

The Use of Common Office Software for Wireframing and Early Stage Questionnaire Testing

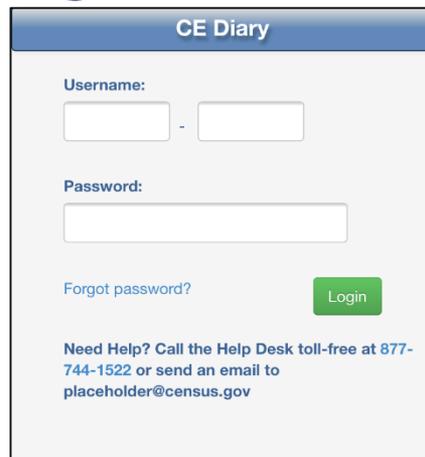
Brandon Kopp

QUEST 2015
April 29th, 2015

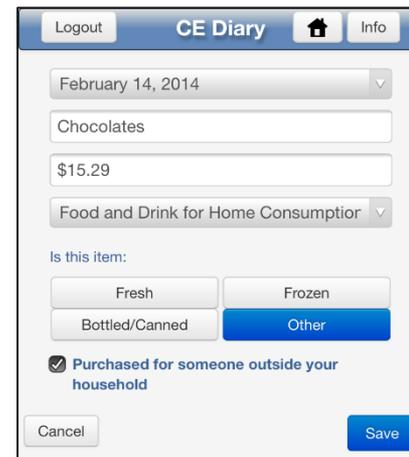


Evaluating Survey Instruments

- Evaluating questionnaire instruments is as important as evaluating question wording
- This is especially true when your survey:
 - ▶ Involves complicated processes (e.g., logins)
 - ▶ Relies more heavily on design than question wording



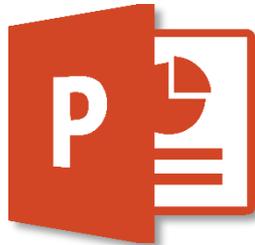
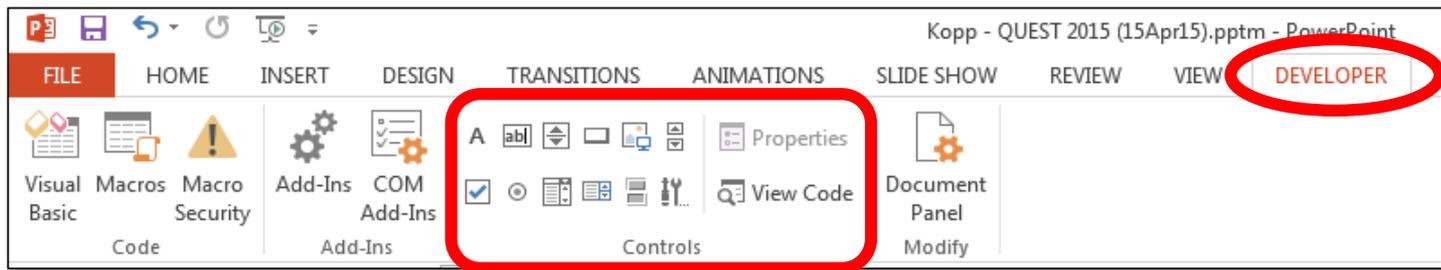
The screenshot shows the login interface for the CE Diary. It features a blue header with the text "CE Diary". Below the header, there are two input fields: "Username:" followed by two separate text boxes separated by a hyphen, and "Password:" followed by a single text box. A "Forgot password?" link is located below the password field. A green "Login" button is positioned to the right of the password field. At the bottom of the form, there is a line of text: "Need Help? Call the Help Desk toll-free at 877-744-1522 or send an email to placeholder@census.gov".



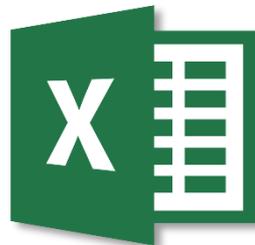
The screenshot shows the data entry interface for the CE Diary. It features a blue header with the text "CE Diary" and navigation links for "Logout", a home icon, and "Info". The main content area includes a date selector set to "February 14, 2014", a text input field containing "Chocolates", a text input field containing "\$15.29", and a dropdown menu set to "Food and Drink for Home Consumer". Below these fields, there is a section titled "Is this item:" with four buttons: "Fresh", "Frozen", "Bottled/Canned", and "Other" (which is highlighted in blue). A checkbox labeled "Purchased for someone outside your household" is checked. At the bottom, there are "Cancel" and "Save" buttons.

