



PROJECT

Forms, Liferay Portal

PHASE

Benchmark



REMEMBER GOALS REDESIGN FOR...

Rethink and redesign form portlets to:

1. Simplify (decrease) the form family;
2. Improve mobile version;
3. Add 7.0 features

Forms;
Spreadsheet and
Workflow.



PREVIOUS MEET

Forms analysis

Understand what is form portlets;
How and where it works;
Navigation concept
Site Structure
Organization of the navigation
(Archicteture)
Mapping screen templates;
Mapping features by users;



and now
Benchmark:



Google Forms



Orbeo



Zoho

10/19/14
9:19 PM

No SIM Settings Themes Publish Preview

Client Service Feedback

Edit Add Question Actions

Add Block

Page 1

Can you please tell me how much of the following services did services provided by the [Contact Name] do you use the most?

Service A
 Service B
 Service C
 None of these

Please mark the service providers you use most often.

(Service Provider 1) Ever Used Total Awareness

(Service Provider 2) Ever Used Total Awareness

Choose a Question to Add

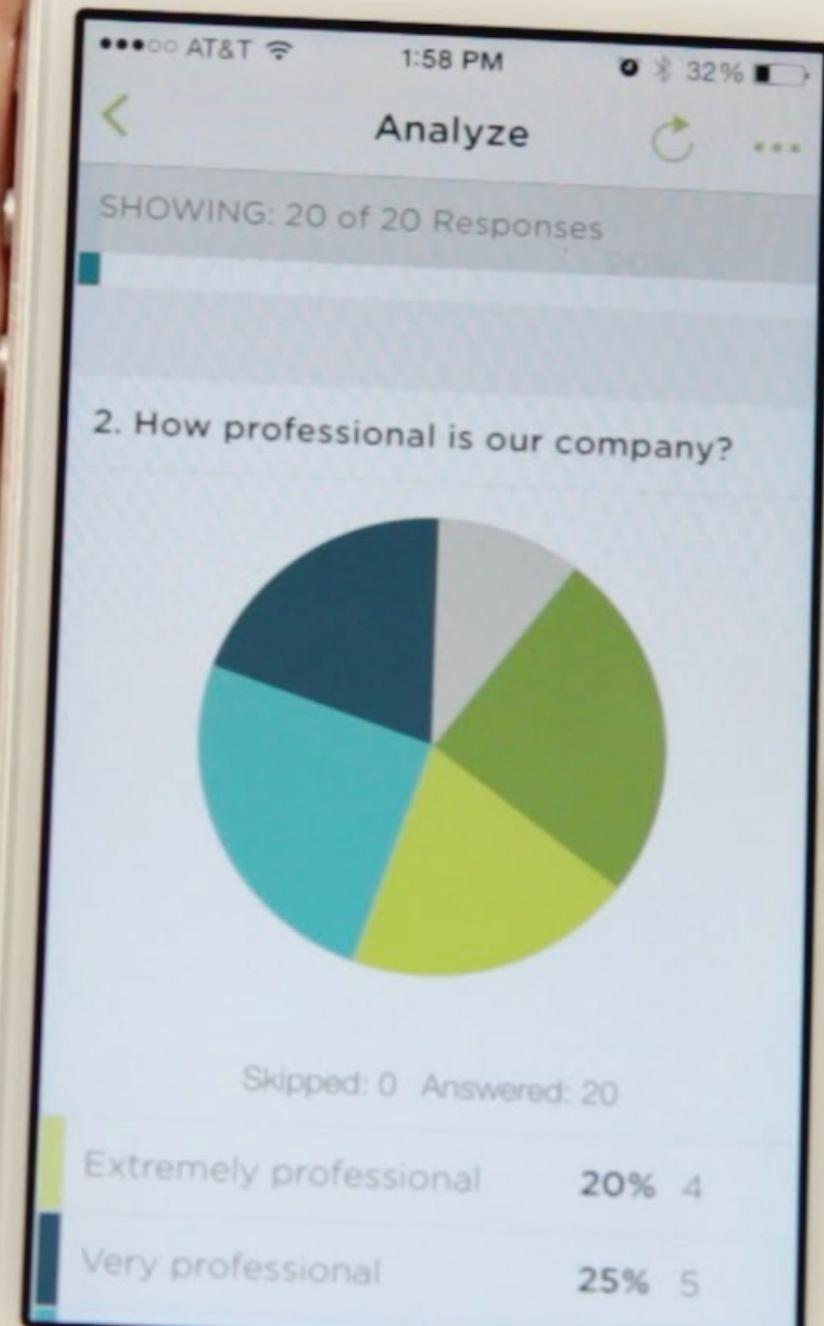
Multiple Choice (Only One Answer)
 Multiple Choice (Multiple Answers)
 Rating Scale (Multiple Choices)
 Star Rating

Single Textbox
 Every Answer
 Numeric Textbox
 Email Textbox

Calendar Box
 Matrix Choice (Only One Answer Per Row)
 Matrix Choice (Multiple Answers Per Row)
 Rating Scale (Matrix Choices)

Edit Copy Move Delete

Survey Monkey





Benchmark Google Forms

Focus: Survey
Service: Free



Google Forms Overview

Form Sample. ★ Difference between Form name and archive name. Is it necessary?

File Edit View Insert Responses (0) Tools Help

Theme: Notepaper View responses Accepting responses View live form

Undo redo Theme chosen: Quick link to table Stop/start receive responses Quick link to preview

Is good also allow the user edit or past new style or or put a style sheet link

The user has any feedback about it?

Form settings on top and visible area and its settings chosen are visible (progress bar)

Form settings must have a icon settings

Each field has mouseover and active state it provides better feedback to navigate

Send form could be a separated item because it is general and not a specific page

If the user make anything on form the button "Send form" must be unavailable

Difference between general and contextual navigation

Form Settings Progress Bar: No

Page 1 of 1 Page number

Form Sample.

Form Description

Untitled Question

Option 1

Add item ▾

Confirmation Page

Your response has been recorded.

Show link to submit another response

Publish and show a public link to form results ?

Allow responders to edit responses after submitting

Send form

Confirmation page is a default item and:

A) The message can be editable
B) The user can send other responses
C) The user can edit responses

Confirmation page could send the user for a new page.

Each item (card) is a page.
It starts with a posted field

Tooltip to help users

This screenshot illustrates the Google Forms interface with several annotations explaining its features:

- Toolbar:** File, Edit, View, Insert, Responses (0), Tools, Help.
- Theme:** Notepaper.
- Buttons:** View responses, Accepting responses, View live form.
- Undo/redo:** Theme chosen: Quick link to table.
- Feedback:** Stop/start receive responses, Quick link to preview.
- Form Settings:** Form settings on top and visible area and its settings chosen are visible (progress bar).
- Icon Settings:** Form settings must have a icon settings.
- Navigation:** Each field has mouseover and active state it provides better feedback to navigate.
- Send Form:** Send form could be a separated item because it is general and not a specific page.
- Confirmation Page:** Confirmation page is a default item and:
 - A) The message can be editable
 - B) The user can send other responses
 - C) The user can edit responses
- General vs. Contextual Navigation:** Difference between general and contextual navigation.
- Page Structure:** Each item (card) is a page. It starts with a posted field.
- Help:** Tooltip to help users.



