



## **Mobile Survey User Interface Mockups**

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<b>How to understand these mockups</b>	3
What are the recommendations so far?	3
Addressed in these designs:	4
<b>Information Page</b>	5
<b>Information Page with Scroll</b>	6
<b>Information Page: Gamification Concept</b>	7
<b>Informational Page: Introducing Participant Data Concept</b>	8
<b>Informational Page: Comfortable Workflows Concept</b>	9
<b>Single Categorical Small</b>	10
<b>Multi Categorical</b>	11
<b>Multi Categorical</b>	12
<b>Categorical with Orientation</b>	13
<b>Categorical with Orientation</b>	14
<b>Categorical with Images</b>	15
<b>Categorical with Images selected</b>	16
<b>Small Dropdown Question</b>	17
<b>Small Dropdown Question Active</b>	18
<b>Small Dropdown Question Active</b>	19
<b>Categorical Grid</b>	20
<b>Grid Solution</b>	21
<b>Open Ended: Integers</b>	22
<b>Open Ended: Integers (Erroneous Entry)</b>	23
<b>Open Ended No Max</b>	24
<b>Rating on a scale of 10</b>	25
<b>Rating on a scale of 9</b>	26

## How to understand these mockups

Mockups are the phase of the design process that detail visual language such as typography, spacing and palette. These mockups are annotated with dimensions, fonts and color codes to further regulate and standardize user interface recommendations through the survey site. The mockups can be used to guide visual presentation of J.D.Power's survey experience throughout all screen sizes.

### What are the recommendations so far?

- Match the design approach used in the Client Platform Desktop and Mobile Apps within other J.D.Power mobile experiences
- Light colors to help encourage the “gamification” concept
- Easy to understand and follow through on survey actions
- Friendly to make the response workflow more enjoyable

### UX values from schematics:

- Increase visual space to enhance legibility
- Provide visual cues for input and progression
- Break apart survey questions into "chapters" of questions
- Add “incentives” (i.e. game-like badges) at each completed section
- Provide better functionality via the navigation
- Change the language in the navigation
- Change input format based on minimum number of gestures needed to complete each task

**Addressed in these designs:**

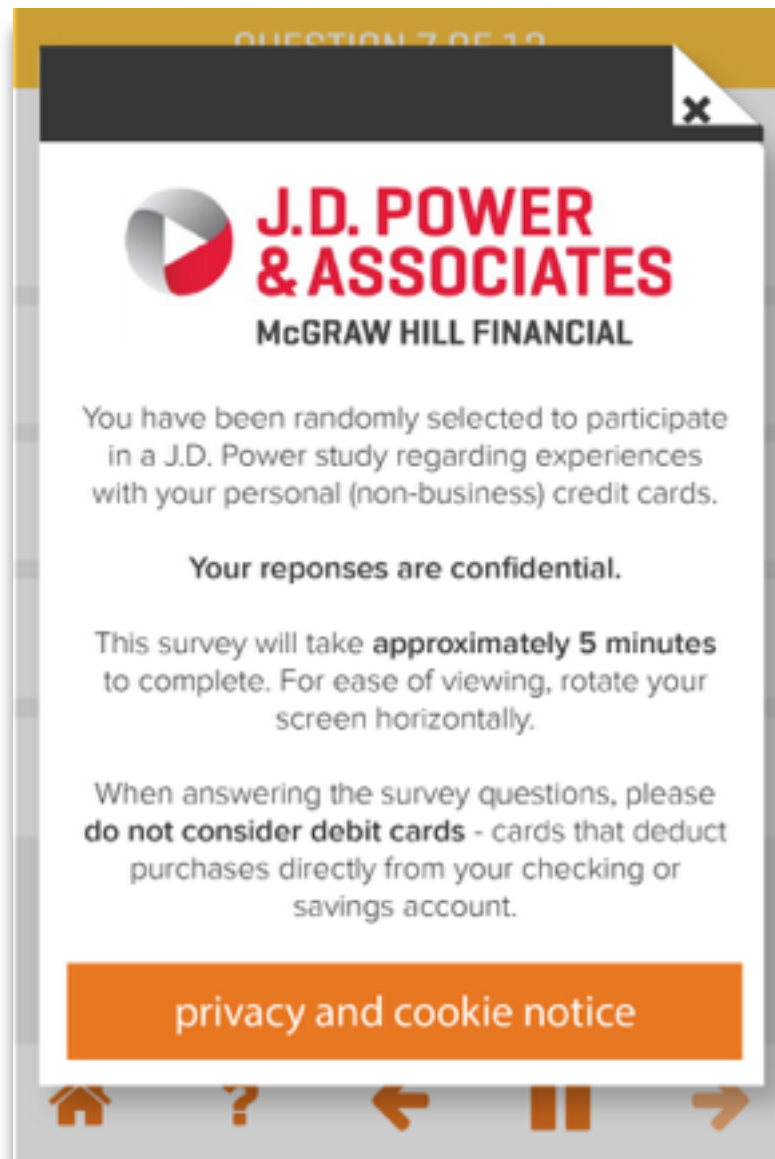
Gamification and modularization concepts are further flushed out in these designs as outlined in schematics. Through a .