Evaluating Survey Instruments

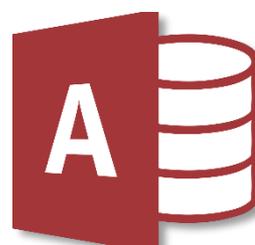
- We do not have the time or financial resources to develop survey instruments purely for testing
- We have developed the skills to make basic, interactive prototype instruments using Microsoft Office Developer Tools



PowerPoint



Excel



Access

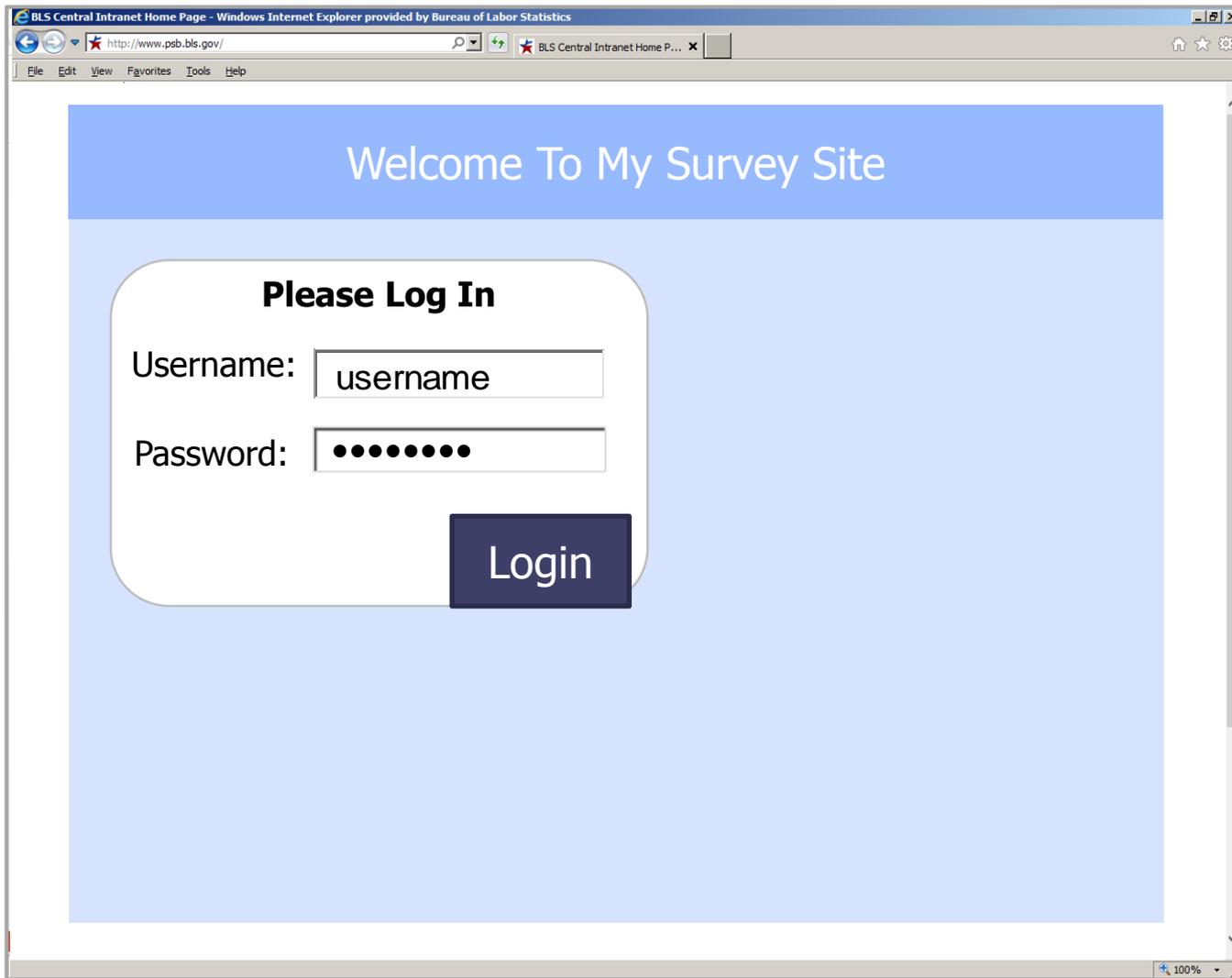


Word

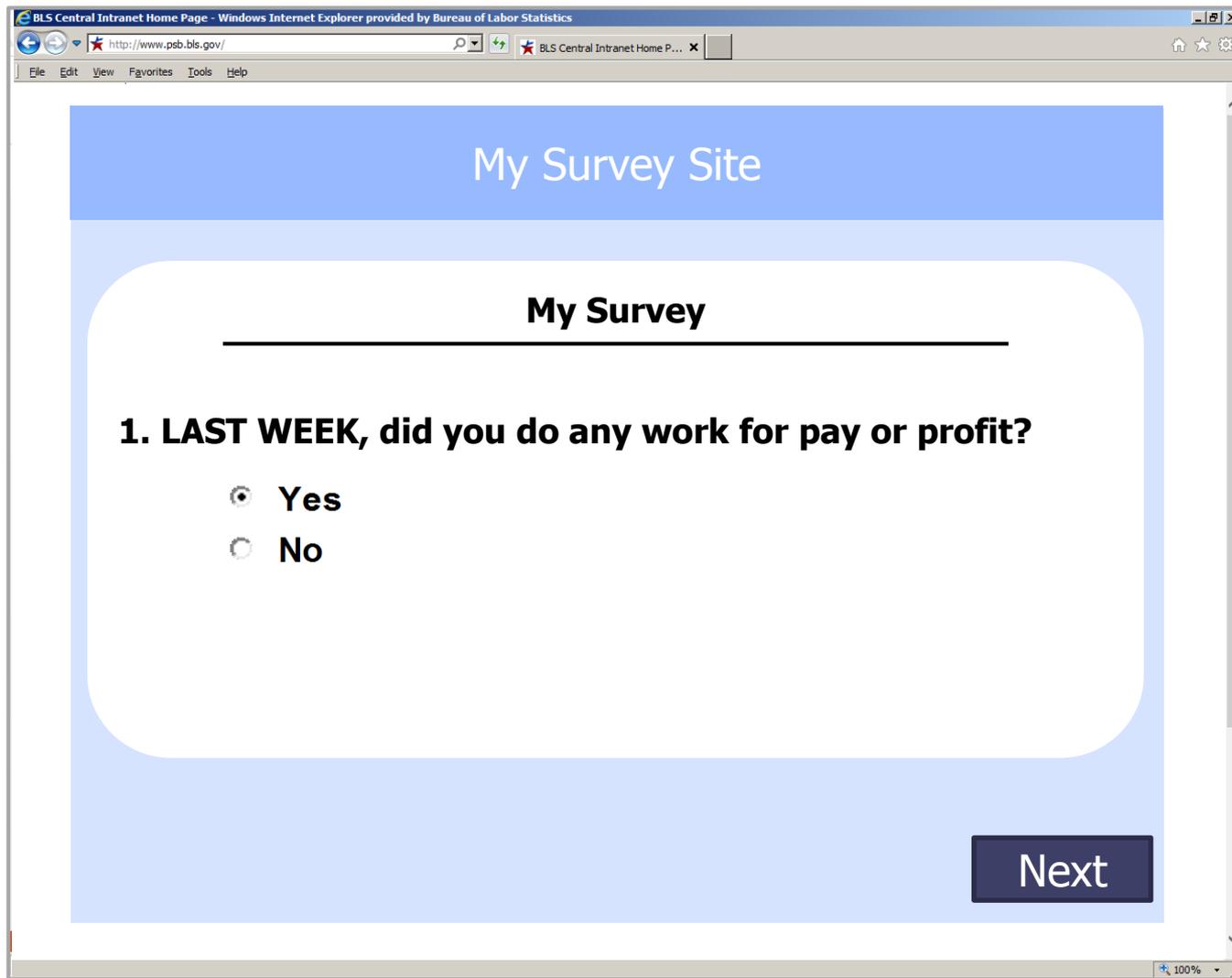


Outlook

How Developer Tools Work



How Developer Tools Work



BLS Central Intranet Home Page - Windows Internet Explorer provided by Bureau of Labor Statistics

http://www.psb.bls.gov/

File Edit View Favorites Tools Help

My Survey Site

My Survey

1. LAST WEEK, did you do any work for pay or profit?

Yes

No

Next

100%

Office Developer Tools

- Text Fields

- Drop-Down Menus

- Radio Buttons (Select One)

