



# Applying UI/UX Best Practices for Web Surveys

Prepared for FedCASIC 2019

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# About RTI International

delivering **the promise of science**  
for global good



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.

# Agenda

## 1

### OVERVIEW

- Why?
- How?

## 2

### FEATURES

- **Best practices**
- **Common question types**
- **Mobile**

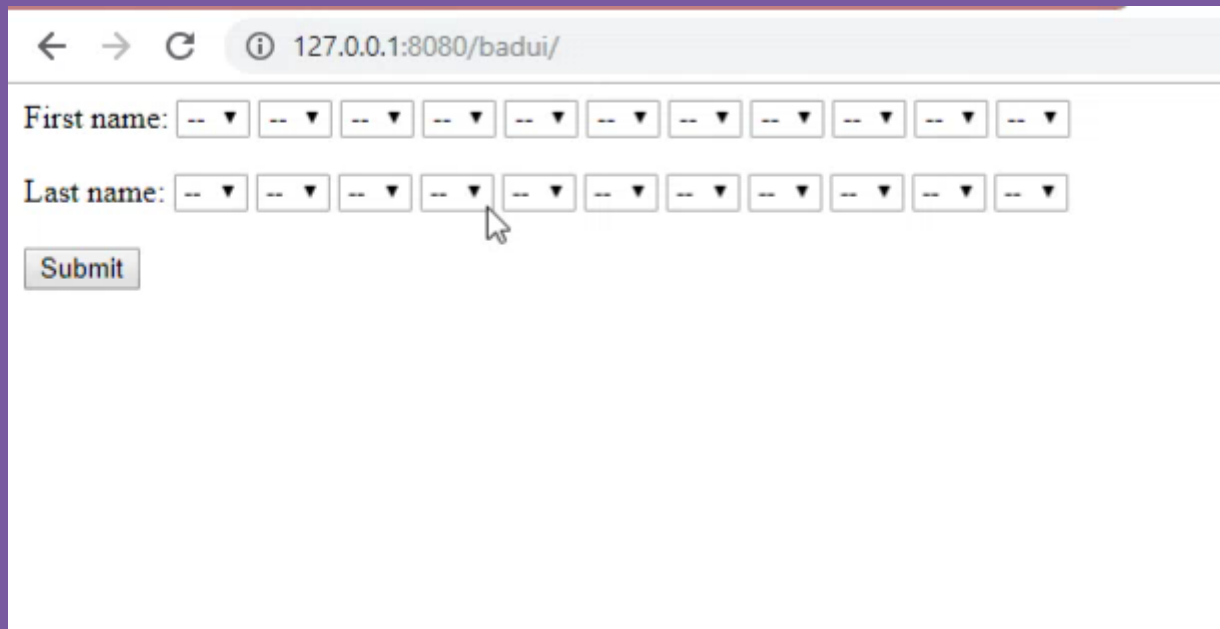
## 3

### CONCLUSION

- **Getting started**
- **Resources**

## WHY A TEMPLATE?

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



The screenshot shows a web browser window with the address bar displaying "127.0.0.1:8080/badui/". The page content consists of a form with two rows of dropdown menus. The first row is labeled "First name:" and contains ten dropdown menus. The second row is labeled "Last name:" and contains ten dropdown menus. A mouse cursor is hovering over the fourth dropdown menu in the "Last name:" row. Below the dropdown menus is a "Submit" button.



## 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**

# Overview

```
.navbar-inverse .navbar-nav>li>a {  
  padding: 30px 10px;  
}  
.navbar-inverse .smaller .navbar-nav>li>  
  padding: 20px 10px;  
}  
.navbar-inverse .navbar-nav>li {  
  padding-right: 0;  
}  
#slitSlider .carousel-caption h2 {  
  font-size: 50px;  
}  
-dots {  
  display: block;  
}  
-arrows {  
  display: none;  
}  
n-box {  
  margin: 0 auto;  
  width: 60%;  
}  
out-content {  
  margin: 0 auto 40px;  
  padding: 0;  
  width: 60%;  
}  
-item {  
  margin: 0 auto 35px;  
  text-align: center;  
  width: 50%;  
}
```

## 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?

### Example Survey



[Save and Continue Later](#)

#### Standard checkbox question.

- Choice 1
- Choice 2
- Choice 3

< Back

Next >

Progress



21%

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.

