

‘Our Survey Says’ -

How to Create and set up your own surveys

Define the purpose of your survey

Identify Your Goal:

Clearly understand what you want to achieve, e.g., customer feedback, market research, employee satisfaction.

Set Objectives:

Outline specific insights you want to gather, e.g., "Understand customer satisfaction with new product features."

Avoid Over-Collection:

Ask only the questions necessary to meet your objectives.

Design Questions for High-Quality Data

▶ Craft Clear and Concise Questions:

- Avoid jargon and ambiguous language.
- Use neutral wording to prevent leading the respondent.
 - Example: Instead of “How satisfied are you with our excellent service?” say “How satisfied are you with our service?”

▶ Choose the Right Question Types:

- **Multiple Choice:** Ideal for standardising answers and simplifying analysis.
- **Open-Ended:** Use sparingly for rich qualitative data but require more effort to analyse.
- **Rating Scales:** Provide a clear numeric or visual metric.
 - Example: “Rate your experience from 1 to 5.”
- **Likert Scales:** Gauge levels of agreement or satisfaction.
 - Example: “Strongly Agree” to “Strongly Disagree.”

▶ Limit Survey Length:

- Keep surveys short and focused to prevent fatigue.
- Use skip logic or branching to make surveys dynamic.

Ensure GDPR Compliance

► Understand GDPR Basics:

- The General Data Protection Regulation (GDPR) governs how personal data is collected, stored, and processed in the EU.

► Key Principles:

1. Lawfulness, Fairness, and Transparency:

1. Clearly explain why and how you are collecting data.
2. Provide a privacy notice linked in the survey.

2. Purpose Limitation:

1. Use data only for the stated purpose.

3. Data Minimization:

1. Collect only what is necessary for the survey's purpose.

4. Storage Limitation:

1. Retain data for only as long as necessary.

Ensure GDPR Compliance (Continued)

► Practical Steps:

• Get Explicit Consent:

- Add a consent checkbox with clear wording (e.g., "I agree to the collection and use of my data for this survey as outlined in the privacy policy.").
- Avoid pre-checked boxes.

• Anonymise Data:

- Where possible, remove identifying information (including IP addresses) to protect respondents' privacy.

• Allow Withdrawal:

- Inform respondents they can withdraw consent at any time.

• Secure Data:

- Use platforms with robust security features to collect and store responses.

6. Deploy the Survey Thoughtfully

- **Select the Right Audience:**
 - Target the appropriate demographic or user group.
- **Share Securely:**
 - Use GDPR-compliant tools like Microsoft Forms, Google Forms (with proper settings), or specialized survey platforms like Qualtrics or Typeform.
- **Set Deadlines:**
 - Clearly communicate when responses are due.

7. Analyse and Act on Data

- ← **Clean and Validate Data:**

- ← Remove incomplete or invalid responses.

- ← **Use Visualization Tools:**

- ← Charts, graphs, and dashboards simplify analysis.

- ← **Apply Insights:**

- ← Use findings to inform decisions, ensuring they align with the survey's original purpose.

8. Communicate Findings

Share aggregated results with stakeholders or participants.
Reiterate your commitment to GDPR by anonymizing personal data in shared insights.

10. Summary: Checklist for Success

1. Have a clear purpose for your survey.
2. Design questions that are unbiased, concise, and relevant.
3. Limit personal data collection and secure explicit consent.
4. Test and refine your survey with a pilot group.
5. Use GDPR-compliant tools and securely store data.
6. Analyse and act on data responsibly.