Google Forms

Mouseover behavior

Page 1 of 1

Formulário sobre a copa do mundo

Este formulário é para entender suas expectativas sobre a copa do mundo.

Untitled Question

Option 1

Add item ▾

Mouseover shows actions buttons

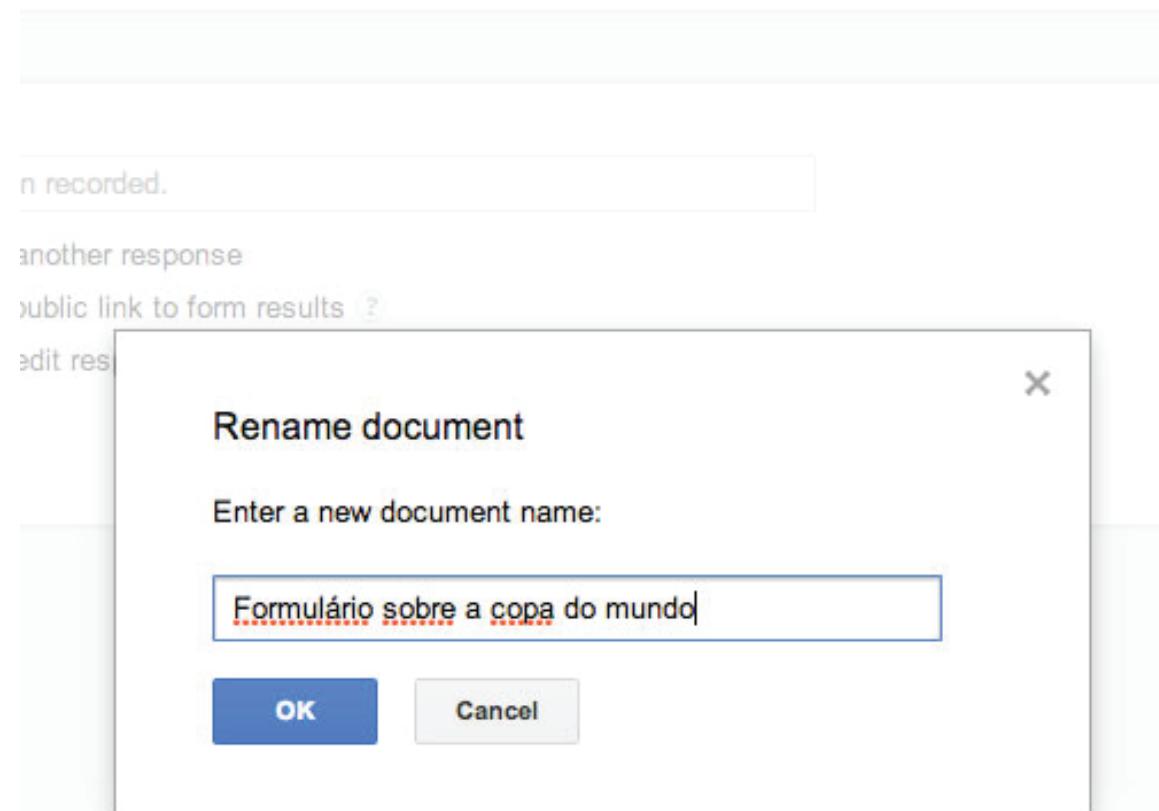


Google Forms

Use less modal and more WYSIWYG

(What you see is what you get)

**Text fields always could follow WYSIWYG approach
Instead opens modal window**





Google Forms

Visual hierarchy

The hierarchy among title page, hint page, question, hint question and options is weak.

Form Settings Progress Bar: Yes

Page 1 of 2

Formulário sobre a copa do mundo

Este formulário é para entender suas expectativas sobre a copa do mundo.

Você pretende acompanhar a copa do mundo?*

Sim
 Não

Você é do tipo que acompanha futebol quando...
Diga que tipo de torcedor você é

Sempre, acompanho campeonato estadual e brasileiro e vou ao estádio
 Acompanho apenas meu time pela TV
 Acompanho às vezes
 Acompanho, mas pouco
 Other:



Google Forms

Add item

□ Na casa de amigos
□ FIFA Fan Fest
□ Parentes

Você pretende assistir quais jogos? (utilizando a feature "Go to page...")

Add item ▾ Sections: basic, advanced and layout Icons hep users

BASIC ADVANCED LAYOUT

ABC Text Scale Section header
Paragraph text Grid Page break
Multiple choice Date Image
 Checkboxes Time Video
Choose from a list

After page 1 Continue to next page ▾

Add Item is always the last.
To move a question you can drag it.

Here you can set other page and change the sequence amongs pages

There is not feature to:
duplicate form
duplicate page

It could be useful for KaleoForms. Set conditions less use flow. Study this possiblilitate.

Você costumar gastar quanto a cada jogo do Brasil? (Com opções avançadas)

O quanto você se considera patriota antes da copa? (scale)



Google Forms

List menu

Question Title Edit | Copy | Delete

Help Text

Question Type Go to page based on answer "Go to" Feature works with radio and list menu.
Think about mobile version

I can change radio to list and preserve options chosen

1.	<input type="text" value="Apenas do Brasil"/> x Continue to next page ▲
2.	<input type="text" value="Brasil + times do grupo do Brasil"/> x Continue to next page ▲
3.	<input type="text" value="Todos"/> x Continue to next page ▲
4.	<input type="text" value="Click to add option"/>

It shows just pages created on list option

► Advanced settings

Done Required question Require question should be before Done Button



Google Forms

Add item

Você pretende assistir quais jogos? (utilizando a feature "Go to page...")

Add item

The Confirmation Page is mandatory, is not possible delete it.

Confirmation Page

Your response has been recorded.

Show link to submit another response

Publish and show a public link to form results ?

Allow responders to edit responses after submitting



Google Forms

Add item

□ Na casa de amigos
□ FIFA Fan Fest
□ Parentes

Você pretende assistir quais jogos? (utilizando a feature "Go to page...")

Add item ▾ Sections: basic, advanced and layout Icons hep users

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Você costumar gastar quanto a cada jogo do Brasil? (Com opções avançadas)

O quanto você se considera patriota antes da copa? (scale)



1 Benchmark

Google Forms

Focus: Survey

Service: Free

Strengths: Simplicity, friendly user interface, very easy to build, publish and follow responses. undo/redo.

Weaknesses: It doesn't have mobile version, poor features and questions type (purpose).



Benchmark
Orbeo

Focus: large forms with complex validation and extensive collections of forms

Focus: enterprise or government.

Service: Pay



Orbeo Overview

Form Builder

http://localhost:8080/orbeon/fr/orbeon/builder/summary

orbeon

English | Français

Form Builder

Orbeon Form Builder allows you to easily build forms right from your web browser and without programming.

Please select a document in order to perform an operation, or select "New" to create a new blank document.

Search returned 60 of 120 documents.