Option 1 Option 2 Option 3

Option 1 Option 2 Option 3

- Check Boxes (Select All That Apply)

Option A Option B Option C

Option A Option B Option C

- Action Buttons

Other Approaches

The logo for Axure, featuring the word "axure" in a bold, lowercase sans-serif font. The letter "x" is stylized with a colorful, multi-colored geometric pattern.The logo for Pidoco, consisting of the word "pidoco" in a lowercase, rounded sans-serif font, set against a dark grey, rounded rectangular background. A small green dot is positioned to the right of the letter "o".The logo for ProtoShare, featuring a stylized icon of four grey circles arranged in a square pattern to the left of the word "PROTOSHARE" in a bold, uppercase sans-serif font. A registered trademark symbol (®) is located at the top right of the word.The logo for SurveyMonkey, featuring a green, stylized monkey head icon above the word "SurveyMonkey" in a lowercase, rounded sans-serif font.The logo for Qualtrics, featuring a stylized red "Q" icon followed by the word "qualtrics" in a lowercase, rounded sans-serif font.The logo for Adobe Photoshop, featuring a blue square with rounded corners containing the letters "Ps" in a light blue, sans-serif font. Below the square, the text "Adobe Photoshop" is written in a smaller, dark blue font.The logo for Adobe InDesign, featuring a purple square with rounded corners containing the letters "ID" in a light purple, sans-serif font. Below the square, the text "Adobe InDesign" is written in a smaller, dark purple font.

Why Microsoft Office?

- **Cheap:** Almost everyone has Microsoft Office on their computer
- **Sharable:** Almost everyone has Microsoft Office on their computer
- **Control:** Allows you to control almost every aspect of the instrument from colors to paradata collection
- **Generalizable:** The skills you learn can be used for more than questionnaire evaluation

WIREFRAME EXAMPLES

CE Mobile Diary Testing 2013

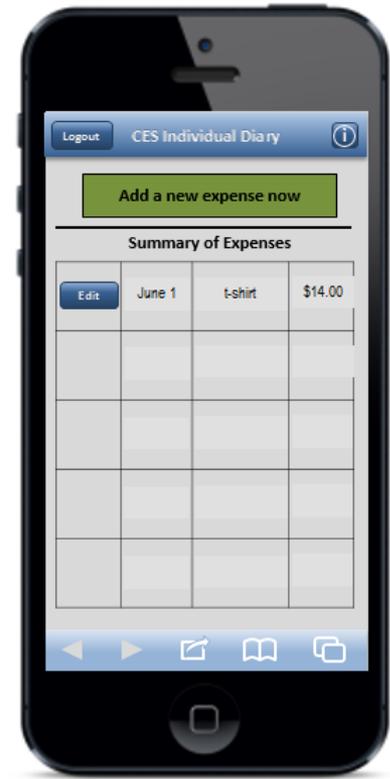
In PowerPoint



Login



Enter Data



View Data



CE Store Location Collection

2015

In Access

Date

Description

Item Cost

Gender

Age

Purchased for someone outside the household

Control (no Store)

Expense Date

Merchant Name

Paid Online?

City, State

Total Cost

Item Summary

	Description	Cost	Delete
<input type="button" value="Edit"/>	Milk	\$4.29	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Apples	\$1.79	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Eggs	\$2.99	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Frozen pizza	\$3.79	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Frozen mixed vegetables	\$2.09	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Carrots	\$1.99	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Salad bag	\$3.99	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Chicken	\$4.76	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Chips	\$2.79	<input type="button" value="x"/>
<input type="button" value="Edit"/>	Bananas	\$0.83	<input type="button" value="x"/>

Store

Contact Information

Brandon Kopp

Research Psychologist

Office of Survey Methods Research

[*www.bls.gov/osmr*](http://www.bls.gov/osmr)

00-1-(202)-691-7514

kopp.brandon@bls.gov

