

Assignment 1

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EPPS 6302



Question 1

Setting up: As done in class

1. Downloading the .qsf file
2. Login to Qualtrics
3. Creating the movie survey

Preview Link:

https://utdallas.yul1.qualtrics.com/jfe/preview/previewId/b9f7dad5-7524-461e-85e3-5ff85e390b4f/SV_b2yVk5NxCEBD6gS?Q_CHL=preview&Q_SurveyVersionID=current

Question 2: Analysis

- A. Structure of the survey – begins with main survey questions (opinion on movie content)
 - The demographic questions at the end
 - B. Composition of questionnaires: – multiple-choice, yes/no, Likert scale
 - C. Order of questions – starts with specific/subject matter questions
 - concludes with easy-to-answer demographic questions
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Questions 3 to 6

Editing survey



Dear Customer:

Thank you for giving us the opportunity to better serve you.

Please help us by taking a few minutes to tell us about the service that you have received so far. We appreciate your business and want to make sure we meet your expectations.

Attached, you will find a coupon good for We hope that you will accept this as a token of our good will.

Sincerely,

[MANAGER_NAME]

Manager

Suggested improvements

- User-friendly design – mobile friendly
 - Use a logical flow – general (easy-to-answer) to specific/complex
 - Using skip logic
 - Page breaks
 - Put questions in blocks
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Further Assignment

Created survey link:

https://utdallas.qualtrics.com/jfe/form/SV_4SLaP8KGladehQa