No.	Created	Last Modified	Application Name	Form Name	Form Title
1	May 28, 2009 15:36:36	November 24, 2009 18:14:50	orbeon	form-controls	Form Builder Controls
2	May 27, 2008 03:03:57	November 17, 2009 09:59:23	orbeon	DMV-14	Notice of Change of Address
3	October 19, 2008 15:47:12	September 29, 2009 17:06:47	orbeon	library	Standard Components
4	June 16, 2009 23:47:25	June 16, 2009 23:47:25	orbeon	simple-checkboxes	Simple Checkboxes
5	June 16, 2009 11:26:14	June 16, 2009 11:26:30	orbeon	simple-attach	Simple Attach
6	May 27, 2008 03:08:39	June 15, 2009 14:24:36	orbeon	actions1	Actions Demo 1
7	May 27, 2009 20:59:54	May 28, 2009 14:39:13	orbeon	my-form	My Form
8	May 24, 2009 14:49:23	May 24, 2009 15:03:48	orbeon	mail-preference-service	Mail Preference Service
9	March 18, 2009 18:49:59	May 18, 2009 11:44:56	orbeon	poll-20090318	Poll
10	May 11, 2009 16:16:01	May 16, 2009 17:50:10	orbeon	swiss-representation	Application for registration with a Swiss

4 1 to 10 of 60

New Test Delete

Orbeon Forms 3.7.2

This is the initial page. In general all application look and feel is poor, so it will be note considered, only features and interactions. On Orbeon you can access forms from the management screen, a place where you can see all forms created.

This screen is note good



Orbeo

Layout builder

Contact

[click to enter an optional form description]

▼ Untitled Section

[click to enter a label] [click to enter an optional hint] use the toolbar to insert a control		
A good way to add lines and columns		
Your form's buttons will be placed here		



Orbeo

Layout builder

The screenshot shows the Orbeo Form Builder interface. At the top, there's a toolbar with standard browser controls (back, forward, search, etc.) and a URL bar showing <http://localhost:8080/orbeon/fr/orbeon/builder/new>. To the right of the URL bar are language selection buttons for English and Français.

The main title is "orbeon Form Builder". Below it, a message says "Choose File No file chosen" and "The logo appears at the top of your form". There's also a "New Section" button.

The central area is titled "Untitled Form" and contains a placeholder text "[click to enter an optional form description]". Below this, a section is expanded with the title "Untitled Section". It contains a single input field labeled "[click to enter a label]" with a placeholder "[click to enter an optional hint]".

A dashed blue border indicates where buttons will be placed. A message inside the border says "Your form's buttons will be placed here".

The left sidebar is a "Controls" panel divided into sections:

- Controls**: New Section, New Grid.
- Text Controls**: Single-Line Text, Password Field, Multi-Line Text, HTML Text, Text Output, In-place Input.
- Typed Controls**: Date, Time, Date and Time, Email Address, Static Image, Image Attachment, File Attachment, Dropdown Date, Fields Date, Date Picker, US Phone Number, Dollars and Cents.

At the bottom, there are several buttons: a green checkmark icon, a blue folder icon, "Close", "Test", "Publish...", and "Save".



Orbeo

Layout builder

The screenshot shows the Orbeo Form Builder interface. At the top, there's a navigation bar with a back button, forward button, refresh button, and a URL field containing <http://localhost:8080/orbeon/fr/orbeon/builder/new>. To the right of the URL is a language selector for English and Français. The main title is "Form Builder". A red note says: "This layout - top, left menu, main area and footer - is very good. The user understand". Below the title, there's a "Choose File" input field with "No file chosen" and a note: "The logo appears at the top of your form". The main content area has a blue header "Untitled Form" with "WYSWYG approach, very good!" and a note "[click to enter an optional form description]". The left sidebar is titled "Controls" and lists categories: "Text Controls" (New Section, New Grid, Single-Line Text, Password Field, Multi-Line Text, HTML Text, Text Output, In-place Input), "Typed Controls" (Date, Time, Date and Time, Email Address, Static Image, Image Attachment, File Attachment, Dropdown Date, Fields Date, Date Picker, US Phone Number, Dollars and Cents). A red note on the sidebar says: "A rich fields library. Here, there are a lot of options that there is not in Google Forms like, password fields, file attachment, email address. In fact, they are all input text fields but they are specifically configured. It is practice and clever.". In the main area, there's a section titled "Untitled Section" with a label input field containing "[click to enter a label]" and a note "[click to enter an optional hint]". To the right of this section, there's a note: "It has "sections". Good idea to long forms. Form name > Title page > Title section > Question A form, page, section or question can be a condition A condition in a form is the KaleoForms". At the bottom of the main area, there's a note: "Your form's buttons will be placed here". A red note at the bottom says: "These actions always visible is good but why there is not a topbar? It could be.". At the bottom right, there are buttons for "Close", "Test", "Publish...", and "Save".



Orbeo Interactions

Form Builder > Contact

http://localhost:8080/orbeon/fr/orbeon/builder/new

orbeon Form Builder

English | Français

Choose File No file chosen
The logo appears at the top of your form

English

Contact

[click to enter an optional form description]

Contact Information

First Name
[click to enter an optional hint]
Email
[click to enter an optional hint]

Last Name
[click to enter an optional hint]
Phone Number
[click to enter an optional hint]

Message

Order Number*
[click to enter an optional hint]

The flow to add a list menu and its behavior.

Topic
Apply
[Select...]
Edit Items
[click to enter an optional hint]

Your form's buttons will be placed here

Close Test Publish... Save

Form Controls

- Date and Time
- Email Address
- Static Image
- Image Attachment
- File Attachment
- Dropdown Date
- Fields Date
- Date Picker
- US Phone Number
- Dollars and Cents

Selection Controls

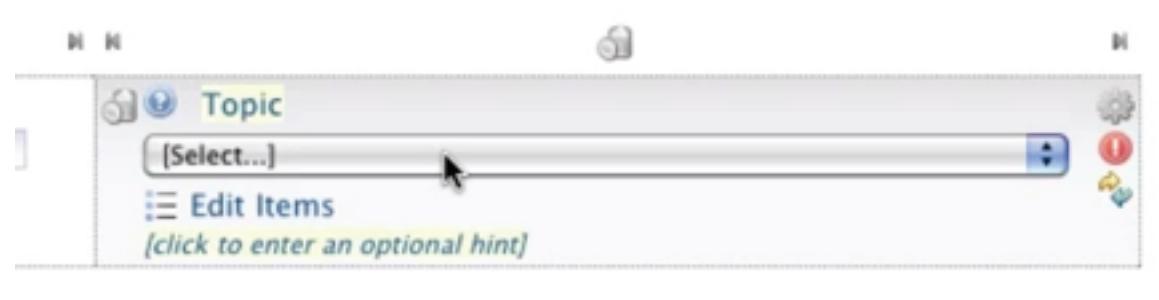
- Dropdown
- Radio Buttons
- Checkboxes
- Single List Box
- Multi List Box
- Single Selection Tree
- Multi Selection Tree
- Link Selector
- Box Selector

Other Controls

- Browser Button
- Link Button



Orbeo Interactions





Orbeo Interactions

Itemset Editor

English

	Label	Value
1		<input type="text"/>

Apply or Cancel

(Select...)

Itemset Editor

English

	Label	Value
1		account
2		orders
3		returns
4		repairs
5		other

Apply or Cancel

Your form's buttons will be placed here



Google Forms
Interactions X Orbeo
Interactions

Onde você pretende assistir os jogos?

- Em casa
- No trabalho
- Em algum bar
- Na casa de amigos
- FIFA Fan Fest
- Parentes

Você pretende assistir quais jogos? (utilizando a feature "Go to page...")