Question types:

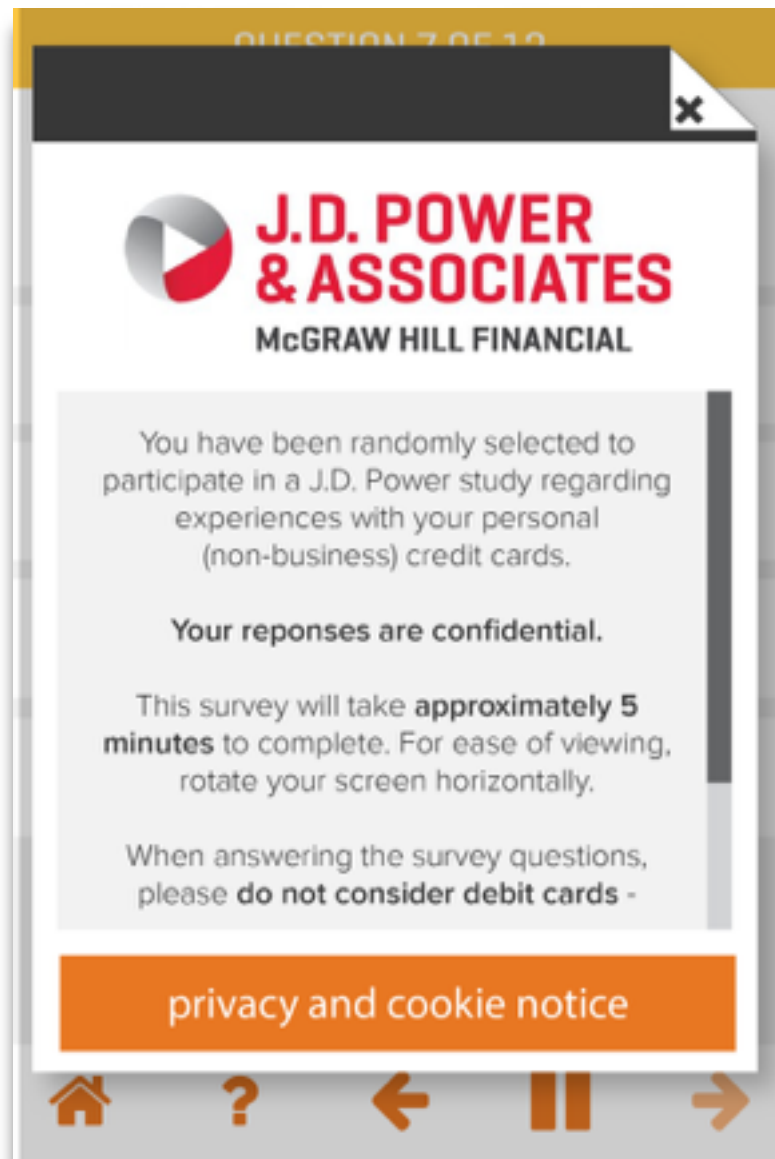
- Various information pages
- Categorical: single categorical small
- Multicategorical other specify
- Categorical with orientation
- Single question with images
- Small dropdown question
- Categorical grid
- Open-ended: numeric question, integers only
- Open-ended: no max length
- Slider rating: scale of 9
- Slider rating: scale of 10

Separately packaged from this document will be a file containing these same mockups with annotations.

