

YouGov

## Survey Scripting Platform For Business Operation Optimization

A visual survey creation tool to significantly enhance the speed of survey building and lower the business operation cost

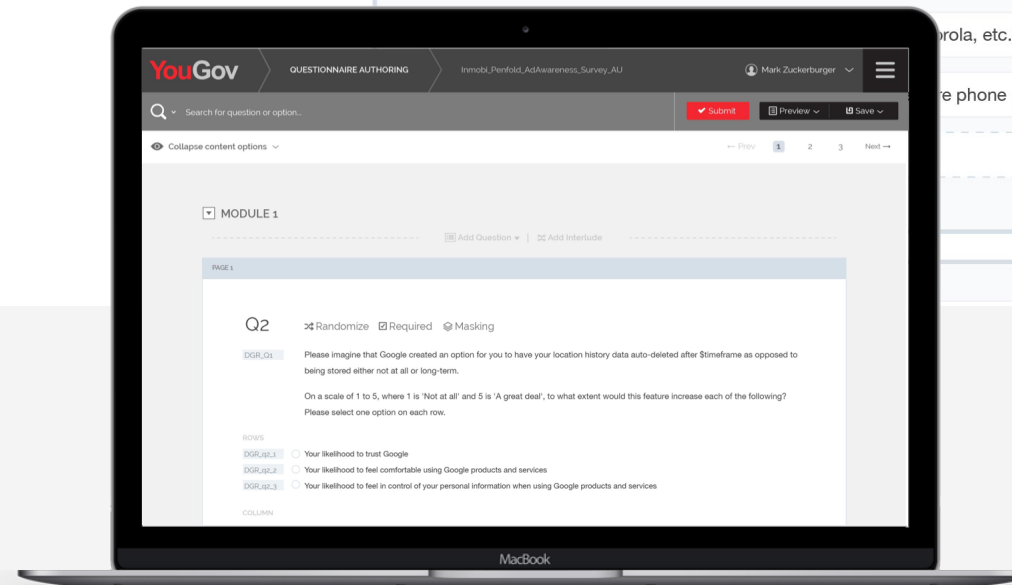
**Platform** Responsive web app

**Key activities** Research, product management, UX strategy, interaction design, usability testing

**Project duration** Jan 2015 - Jul 2015

**Role type** In-house UX Designer

YouGov®



## Intro

Yougov is an international, full service online market research agency offering a range of research services from survey creation, respondent recruitment, to data analysis and market intelligence reports.

By applying different research methodologies including custom research, omnibus, field and tab services and qualitative research, they help PR/Marketing agencies and brands to stay on top of the market trends.

## Problem

All survey creation and maintenance processes were handled by an internal, scripting-based tool, which in itself was error inducing: it introduced a steep learning curve to newly hired market researchers. As survey creation is a major part of the business, it is important that the process is fully optimised.

By creating an interactive survey authoring tool, the company hoped to achieve two objectives:

- Introduce a new business line as a self-service survey creation product
- Lower operation costs and improve efficiency

## My role

### **Lead and conduct UX Activities**

I was working with a team of 5, and was the only UX designer on the team; other team members included a project manager, a back-end engineer and 2 front-end developers.

### **Product management**

Other than conducting UX activities, I was also acting as the product manager, defining the product roadmap and prioritizing product features.

### **Promote Design Thinking**

I also acted as a UX advocate, educating members across different IT teams about user-centered design approaches and best practices.

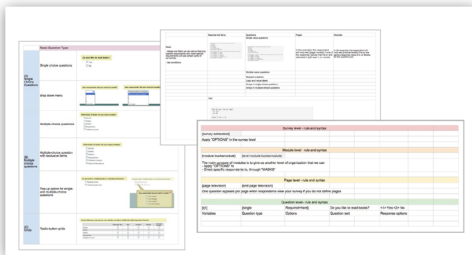
## From research to insight

In order to translate user needs into actionable insights, I first had to familiarise myself with their daily tasks, challenges and goals. As the new survey scripting tool had to be able to integrate and communicate with the other internal systems, there were a lot of technical limitations that I had to take into consideration throughout the design process.

