TEMPLATE FOR ONLINE SURVEY - to evaluate the User Experience (UX)



Template to collect data through online survey for assessing the user experience (UX)

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# How to use this INTERLINKER

This INTERLINKER provides a template to collect survey data to assess the experience an user has with a digital product.

Several scales exist to evaluate the UX. Here we propose the survey developed by Laugwitz, named UEQ which is able to measure six important aspects of UX with 26 short questions only. This questionnaire measures the attractiveness, perspicuity, efficiency, dependability, stimulation and novelty of an application. Users are prompted to score each of the 26 variables with score of 1 to 7 (inclusive), which is then later computed to determine each of the six aforementioned aspects.

Laugwitz, Bettina, Theo Held, and Martin Schrepp. "Construction and evaluation of a user experience questionnaire." Symposium of the Austrian HCI and Usability Engineering Group. Springer Berlin Heidelberg, 2008.

# HOW TO STRUCTURE AN ONLINE SURVEY

**INSTRUCTION**

| 01 | Personalize the survey **introduction message**. |
| --- | --- |
| 02 | Translate key research topics into a series of **questions** aimed at gathering participant feedback. The questionnaire will aim to collect information so that it can be easily compared and reworked later. |
| 03 | Transfer the questions into a **tool for administering online questionnaires**, adding an introductory message explaining the intent and duration of the survey and below all the respective questions for each topic. It is preferable not to exceed 5-6 questions for each section. |
| 04 | Before sending the survey, **test** with someone you know and trust, to verify that the questions are clear and presented in the correct order. |
| 05 | Once the questionnaire is ready, proceed with **sharing the link** through the platforms you think are most suitable. |

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Pay attention to **privacy obligations** especially with respect to:

* possible **request for contact details** in the conclusions;
* online tool identified for the administration of the questionnaire
  + INTERLINK Platform offers an integrated tool to administer survey:
* Talk to your data protection officer and add informed consent to data processing where necessary!

# EXAMPLE OF AN ONLINE SURVEY - on THE TOPIC OF USER EXPERIENCE (UX)

**using the UEQ , developed by Laugwitz and colleagues (2008)**

### **01. INTRODUCTION**

*OBJECTIVE: to explain what the questionnaire is for and how to collect data.*

Message to be included in the online tool identified for the administration of the questionnaire:

Name of the project or title of the questionnaire

How can we improve the service of ……… ... ……?

Help us address this challenge by participating in a short research activity.

…..

The data collected will be used to ……..

Thanks for your time!

### **02. PROFILING - SOCIO-DEMOGRAPHIC VARIABLES**

*OBJECTIVE: to identify compliance with established demographic parameters.*

Potential questions to be included in the online tool identified for the administration of the questionnaire:

1. How old are you?

Multiple choice, one possible answer. Mandatory.

* + children under 18
  + 19–30 years old
  + 31–40 years
  + 41–45 years
  + 51–60 years
  + over 60 years old

2. Are you?

Multiple choice, one possible answer. Mandatory.

* male
* female
* other (with single text box)
* Rather not answer

3. Where do you live?

Multiple choice, one possible answer. Mandatory.

(Fraction, municipality, province, region: choose the most appropriate scale for what you want to know)

* ……… ... ……

4. Are you of Italian origin?

Multiple choice, one possible answer. Mandatory.

* yes (go to question 5)
* no (go to question 4a)

4a. What is your country of origin?

With single text box. Mandatory.

5. Who do you live with?

Multiple choice, one possible answer. Mandatory.

* alone
* with partner
* with partner and children
* other (with single text box)

6. What do you do?

Multiple choice, one possible answer. Mandatory.

* private sector employee
* employee of the Public Administration
* entrepreneur
* unemployed
* student
* other (with single text box)

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### **03. UEQ ITEMS**



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