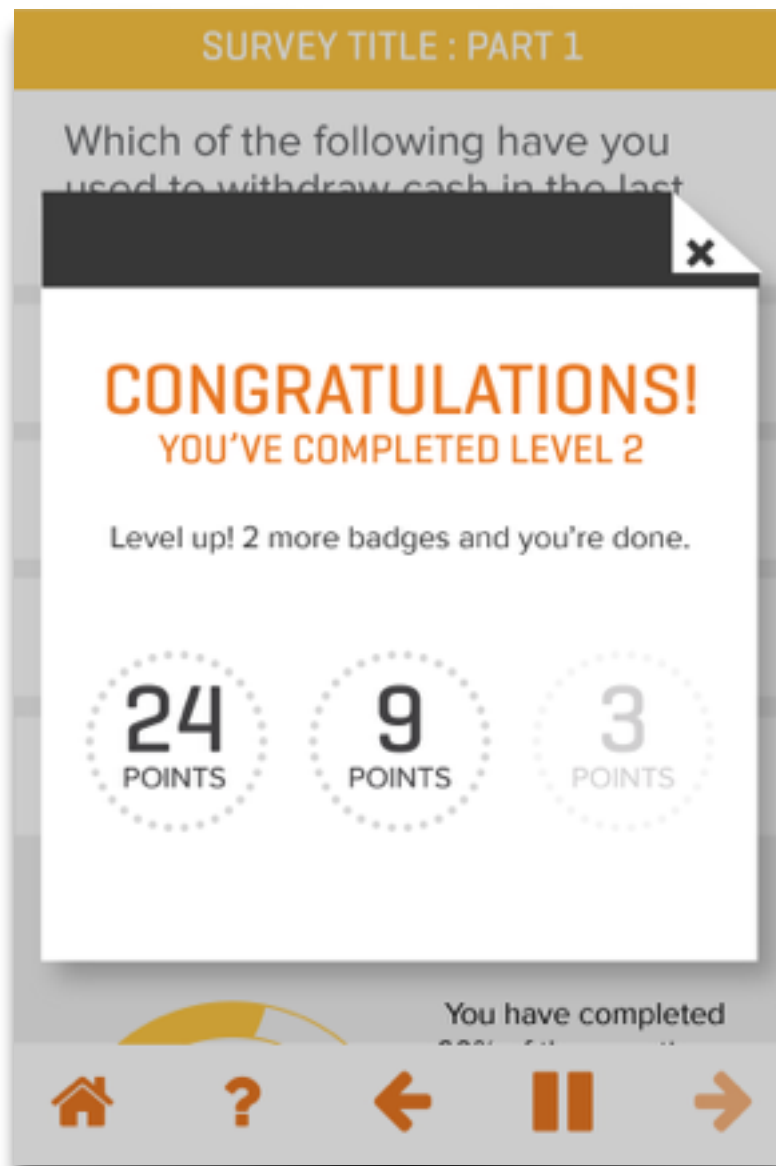
## Information Page



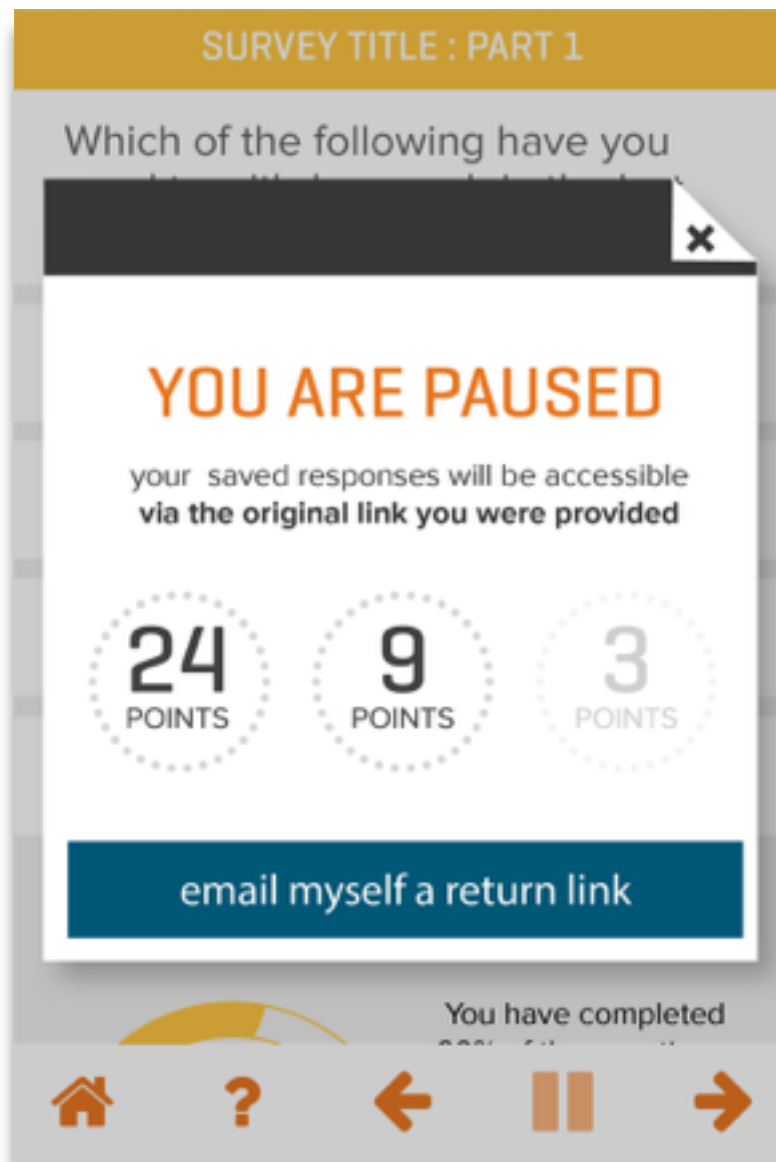
## Information Page with Scroll



## Information Page: Gamification Concept

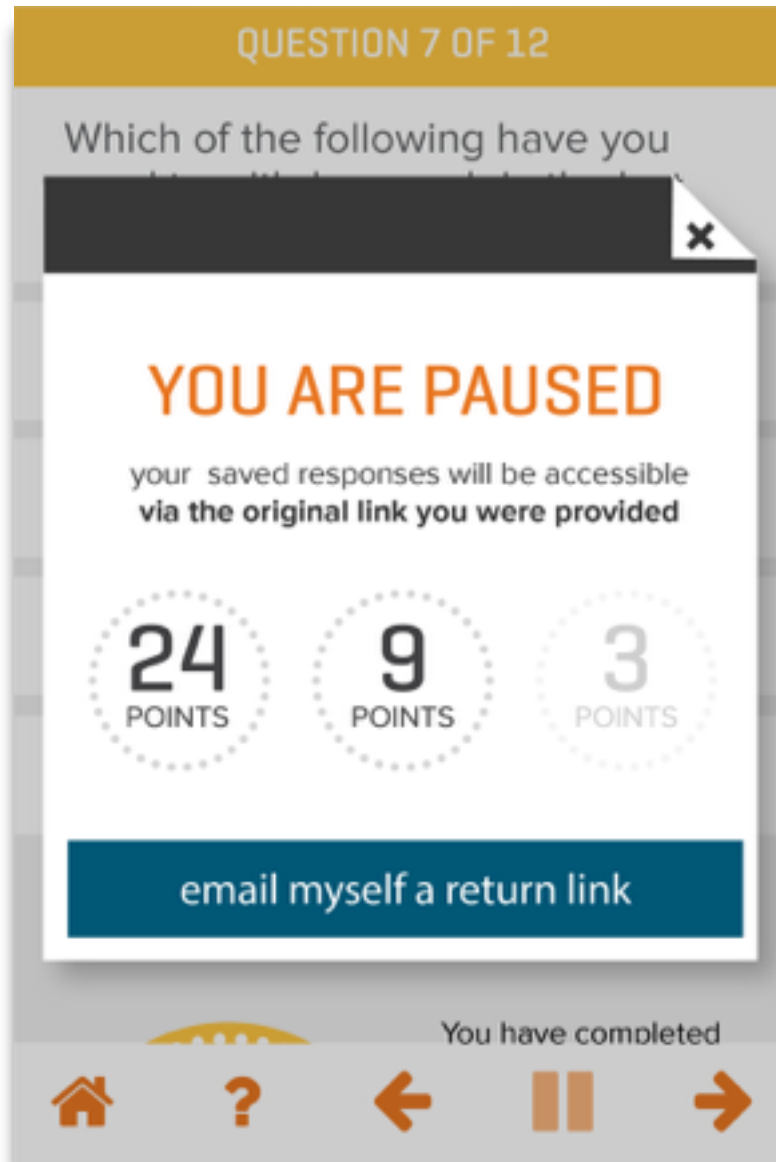


## Informational Page: Introducing Participant Data Concept





## Informational Page: Comfortable Workflows Concept



## Single Categorical Small

SURVEY TITLE : PART 1

What is your gender?

female

☒

male






☐

next question

60%

DONE

You have completed  
60% of the questions  
in part 1.








## Multi Categorical

SURVEY TITLE : PART 1

For which of the following have you used the internet?

Order goods and services	<input type="checkbox"/>
Online shopping	<input checked="" type="checkbox"/>
Social networking	<input checked="" type="checkbox"/>
Watching videos	<input checked="" type="checkbox"/>
Browsing	<input type="checkbox"/>
Online chat or discussion	<input type="checkbox"/>



## Multi Categorical

**SURVEY TITLE : PART 1**

For which of the following have you used the internet?

Online chat or discussion

☐

Online radio broadcast

☐

Webinars






☒

Other:

please specify other examples, separated by commas

next question

You have completed








## Categorical with Orientation

SURVEY TITLE : PART 3

Which of the following have you used to withdraw cash in the last 30 days?

My own bank	<input checked="" type="checkbox"/>
A branch of a different bank	<input type="checkbox"/>
An ATM	<input checked="" type="checkbox"/>



## Categorical with Orientation






SURVEY TITLE : PART 3

Which of the following have you used to withdraw cash in the last 30 days?

