synchronized account. You can omit this step.

Associates are added through the My Account section of Snap WebHost. To set up a new associate account, follow the steps below. The associate will then be able to change or update their own password and contact details.

1. Log on to Snap WebHost and select the My Account section. A list of associates (initially an empty list) will be shown with an option to add a new associate.

2. Click Add New Associate and complete the form that appears.

The User Name must be unique across all associates using Snap WebHost, for example, the associate's email address. The Password must include both upper and lower-case letters and at least one digit.

The list box on the left lists all surveys that are loaded under your account. Double-click on the surveys that you want to provide for this interviewer's device. As you do so
the survey will move from the box on the left to the box on the right.

3. Check the **Enabled** box to allow the associate to login.

4. Click **Save** to create the account.

   All started surveys assigned to that Associate account will be synchronized when the interviewer logs into their associate account on the device. Responses from all associates will be synchronized correctly to a survey.
6: Running the survey in kiosk mode on your device

This assumes that you have already installed the Snap Mobile Anywhere app on your device. If you are using a tablet to run in kiosk mode, you must ensure that any buttons are physically inaccessible. You must disable touch gestures on your device that allow users to go to the home screen (for example, Multitasking Gestures should be disabled in the Settings for iOS5). You should also turn off any notifications which might enable people to switch to the app which had generated the notification.

You may wish to disable the wireless connection to the Internet on your device, and enable it at specific times when you wish to upload responses. Only do this if your survey does not use any Internet resources.

1. Start the Snap Mobile Anywhere app/program on the device.

2. Log into your associate account on Snap WebHost.
If you have an Internet connection, Snap Mobile Anywhere automatically checks to see if you have the latest versions of the available surveys.

3. Click the Options button at the bottom left to display the configurable settings.

4. If you are planning to disconnect your device from the Internet while it is unattended, set Auto-synchronize to Off.

5. Set Kiosk mode to On. This stops people leaving the survey and removes the submit button from the last page of multi-page surveys.

   This means that once you start a survey, you will not be able to leave the survey except by stopping Snap Mobile Anywhere.

6. Set Use survey settings to Off. This means that the survey will use the time-outs that you set on the device rather than those that were set when you published the original survey.

7. Set Timeout during survey to On. Set the Idle timeout to 60. This gives people time to read a question before they respond.
8. Set **Submit partial survey** to **Off**. This means that if respondents leave a survey before completing the last page (or pressing the **Submit** button on a single-page survey), their responses will be discarded.

9. Set **Auto submit last page** to **On**. Set the **Auto submit time** to 30. This gives people time to read the thank you message on the last page before the survey is submitted.

10. Choose whether to change the default **Timeout Message**. This message is displayed if a respondent has started the survey and not answered a question or changed page for the timeout period.

11. To return to the list, click **[Surveys]** in the top left of the screen.

12. To manually synchronize all surveys and responses with the server, click 🔄.

13. Select the survey that you wish to run.
7: Stopping the survey

If you have disabled automatic synchronization, you will have to stop and restart Snap Mobile Anywhere in order to manually synchronize the survey. You will also need to do this if you wish to change to a different survey.

Stopping the survey on an iPad
1. Press the Home button to return to the Home screen.
2. Press the Home button twice to display the list of running apps along the bottom of the screen.
3. Swipe the list of running apps until the Snap Mobile Anywhere icon is displayed.
4. Press the icon and hold until a minus sign appears.
5. Press the minus sign to stop Snap Mobile Anywhere.
6. Press the Home button again.
7. Start Snap Mobile Anywhere.

Stopping the survey on an Android tablet
1. Select Settings on your device.
2. Select Applications.
3. Select Manage Applications.
4. Select Snap Mobile Anywhere.
6. Leave the Applications screen.
7. Start **Snap Mobile Anywhere**.

**Stopping the survey on a Windows kiosk**

Enable the keyboard and press the [Esc] key.

Press 🔄 in **Snap Mobile Anywhere** to manually synchronize responses with the server when it is connected to the internet.
8: Viewing analyses and reports in Snap WebHost

When you have received responses on Snap WebHost, you can view the data in any analyses or reports associated with the survey.

1. Log into your account on Snap WebHost and open the survey. If data has been received there will be a number of Completes.

2. Click the Analyze tab.

3. There are four tabs below it, Summary, Variables, Reports and Analyses.

4. If you have created reports and analyses in your survey, these will be listed under the appropriate tab.
5. Click the name of a report or analysis to create it using the current responses.

6. Further details about viewing reports and analyses in Snap WebHost are available in Introduction to Snap WebHost analysis.
9: Bringing replies into Snap for analysis

When a survey is completed on the device, the completed response will be uploaded to the synchronization service.

1. Log into your account on Snap WebHost. and open the survey. There will now be a new link to download Respondent Data.

2. Click the **Respondent Data** link. A window opens giving you the option of downloading your data to a file.

3. Save the file to your computer and keep a note of the folder where you have stored it.
4. It is a good idea to have a standard folder into which you download response data for each survey. Note that, by default, the file will be saved under the name of the survey and the time/date of the download.

5. Open the survey in Snap Professional.

6. Open the Data Entry window for the survey and choose File | Import. The Data Import dialog appears.

7. Set the Format to be MAIL format from text files.

8. Set the Folder to be the same folder as specified when you downloaded the data from Snap WebHost.

9. Click [OK] to import the responses.