Google Forms Interactions X Orbeo Interactions

The screenshot shows the 'Interactions' section of a Google Form. At the top, there's a list of items: 'Na casa do amigo' (checkbox), 'FIFA Fan Fest' (checkbox), and 'Parentes' (checkbox). Below this, the 'Question Title' is set to 'Você pretende assistir quais jogos? (utilizando a feature "Go to page...")'. The 'Help Text' and 'Question Type' (set to 'Choose from a list') are also visible. The key feature shown is the 'Go to page based on answer' option, which is checked. This reveals a list of 4 options:

- 1. Apenas do Brasil → Continue to next page
- 2. Brasil + times do grupo do Brasil → Submit form
- 3. Todos → Continue to next page
- 4. Click to add option

At the bottom, there are 'Advanced settings', a 'Done' button, and a 'Required question' checkbox. A 'Add item' button is also present. The footer shows 'After page 1' and 'Continue to next page'.

Google uses cards instead modal!



Orbeo Interactions

Form Builder > Contact > http://localhost:8080/orbeon/fr/orbeon/builder/new

orbeon Form Builder

Controls

- New Section
- New Grid
- Text Controls
 - Single-Line Text
 - Password Field
 - Multi-Line Text
 - HTML Text
 - Text Output
 - In-place Input
- Typed Controls
 - Date
 - Time
 - Date and Time
 - Email Address
 - Static Image
 - Image Attachment
 - File Attachment
 - Dropdown Date
 - Fields Date
 - Date Picker
 - US Phone Number
 - Dollars and Cents

Contact

Contact Information

First Name

Email

Message

Order Number

Questions and

Edit Validation Properties

Data Type

Built-in Type

Any string (string)

Required

Yes

No

Advanced setup

Expressions

Constraint

Boolean XPath expression

Visibility

Boolean XPath expression

Read-Only

Boolean XPath expression

Initial Value

XPath expression

Calculated Value

XPath expression

Error Message

Message to display when the control data is incorrect or missing

Apply or Cancel

Close Test Publish... Save

English | Français

Optional form description

Name

Number

Comments

Optional hint



Orbeo Interactions

Form Builder > Contact > http://localhost:8080/orbeon/fr/orbeon/builder/new

orbeon Form Builder

Contact

Edit Validation Properties

Data Type
Built-in Type: Any string (string)
Required: No

Expressions
Constraint: Boolean XPath expression
Visibility: Boolean XPath expression
Read-Only: Boolean XPath expression
Initial Value: XPath expression
Calculated Value: XPath expression

Error Message: Message to display when the control data is incorrect or missing

Controls

- New Section
- New Grid
- Text Controls
 - Single-Line Text
 - Password Field
 - Multi-Line Text
 - HTML Text
 - Text Output
 - In-place Input
- Typed Controls
 - Date
 - Time
 - Date and Time
 - Email Address
 - Static Image
 - Image Attachment
 - File Attachment
 - Dropdown Date
 - Fields Date
 - Date Picker
 - US Phone Number
 - Dollars and Cents

Close Test Publish... Save



Orbeo Interactions

The image consists of two side-by-side screenshots of a "Publish Form" dialog box from the Orbeo interface.

Left Screenshot: The dialog box is titled "Publish Form". It contains a message: "Are you sure you want to publish this form? This will override the existing form with the following properties:". Below this message, there is a preview area showing the "Application Name" as "orbeon" and the "Form Name" as "contact". At the bottom of the dialog are two buttons: a blue "Publish" button with a hand icon and a "Cancel" button.

Right Screenshot: The dialog box is also titled "Publish Form". It displays a success message: "The form was published successfully." Below this message is a list of two actions: "1. [Open Published Form Summary Page](#)" and "2. [Open Published Form New Page](#)". At the bottom right of the dialog is a "Close" button.



2 Benchmark Orbeo

Focus: Rich forms

Service: Freemium

Strengths: It handles large forms . It has mobile version (only to view, not building). It is not too simplicity, easy to publish and follow responses. Cut, copy and past. A lot of questions type. Generate PDF, automatically or from a template. Multi-page forms. Validation, visibility, calculations, and branching.

Weaknesses: Dirty visual design, some hard interactions (although of the wysiwig approach).



Benchmark Zoho iPad version

Focus: large forms with complex validation.

Gather opinions, analyze data and make smarter decisions.

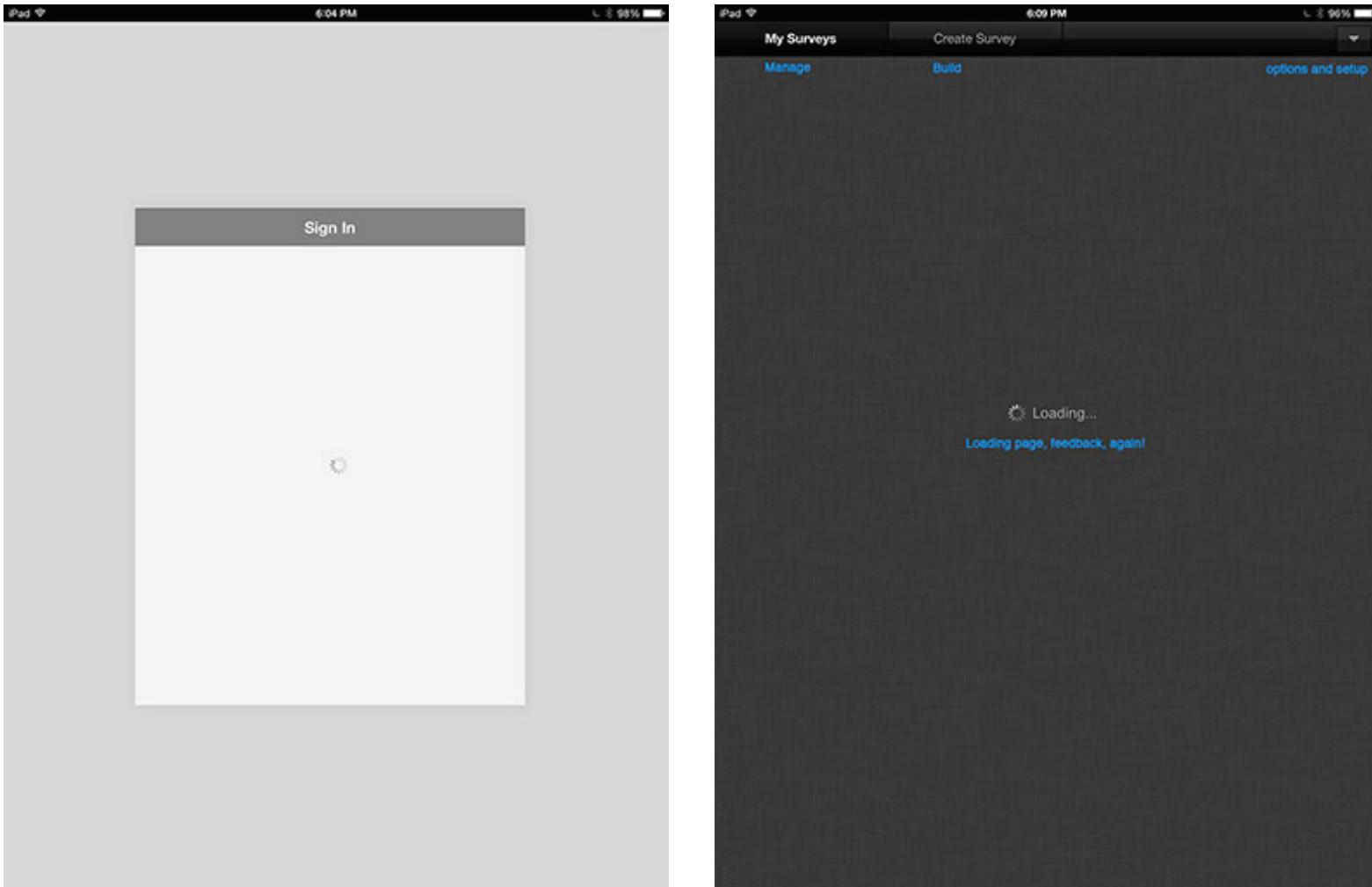
Focus: enterprise or government.