## GENERAL WEB SURVEY BEST PRACTICES

### Example Survey



[Save and Continue Later](#)

**Standard checkbox question.**

- Choice 1
- Choice 2
- Choice 3

Questions above and in-line with answer spaces

< Back

Next >

Progress



21%

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.



## GENERAL WEB SURVEY BEST PRACTICES

### Example Survey



[Save and Continue Later](#)

**Standard textbox question. The width/height can be adjusted as needed.**

Text entry boxes that are sized appropriately for the answer

Progress

50%

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## GENERAL WEB SURVEY BEST PRACTICES

### Example Survey



[Save and Continue Later](#)

#### Standard checkbox question.

- Choice 1
- Choice 2
- Choice 3

Emphasize question text

A blue arrow points from the text box to the question text.

< Back

Next >

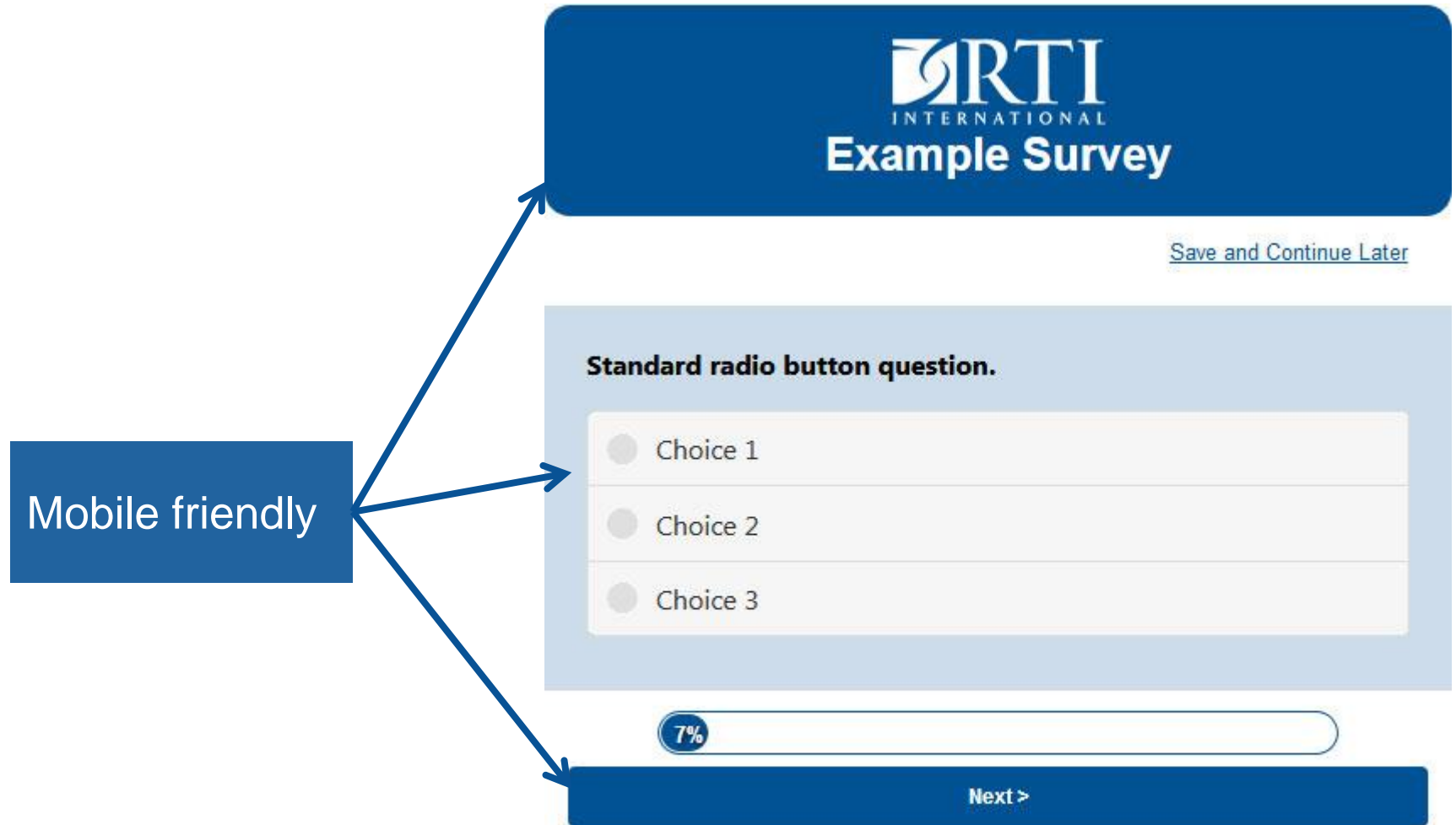
Progress



21%

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## GENERAL WEB SURVEY BEST PRACTICES



## GENERAL WEB SURVEY BEST PRACTICES

### Example Survey



[Save and Continue Later](#)

#### Standard checkbox question.

- Choice 1
- Choice 2
- Choice 3

[< Back](#)

[Next >](#)

Progress



21%

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.

Differentiation of visual elements

## GENERAL WEB SURVEY BEST PRACTICES

The screenshot shows a survey interface with a dark blue header bar. On the left, the text "Example Survey" is displayed in white. On the right, the RTI International logo is visible. Below the header, a light blue box contains a "Standard checkbox question." with three options: "Choice 1", "Choice 2", and "Choice 3", each with an unchecked checkbox. To the right of this box, a dark blue callout box contains the text: "“Save and Continue Later” option and progress indicator: accessible but not prominent." Below the question box, there are two dark blue buttons: "< Back" and "Next >". To the right of these buttons, a progress indicator is shown, consisting of a horizontal bar with a blue segment on the left, labeled "Progress" on the left and "21%" on the right. A purple oval highlights the "Save and Continue Later" link in the top right corner, and another purple oval highlights the progress indicator.

