

Closed Ended Questions

What is it for?

To give variety

Provides a numerical value: answers vs # occurrences

Who will it serve?

End users

How will it work?

BOX: Adding questions to surveys

FOX: Filtering by segment

The design challenge is to visualize this data

Summary: Users want to have custom closed ended questions to categorise specific answers and a numerical value attached to them.

1. EMPATHISE

Exploration

proquo

What's not working? Why is it a problem? Why is it important?

Score Weighting
Some data scenarios can look strange and have a negative score to questions.
Create a range of scores to compare to user behavior. It's difficult to visualize the data across the range of scores if weighting is done for gender.

Negative Verbatims
There aren't enough variations in genres, and many are poor.
More often than not, users want to understand the problems with the brand, not a lack of verbatim content. A challenge for us to understand the meaning behind negative scores.

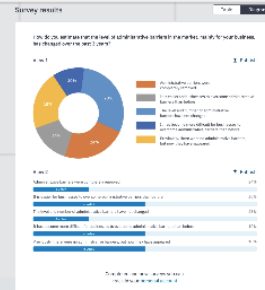
Custom Questions
Create, especially the more advanced ones, need an analysis of their custom questions generated in numbers. You have to know, but it's the state that we're in.

Wireframes

2. DEFINE

Requirements

- consistent ques in compare mode
- filter by segment
- Zoom into axes (?)
- single choice (boolean)
- MCQ
- Ranking



3. IDEATE

New Journey A

SideNav: Ask

Data Viz A/B/C

Option 1, Option 2, Option 3, Option 4

Ask, Tab?, Frame?

Nat. Rep, OEQ, CEQ, Grid, Brand Rep, Targeted, Etc...

Comparing Segments

Default

Segment 1, Segment 2

Answer 1, Answer 2, Answer 3, Answer 4, Answer 5

Add Segment

Segment 1, Segment 2, Segment 3, Segment 4

Segment Added

Segment 1, Segment 2, Segment 3

Answer 1, Answer 2, Answer 3, Answer 4, Answer 5

Hover to see tooltip

Segment 1, Segment 2, Segment 3, Segment 4

True/Yes, False/No

Pie

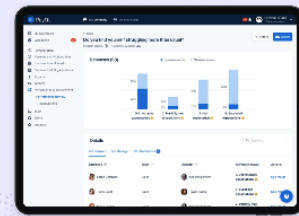
Segment 1, Segment 2, Segment 3, Segment 4

20% (27 users)

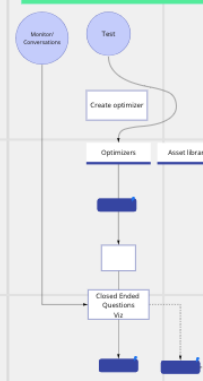
Donut

Segment 1, Segment 2, Segment 3, Segment 4

20% (27 users)



Seeing Closed Ended Questions



Adding Closed Ended Questions