Service: Freemium



Zoho

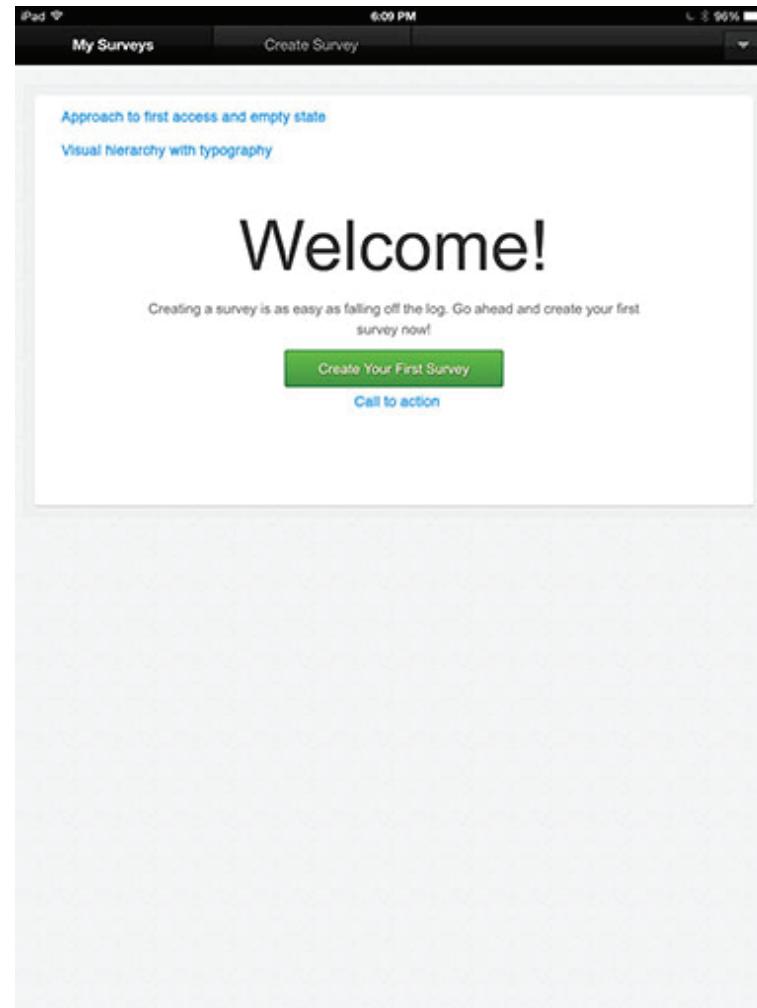
Overview and loader





Zoho

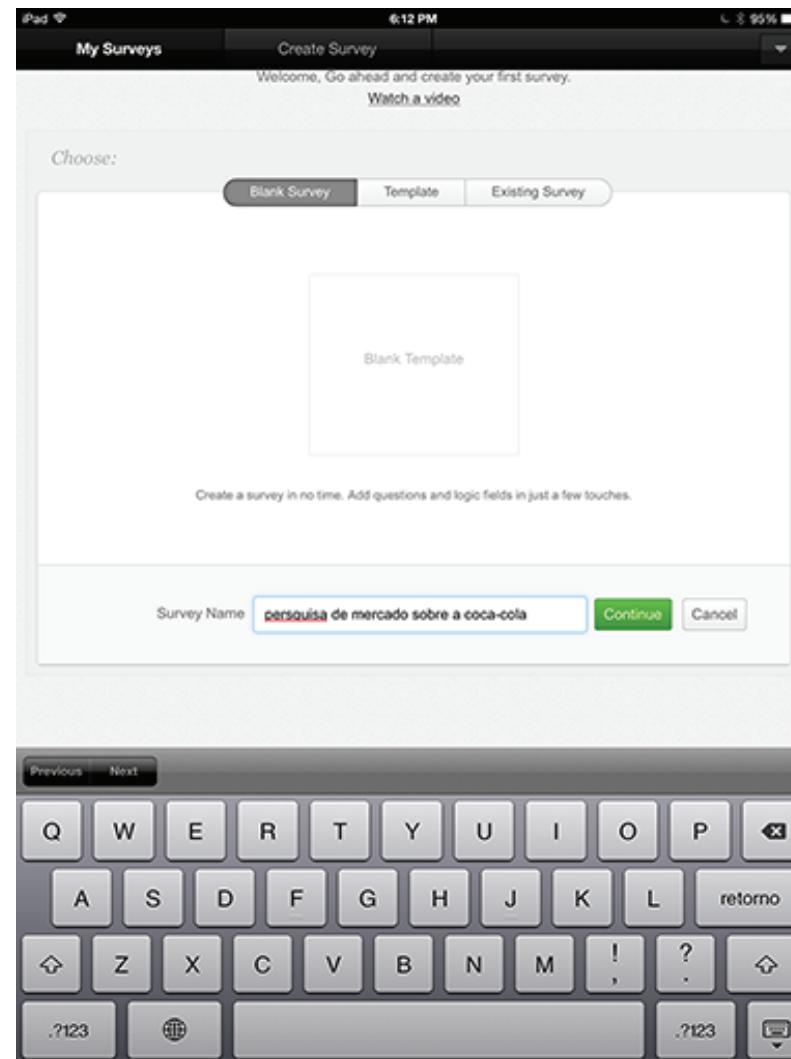
Welcome - First access





Zoho

Options to create survey





Zoho

Create survey: Template

Welcome, Go ahead and create your first survey.
[Watch a video](#)

Choose:

Blank Survey **Template** Existing Survey

TEMPLATES GALLERY

Business Survey

- Dine-in Restaurant Survey
- Fast Food Restaurant Survey
- Internet Shopper Survey
- Resort Evaluation
- Travel Agency Survey