Example Survey

RTI  
INTERNATIONAL

[Save and Continue Later](#)

Standard checkbox question.

- Choice 1
- Choice 2
- Choice 3

“Save and Continue Later” option and progress indicator: accessible but not prominent.

< Back    Next >

Progress  21%

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.

## GENERAL WEB SURVEY BEST

### Example Survey



[Save and Continue Later](#)

#### Standard checkbox question.

- Choice 1
- Choice 2
- Choice 3

< Back

Next >

Progress



21%

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.

Help and Contact Information: available but not distracting.

## GENERAL WEB SURVEY BEST PRACTICES

### Example Survey



[Save and Continue Later](#)

#### Standard checkbox question.

- Choice 1
- Choice 2
- Choice 3

“Back” and “Next” buttons: carefully positioned

< Back

Next >

Progress

21%

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.

## GENERAL WEB SURVEY BEST PRACTICES

The screenshot shows a survey interface with a dark blue header bar. On the left, the text "Example Survey" is displayed in white. On the right, the RTI International logo is shown. Below the header, there is a light blue rounded rectangle containing a "Standard textbox question. The width/height can be adjusted as needed." Below the text is a white rectangular input field. To the right of the input field, a blue callout box contains the text "Answer space display: white against a colored background" with two blue arrows pointing to the input field. Below the question area, there are two buttons: "< Back" and "Next >". At the bottom right, a progress bar is partially visible, labeled "Progress" and showing "50%".

**Example Survey**

**RTI INTERNATIONAL**

[Save and Continue Later](#)

**Standard textbox question. The width/height can be adjusted as needed.**

**Answer space display: white against a colored background**

[< Back](#) [Next >](#)

Progress 50%

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.