### The process

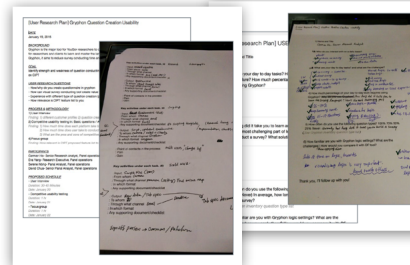
#### Understand the domain

Research methodologies & workflow



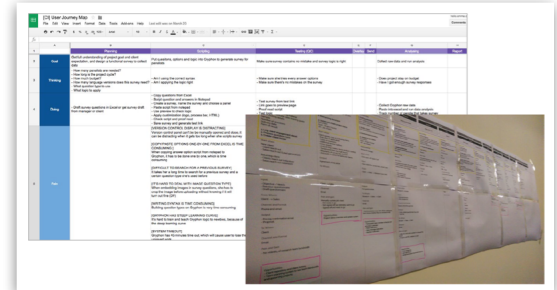
#### User interview

Behavioral and attitudinal feedbacks



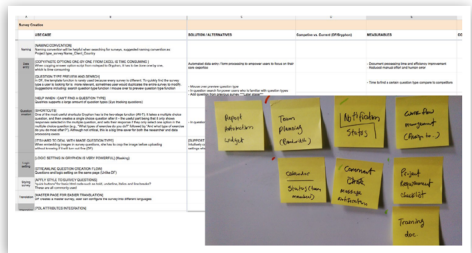
#### User journey mapping

Turn user interview findings into stories



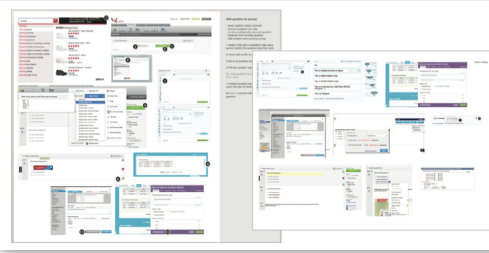
#### Define product roadmap

Use-case and feature prioritization



#### Competitive analysis

Gather Inspiration and Best Practices



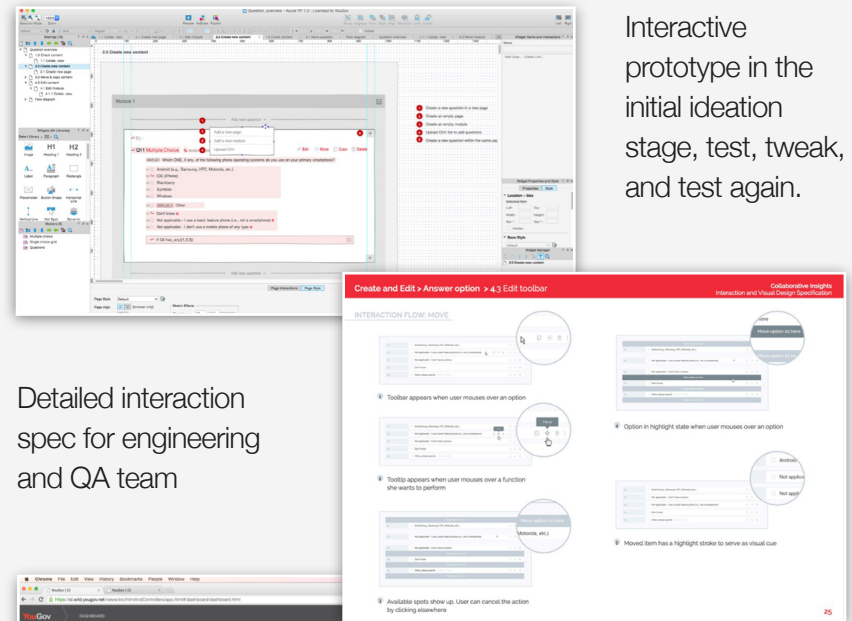
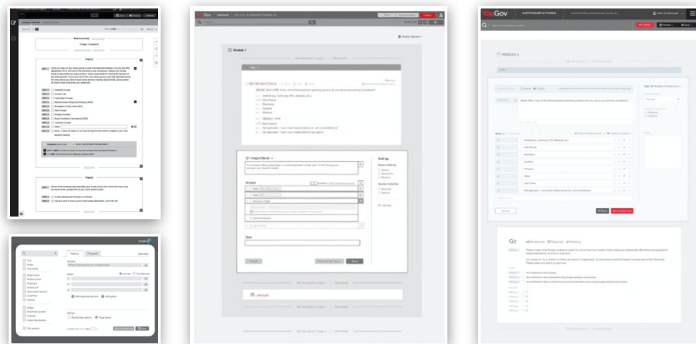
## Ideate, prototype & test