Customer Satisfaction Survey

- Brand or Product Feedback
- Business to Business

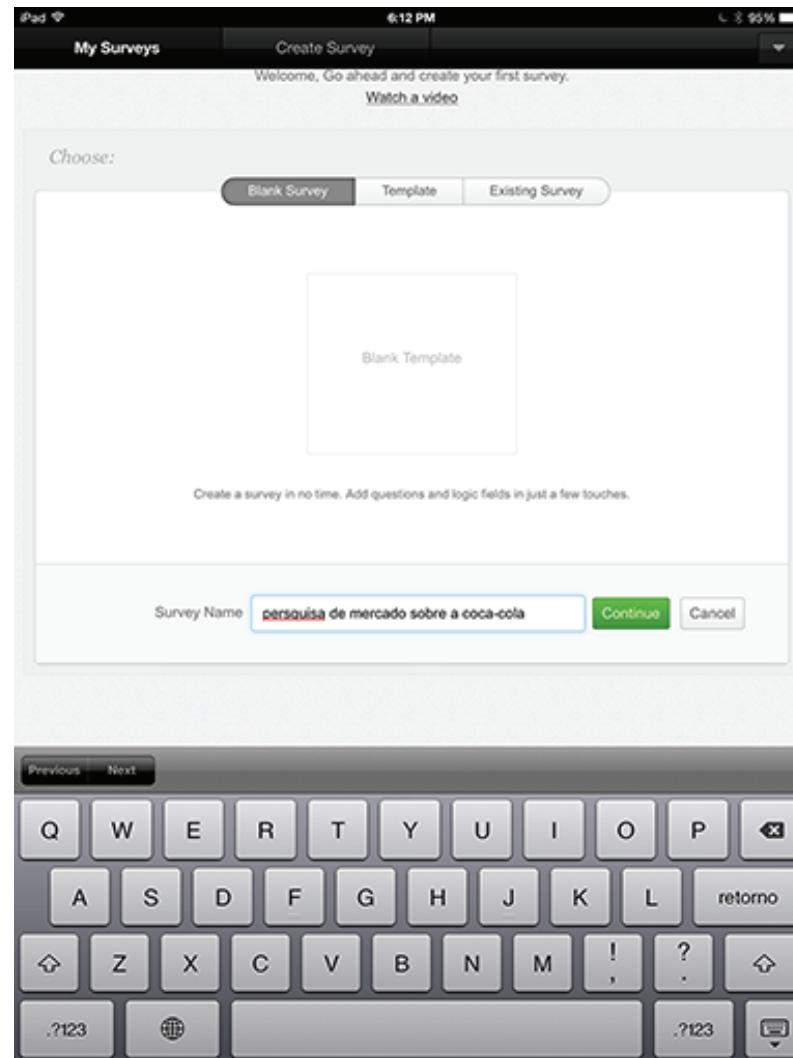
Find ready-to-use templates under different categories.

Survey Name



Zoho

Create survey: Existing form





Zoho

Create survey: Blank

The screenshot shows the Zoho Survey editor interface on an iPad. The top bar includes 'Edit', 'Settings', 'Themes', 'Publish', 'Good sections/navigation', and a green 'Preview' button. The main area displays a '1. FORM' section titled 'Pesquisa sobre a coca-cola <WYSIWYG approach'. A note above the form says 'Good place to put this item but poor icon'. Below the form, a '2- PAGE' section has a note 'This two buttons on right side is good' with 'Add Question' and 'Actions' buttons. A '3- QUESTION' section is open, showing various question types: 'Multiple Choice (Only One Answer)', 'Multiple Choice (Multiple Answers)' (which is checked), 'Rating Scale (Multiple Choice)', 'Ranking', 'Single TextBox', 'Essay Area', 'Numeric TextBox', 'Email TextBox', 'Star Rating', 'Matrix Choice (Only One Answer Per Row)', 'Matrix Choice (Multiple Answers Per Row)', and 'Rating Scale (Matrix Choice)'. A note below the question types reads: 'Slider, Very good solution to group a lot items. Good approach with icons more tag. Good hierarchy. Title as a hint. Page indicator. This approach with type questions inside a box can be a better approach than left sidebar. It looks lighter. It doesn't have layout features. "Edit", this tag could be better.' At the bottom, it says 'It could be: 1-Form, 2-Page, 3-Section, 4-Question. Similar to Orbeo'.



Zoho

Actions separated by page and question

Pesquisa sobre a coca-cola

Advanced Options ▾

Page actions

+ Add Question Actions ▾

Page 1

Change Question Type

Essay Area

Question Text

Insert Variable

Answer mandatory for this question

Format:

Change Question Type ▾

Single Textbox

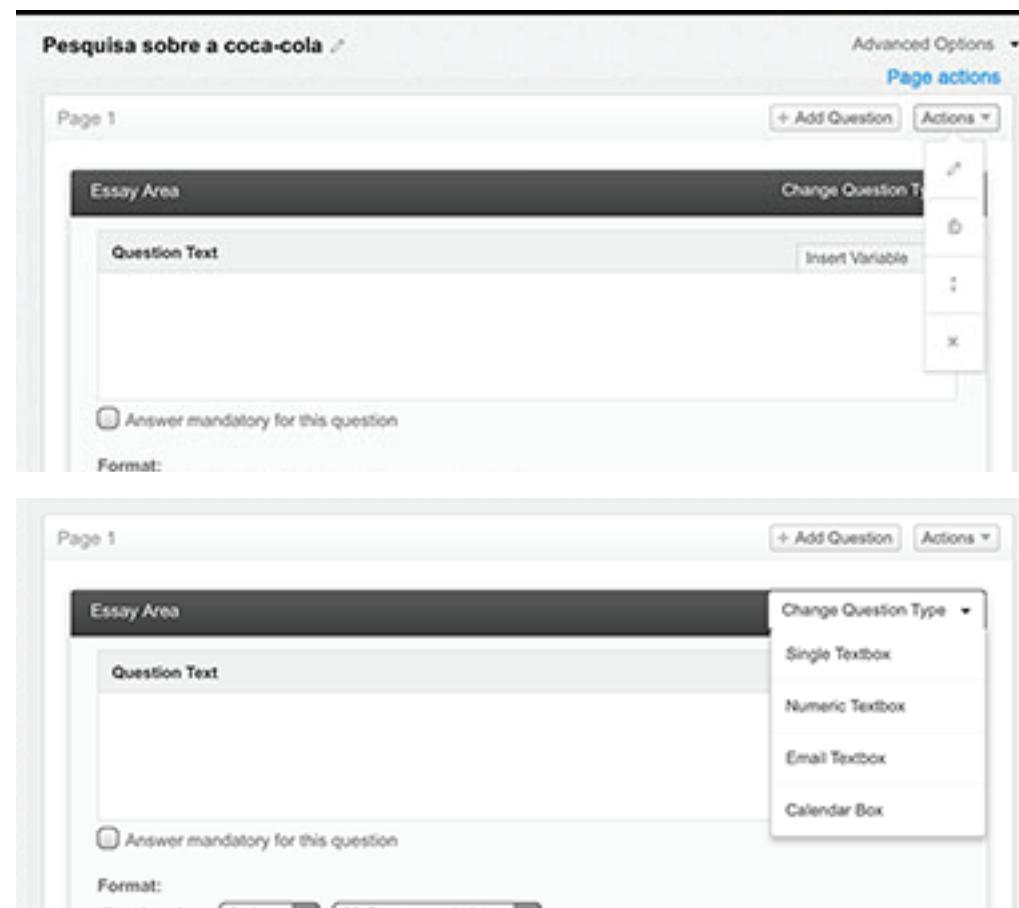
Numeric Textbox

Email Textbox

Calendar Box

Answer mandatory for this question

Format:





Zoho Predefined choices

The screenshot shows the Zoho Survey interface on an iPad. The main screen displays a survey page titled "Pesquisa sobre a coca-cola". The first question asks "Qual é o seu nome?" with a text input field. Below it is a dropdown question "Drop Down (Only One Answer)" with the question text "qual a sua idade?". A mandatory answer checkbox is checked, and an error message placeholder says "This question requires an answer". The "Pre-Defined Choices" dialog box is open on the right, listing various choice types: Demographics, Gender, Marital Status, Scaling, Agree/Disagree, Good/Poor, Perspective View, Like/Dislike, Yes/No, True/False, Date and Time, and Days of the Week. The "Days of the Week" option is highlighted with a blue arrow pointing to it. At the bottom of the dialog, there's a text area for entering choices, checkboxes for "Add *Other Choice* field" and "Randomization", and "Save" and "Cancel" buttons.