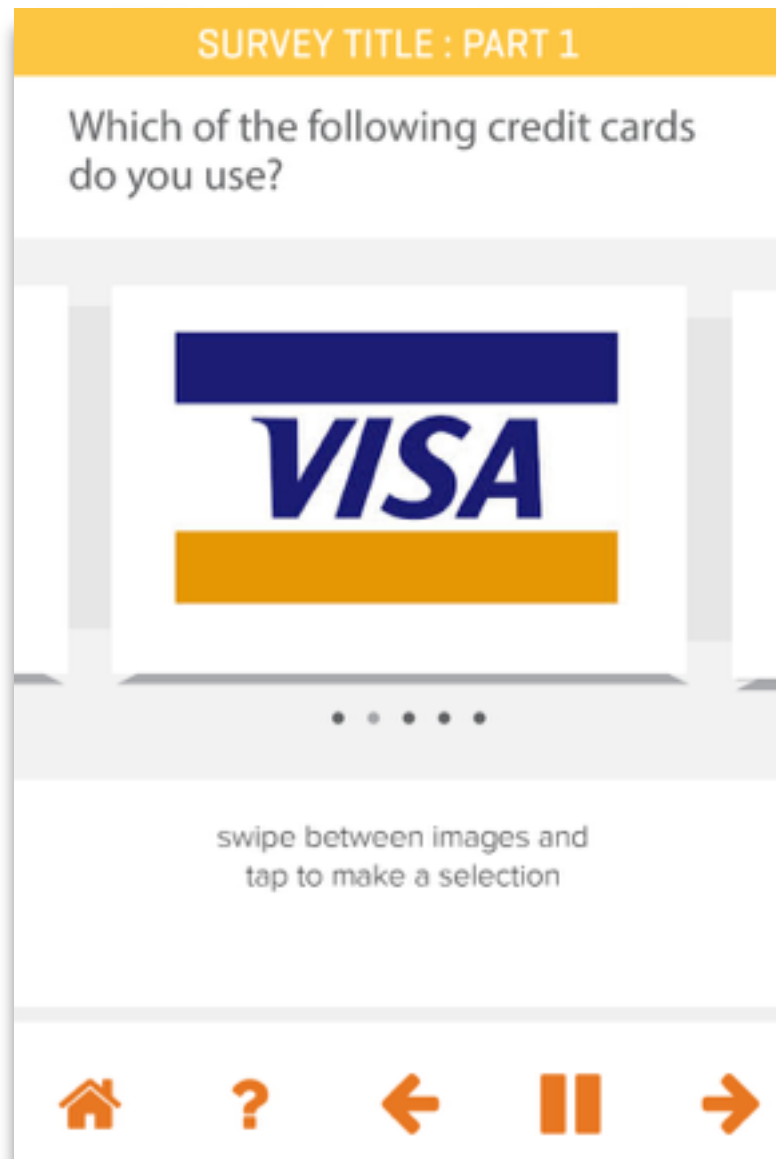
next question

60%

You have completed  
60% of the questions in part 1.




## Categorical with Images



## Categorical with Images selected

**SURVEY TITLE : PART 1**

Which of the following credit cards do you use?



Selected:  
Visa  
Discover

Home ? Back Pause Forward








## Small Dropdown Question

SURVEY TITLE : PART 1

Of your card(s) which one do you use most often?

select a card



## Small Dropdown Question Active

SURVEY TITLE : PART 1

Of your card(s) which one do you use most often?

Discover

American Express

Discover






Visa

Mastercard

None of the above

60%  
DONE

have completed  
of the questions  
in part 1.



## Small Dropdown Question Active

SURVEY TITLE : PART 1

Of your card(s) which one do you use most often?






Discover

next question

60%

DONE

You have completed 60% of the questions in part 1.








## Categorical Grid

**SURVEY TITLE : PART 3**

Which methods do you use to do the following activities with your Discover Card? Mark all that apply.

<input checked="" type="checkbox"/>	Change your account information phone (with a person), online (web)
<input checked="" type="checkbox"/>	Review your account information (e.g. balance, available credit, due date, verify payment, etc.) online (web)
<input checked="" type="checkbox"/>	Make a payment phone (with a person), online (web), mobile phone, by mail
<input checked="" type="checkbox"/>	Set up future payments for your credit card (reoccurring or one-time) online (web)
<input checked="" type="checkbox"/>	Transfer balances online (web), mobile phone, at a branch, atm





## Grid Solution


SURVEY TITLE : PART 3


Which methods do you use to do the following activities with your Discover Card? Mark all that apply.


Change your account information  
phone (with a person), online (web)


  
In person


  
Online (chat)


  
By mail


  
Mobile phone






  
By phone (automated)

  
By phone (with person)

  
☐

  
☐

  
☐



21

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## Open Ended: Integers

SURVEY TITLE : PART 2

How much time to do you spend on the internet?

Time in hours:

(numbers only)

I'm not sure

next question

60%

DONE

You have completed 60% of the questions in part 1.

## Open Ended: Integers (Erroneous Entry)

SURVEY TITLE : PART 2

How much time to do you spend on the internet?

Time in hours:

(numbers only)






I'm not sure☐

next question

60%

DONE

You have completed 60% of the questions in part 1.



## Open Ended No Max


QUESTION 7 OF 12






Please describe  
where your experience with the teller  
failed to meet your expectations

The teller I spoke with didn't really seem to know what to do about my account but was otherwise very nice. They said it was their first day and that they would do their best but that they couldn't make any promises regarding new checks coming in in time for rent. This box will continue to expand for as long as the respondent needs...

Not applicable ☐

next question

 You have completed



## Rating on a scale of 10

SURVEY TITLE : PART 1






Please rate your experience with the website, with 10 being a great experience:

4

12345678910

next question

You have completed 60% of the questions in part 1



## Rating on a scale of 9

SURVEY TITLE : PART 1

Please rate your experience with the website, with 9 being a great experience:

poorneutralgreat

4

123456789

Not applicable

☐

next question