### Intuitive interface that reduced survey creation time

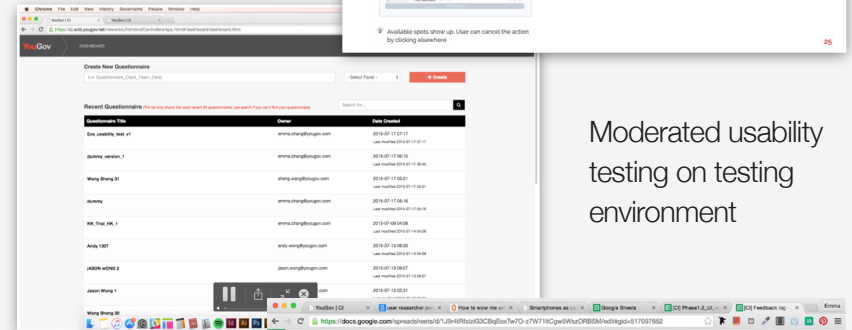
The interface reduced the learning curve for survey building, as surveys were directly uploaded to Gryphon - the back-end engine - which significantly reduced the build time and increased productivity.

The interface also reduced the amount of dual-data entry between systems and the possibility of human errors, the issues long existed in the previous script-based surveys.

### Design iteration



Detailed interaction spec for engineering and QA team



Moderated usability testing on testing environment

Feedback documentation

Name	Team	Referring	Category	Process	Feedback
1	David	Op	Low	Functionality	Insert question
2	Anna	Op	Low	Functionality	Need clear when the difference is between list and insert model questions
3	Chris	IT	Medium	Usability	A high number of our questions are similar to others. Would be good to have a question bank to copy questions from, from a different survey but not individual questions from a survey. Especially true of routing or choice
4	Chris	IT	Medium	Usability	A new answer option should be created when you press 'Create question' on a previous answer option
5	Chris	IT	High	Usability	The cursor focus should move to the newly created answer option when you click the add-new-answer-option button so that you can enter
6	David	Op	Medium	Functionality	Attach image to question and answer
7	David	Op	Medium	Usability	The box size for answer options aren't dynamic; when text exceeds answer option width
8	Anna	Op	Low	Functionality	There is no way to have pictures on answer options
9	Anna	Op	Low	Functionality	after I use 'add multiple rows' to add option and then hit ok button to close the modal, my options are not saved
10	Anna	Op	Low	Functionality	Need to have an option to make individual words or phrases bold, italicized or underlined
11	Anna	Op	Low	Functionality	It is not immediately obvious how to get the formatting panel in the question line
12	Anna	Op	Low	Functionality	There is no formatting capability in e.g. bolding, underlining within the answer options
13	Anna	Op	Low	Functionality	Key board shortcuts e.g. ctrl B should be used
14	Anna	Op	Low	Functionality	Current copy/paste function is very confusing to many users
15	Anna	Op	Low	Functionality	Change question type
16	Anna	Op	Low	Functionality	If you change the question type it saves everything you do on that question. Offer have questions that right start as a single and later
17	Anna	Op	Low	Functionality	If you write in the question text and then change the type of the question the text gets inserted. Questions often change between multiple
18	Anna	Op	Low	Functionality	when user switch between list view and input view, result should be consistent

## Outcome

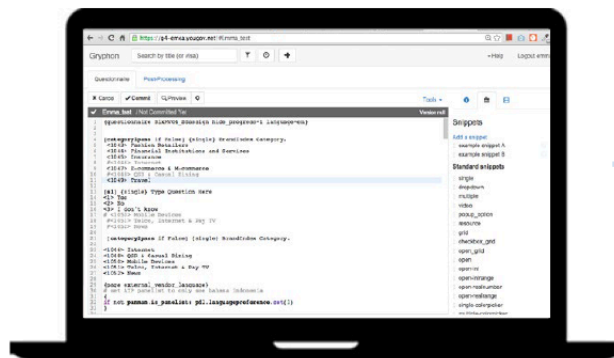
## Overall impression

The product gained company-wide recognition, and I was invited to the headquarters to consult for other product teams.

## Product performance

The survey authoring platform has helped to reduce survey creation times by 50%; over 60% of selected research products are successfully running on the new platform.

Five years after leaving the company, the product is finally live at <https://collaborate.yougov.com/>



## Key learning

## The importance of the product roadmap

As products start growing, feedback starts flowing in and ad-hoc requests surface. The product roadmap serves as a guide to help defend us from distractions.

## Use analytics as early as possible

Looking back, we should have implemented analytics at an earlier stage. While qualitative research provides enormous amounts of insight and information, analytics can help validate the design decision.