Zoho Others actions

Add Page

Add page logic

After this page

Go to

The image displays two side-by-side screenshots of the Zoho Survey mobile application interface, showing the process of adding questions and defining logic.

Screenshot 1 (Left): Choose a Question to Add

This screen shows a list of question types:

- Multiple Choice (Only One Answer)
- Multiple Choice (Multiple Answers) (selected)
- Rating Scale (Multiple Choice)
- Ranking
- Single Textbox
- Essay Area
- Numeric Textbox
- Email Textbox
- Star Rating
- Matrix Choice (Only One Answer Per Row)
- Matrix Choice (Multiple Answers Per Row)
- Rating Scale (Matrix Choice)

Below this list are buttons for "Add Question Logic" and "Page Logic".

Screenshot 2 (Right): Add Question Logic

This screen shows a configuration dialog for "Add Question Logic":

- If: — Select Question — (dropdown menu)
- Then: — Select Action — (dropdown menu)

Buttons at the bottom include "Add Another Logic", "Save", and "Cancel".



Zoho Others key actions

Add Page

Add page logic

After this page

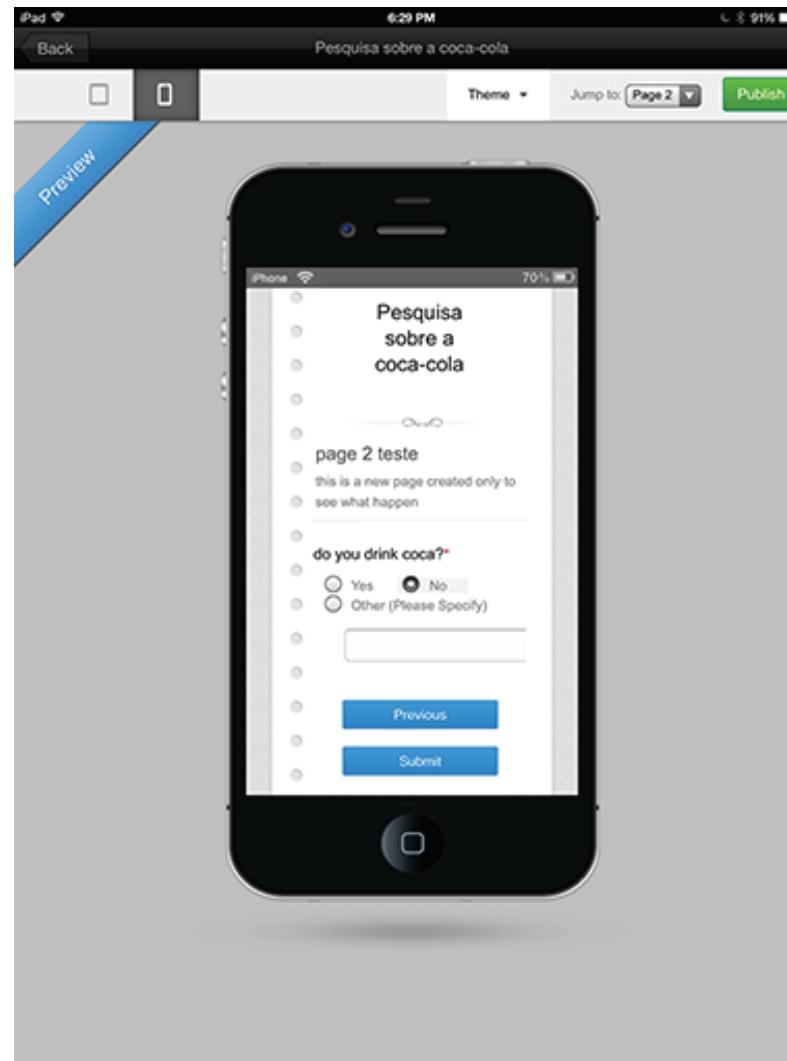
Go to

The screenshot shows the Zoho Survey software interface on an iPad. The top navigation bar includes 'Edit', 'Settings', 'Themes', 'Publish', 'Preview' (which is highlighted in green), and 'Add Page'. The main area displays 'Page 1' with two questions: 'Qual é o seu nome?' (with a text input field) and 'qual a sua idade?' (with a dropdown menu). Below these is a 'Question Logic' section containing the rule: 'If qual a sua idade? equal to 16 a 24 Then Jump to Survey End Page.' A 'Page Logic' button is also present. At the bottom of the first page, there is a dashed line with 'Add Page' and 'Page 2: page 2 teste'. The second page contains the text 'this is a new page created only to see what happen' and a 'Choose a Question to Add' modal. This modal lists various question types with radio buttons: 'Multiple Choice (Only One Answer)', 'Multiple Choice (Multiple Answers)' (selected), 'Rating Scale (Multiple Choice)', 'Ranking', 'Single TextBox', 'Essay Area', 'Numeric TextBox', 'Email TextBox', 'Star Rating', 'Matrix Choice (Only One Answer Per Row)', 'Matrix Choice (Multiple Answers Per Row)', and 'Rating Scale (Matrix Choice)'. Buttons for '+ Add Question Logic' and 'Page Logic' are located at the bottom of the second page.



Zoho

Preview on mobile version





3 Benchmarck

Zoho

Focus: Complex surveys forms

Service: Freemium

Strengths: It handles large surveys and works with iPad version. Simple interface, easy to build, publish and follow responses.

Weaknesses: Is not possible undo and redo. Dirty visual design, some hard interactions (although of the wysiwig approach).



Benchmark
Survey Monkey

Focus: large forms with complex validation and extensive form templates

Focus: enterprise

Service: Freemium



Survey Monkey

Walkthrough

Friendly, good visual hierarchy, creative and informative.

The image displays four screenshots of the SurveyMonkey mobile application interface, arranged horizontally. Each screenshot shows a top status bar with signal strength, time (10:36), battery level (80%), and a green battery icon. The first two screenshots show a 'Tour' section with a 'SurveyMonkey' logo, a 'Faça um tour >' button, and a 'Gerencie seus questionários e controle os resultados em tempo real.' message with a document icon. The third screenshot shows a 'Enviar.' section with social media sharing icons for email, Facebook, Twitter, and Google+. The fourth screenshot shows an 'Analisar seus resultados.' section with a bar chart icon and a message about viewing results with various filters. Each screenshot has a bottom navigation bar with 'Inscreva-se' and 'Login' buttons.

•••• TIM 10:36 80% Todos os seus questionários em um único lugar. Enviar. Analisar seus resultados.

SurveyMonkey® Faça um tour > Gerencie seus questionários e controle os resultados em tempo real.

Enviar.

✉ f

✉ g+

✉

✉

Analisar seus resultados.

Veja seus resultados da maneira que quiser com os vários tipos de gráficos. E filtre por resposta para obter mais dos seus dados.