## GENERAL WEB SURVEY BEST PRACTICES

### Example Survey



[Save and Continue Later](#)

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

	Column 1	Column 2	Column 3	Column 4	Column 4
Row information goes here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Row information goes here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Row information goes here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Grid-type questions: shaded rows

< Back

Next >

Progress

28%



## SPECIAL CASE QUESTIONS

### Custom address form.

Street:  Apt:

City:  State:

Zip Code:

Country (If outside the US):

### Custom address form stacked.

Street

Apt

City

State

Zip

Country

Address question: in-line vs. commonly-seen layout

## SPECIAL CASE QUESTIONS

### Date question using separate fields.

Month                      Day                      Year

Select an answer... / Select an answer... /

### Date question using calendar picker.

◀ Apr 2019 ▶

SU	MO	TU	WE	TH	FR	SA
<	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Progress  100%

ns? Contact the Example Study at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.

Date question: separate inputs vs. “date picker” tool

# Features

## MOBILE

Easy-to-tap choice options and navigation buttons



[Save and Continue Later](#)

**Standard radio button question.**

- Choice 1
- Choice 2
- Choice 3

7%

< Back

Next >

Questions? Contact the Example Study at [example@rti.org](mailto:example@rti.org)  
or 1-800-XXX-XXXX.

# Features

## MOBILE

### Example Survey



[Save and Continue](#)

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

	Column 1	Column 2	Column 3	Column 4	Column 4
Row information goes here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Row information goes here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Row information goes here.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

< Back

Next >

Progress



at [example@rti.org](mailto:example@rti.org) or 1-800-XXX-XXXX.

Grids are “stacked” on mobile.



[Save and Continue Later](#)

Standard radio button grid.

Row information goes here.

- Column 1
- Column 2
- Column 3
- Column 4
- Column 4

Row information goes here.

- Column 1
- Column 2
- Column 3
- Column 4
- Column 4

Row information goes here.

- Column 1
- Column 2
- Column 3
- Column 4
- Column 4

28%

< Back

Next >

# Features

## MOBILE

[Save and Continue Later](#)

How would you rate...

	Excellent	Above Average	Average	Below Average	Very Poor	Not Applicable
The yumminess of your last sandwich?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your fourth grade teacher?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cuteness of bunnies?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

...while retaining special features.

How would you rate...

The yumminess of your last sandwich?

- Excellent
- Above Average
- Average
- Below Average
- Very Poor
- Not Applicable

Your fourth grade teacher?

- Excellent
- Above Average
- Average
- Below Average
- Very Poor
- Not Applicable

The cuteness of bunnies?

# Features

## MOBILE



[Save and Continue Later](#)

