Interactive Survey Tools for Data Visualizations

Better responses for better research

NEW WAYS TO APPROACH WEB SURVEYS

The Problem

- Researchers at OSU want a tool where users can interact with visuals to answer survey questions.
- Current survey tools, such as Qualtrics, only allow for pairing static images with questions.

Our Solution

- A web app for designing, sharing, and taking web surveys where questions can be paired with interactive visuals. Interactions with the visual may be recorded in the response data for the question.
- Interactive visuals may lead to higher quality responses for surveys where respondents are asked to analyze visuals.

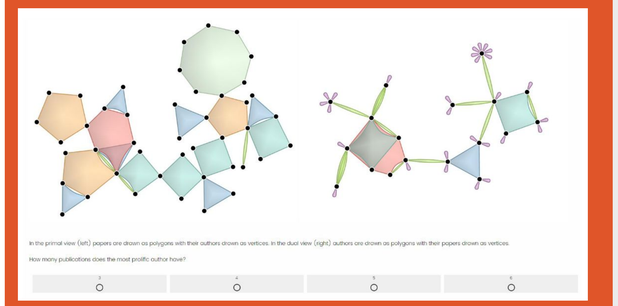

Figure 1: How Qualtrics displays survey questions with a visual, this is the design we are trying to improve upon

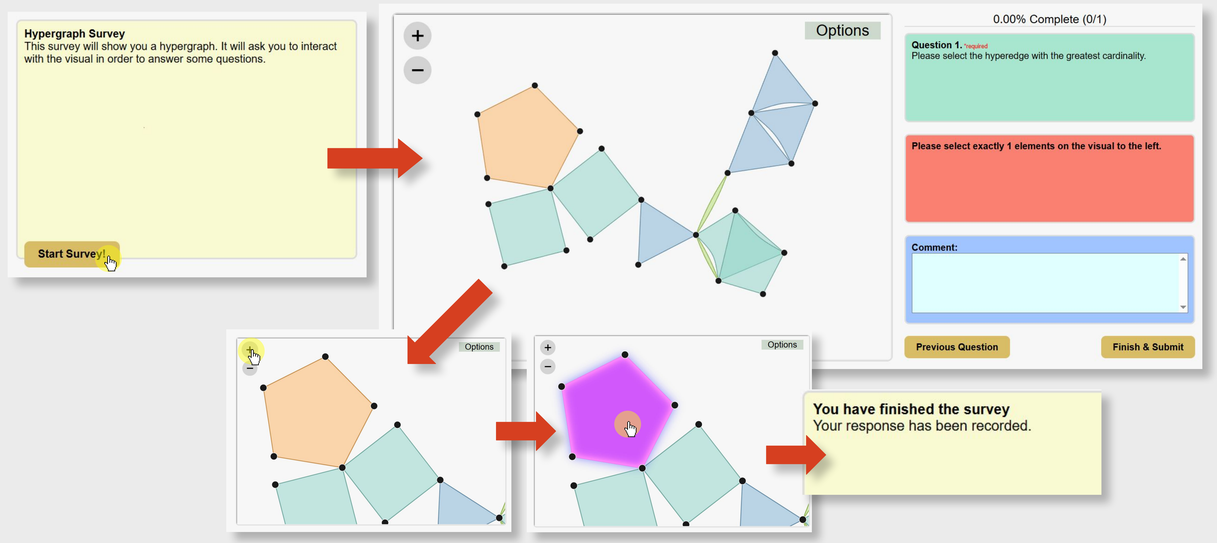

Figure 2: Scenario of a user completing a survey by selecting a shape in a data visualization

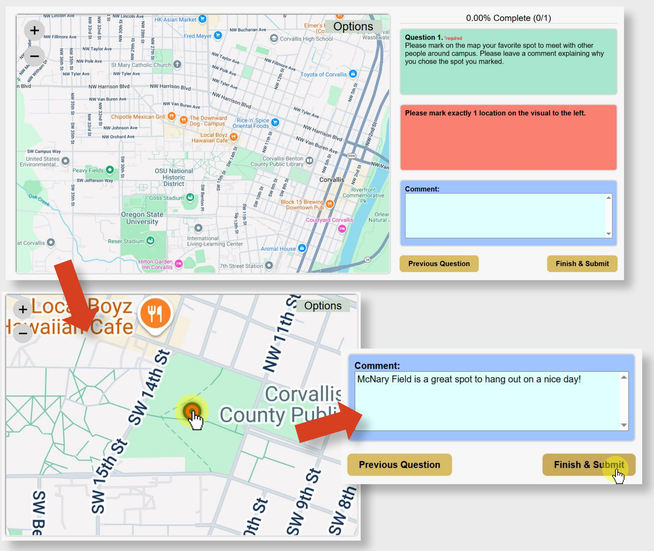

Figure 3: Scenario of a user answering a question by marking a point on an image of a map

Response Interactivity

- Instant visual feedback as users answer questions
- Users can analyze visuals by zooming, panning, and highlighting elements
- Dynamic visuals improve understanding of complex images to boost user comprehension

Collecting Response Data

- Design and publish surveys using the web app
- Share surveys through a unique link
- Collect standard survey response types, such as multiple choice or write-in answers
- Record visual interaction data, including shape selections and click coordinates
- Receive optional written comments for feedback or additional information
- Download survey results as a CSV file for easy transfer to spreadsheets or other mediums

ACKNOWLEDGMENTS

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