Inscreva-se

Login

Inscreva-se

Login

Inscreva-se

Login

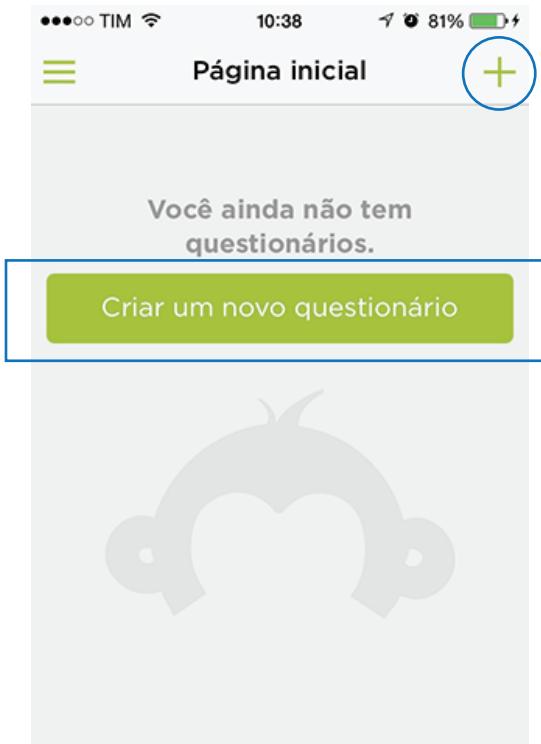
Inscreva-se

Login

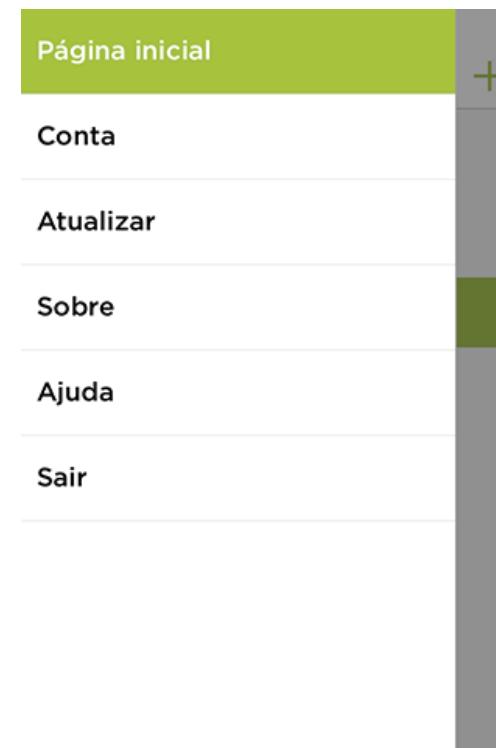


Survey Monkey

Approach for empty status



Call to action

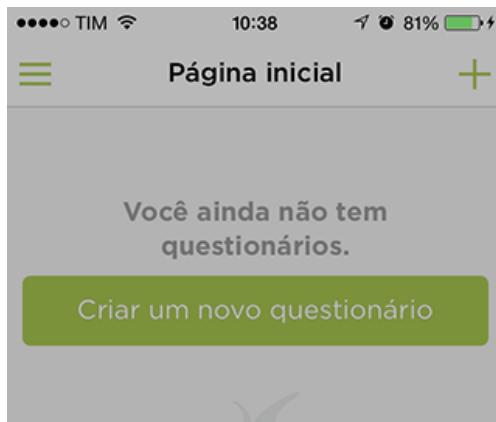


Easy navigation - predictability



Survey Monkey

Navigation - creating a survey

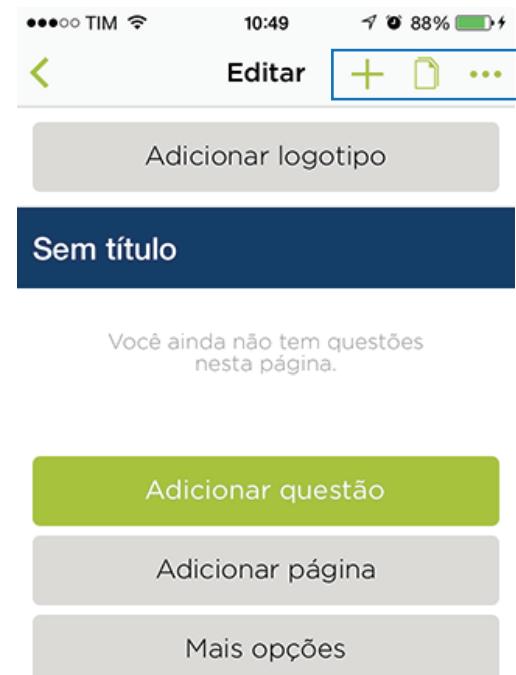


Totalmente novo

Novo baseado em modelo

Cancelar

Flexible
Primary and secondary actions



Conextual navigation



Less pop-up and
more contextual navigations



Survey Monkey

Welcome - First access



More than contextual:
User Interface Task-Centered



Feedback!



4 Benchmark Survey Monkey

Focus: Complex surveys forms

Service: Freemium

Strengths: Available for mobile, good communication, predictability, rich template library, efficient, understandable tags. Consistente and enjoyable.

Weaknesses: Is not possible undo and redo. don't have logic or conditions to apply on mobile version.



Benchmarck Abstract

1 Benchmarck Google Forms

Focus: Survey

Service: Free

Strengths: Simplicity, friendly user interface, very easy to build, publish and follow responses. undo/redo.

Weaknesses: It doesn't have mobile version, poor features and questions type (purpose).

2 Benchmarck Orbeo

Focus: Rich forms

Service: Freemium

Strengths: It handles large forms . It has mobile version (only to view, not building). It is not too simplicity, easy to publish and follow responses. Cut, copy and past. A lot of questions type. Generate PDF, automatically or from a template. Multi-page forms. Validation, visibility, calculations, and branching.

Weaknesses: Dirty visual design, some hard interactions (although of the wysiwig approach)..



Benchmarck Abstract

3 Benchmarck Zoho

Focus: Complex surveys forms

Service: Freemium

Strengths: It handles large surveys and works with iPad version. Simple interface, easy to build, publish and follow responses.

Weaknesses: Is not possible undo and redo. Dirty visual design, some hard interactions (although of the wysiwig approach).

4 Benchmarck Survey Monkey

Focus: Complex surveys forms

Service: Freemium

Strengths: Available for mobile, good communication, predictability, rich template library, efficient, understandable tags. Consistent and enjoyable.

Weaknesses: Is not possible undo and redo. don't have logic or conditions to apply on mobile version



REMEMBER GOALS ONE MORE TIME REDESIGN FOR...

Rethink and redesign form portlets to:

1. Simplify (decrease) the form family;
2. Improve mobile version;
3. Add 7.0 features

Forms;
Spreadsheet and
Workflow.



LESS PORTLETS BETTER FEATURES

WEB
CONTENT



DYNAMIC
DATA LIST



WEB FORM



FORMS
DISPLAY
PORTLETS



KALEO FORMS
ADMIN



KALEO
DESIGNER





LESS PORTLETS MORE BETTER FEATURES





Benchmark Conclusion

The Orbeon and Zoho have the most complete resources.
Google has the better user interface on web, clean and usable.
Survey Monkey is the best on mobile version.