**Shorter grid with alternating row colors.**

**Row Item 1**

Yes	No
<input type="radio"/>	<input type="radio"/>

**Row Item 2**

Yes	No
<input type="radio"/>	<input type="radio"/>

**Row Item 3**

Yes	No
<input type="radio"/>	<input type="radio"/>

**Row Item 5**

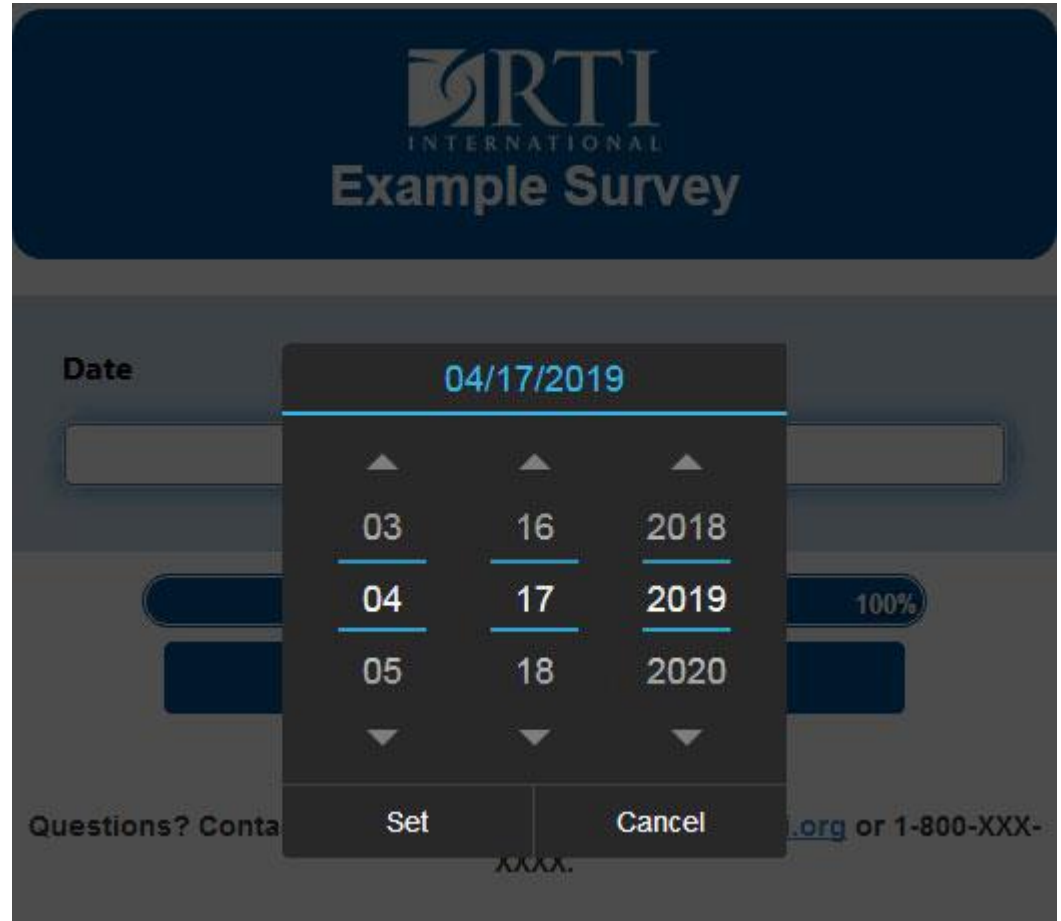
Shading of alternate rows with side-by-side selection.



# 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

# Conclusion

```
<i class=
<h3>Happy Clients</h3>
div>
nd first count item -->
econd count item -->
lass="col-md-3 col-sm-6 col-xs-12 text-center
wow-duration="500ms" data-wow-delay="200ms">
iv class="counters-item">
<div>
  <span data-speed="3000" data-to="565">5
</div>
<i class="fa fa-check-square fa-3x"></i>
<h3>Projects completed</h3>
div>
nd second count item -->
hird count item -->
lass="col-md-3 col-sm-6 col-xs-12 text-center
wow-duration="500ms" data-wow-delay="400ms">
iv class="counters-item">
<div>
  <span data-speed="3000" data-to="95">95
  <span>%</span>
</div>
<i class="fa fa-thumbs-up fa-3x"></i>
<h3>Positive feedback</h3>
div>
nd third count item -->
ourth count item -->
lass="col-md-3 col-sm-6 col-xs-12 text-center
wow-duration="500ms" data-wow-delay="600ms">
iv class="counters-item kill-margin-bottom">
<div>
  <span data-speed="3000" data-to="2500">
```

## HOW CAN I DO IT?

Consider a style guide

Write clean HTML

Test on mobile

## REFERENCES

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- Tourangeau, R. (2004). Survey Research and Societal Change. *Annual Review of Psychology*, 55(1), 775-801. doi:10.1146/annurev.psych.55.090902.142040
- Villar, A., Callegaro, M., & Yang, Y. (2013). Where Am I? A Meta-Analysis of Experiments on the Effects of Progress Indicators for Web Surveys. *Social Science Computer Review*, 31(6), 744-762. doi:10.1177/0894439313497468

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