

# Competitive UX Report

Overview of the survey landscape UX report, including

- Qualtrics*
- QuestionPro*
- SurveyMonkey*
- Survey Analytics*

Completed for *Survey Analytics*, 2 October 2014.

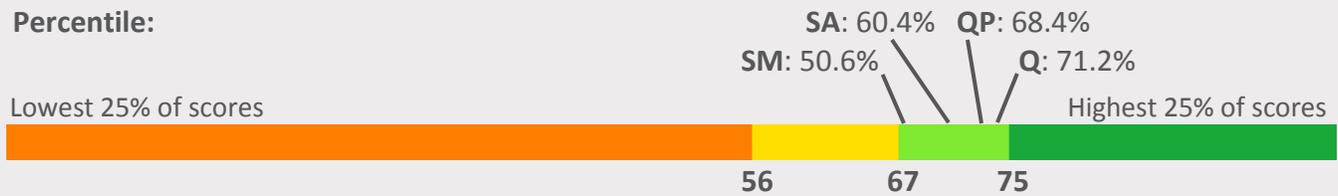
## System Satisfaction

<b>Qualtrics</b>	<b>74.0</b>
Usability   Learnability	73.4   76.4
<b>QuestionPro</b>	<b>73.1</b>
Usability   Learnability	70.2   79.9
<b>SurveyMonkey</b>	<b>67.2</b>
Usability   Learnability	64.3   78.8
<b>Survey Analytics</b>	<b>70.5</b>
Usability   Learnability	67.5   79.3

[See the questions](#)

Percentile:

Lowest 25% of scores



Users



Tasks



Avg Time



Avg Clicks



Complaints



Completion

*Qualtrics*

10

5

16:14

46.2

5

100%

*QuestionPro*

10

5

16:09

40.8

5

100%

*SurveyMonkey*

10

5

18:26

40.4

8

100%

*Survey Analytics*

10

5

17:52

28.4

7

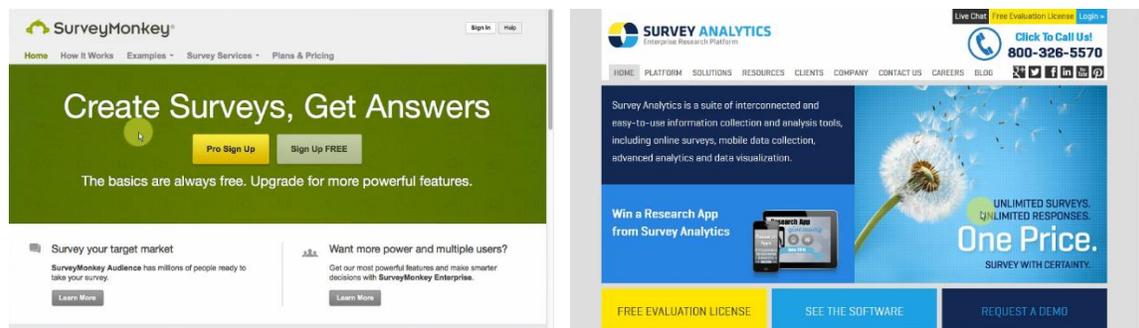
100%

[Impatient? Take me to the final evaluation](#)

# Impressions

At the beginning of each test we asked users to perform an *impression test* – we show the user your website’s main page for 15 seconds, then take it away and ask them *what they remember* and *how they would describe* the site. Here’s what they said:

Users described the site as “**professional but not stodgy**” and said that businesses would probably feel comfortable using it. The main page *didn’t really have a strong focal point*, and some users were unsure where to look – more text was immediately visible than on any of the other 3 sites, color contrast was employed in many places on the screen and the main banner was divided into blocks whereas Qualtrics, QuestionPro, and Survey Monkey all had a single unified image across the center of their front page. When asked to use 3 words to describe the main page as they remembered it, some users simply said “blue” for one.



The words users most remembered from the main page were “One price,” which are the largest and most attention-grabbing words on the page, and the company name itself. Other companies *featured words* that were more *self-explanatory and pertinent to the primary aim* of their site – Qualtrics features words like “Ask questions, get answers,” and “Collect, analyze, act”; on SurveyMonkey, “Create surveys, gets answers” appears in giant lettering across the main page with a sign-up button underneath. QuestionPro users remembered “online survey,” “research,” “easy,” and “free account,” which appears on a brightly colored button just above the banner.

## Briefly...

Survey Analytics’ main page doesn’t boast the *simplicity* and *clarity* of the other sites, and it does less to give users a precise idea of what the site offers in a glance. Choose the words most important and relevant to your message and direct users’ attention to those words. Minimize contrast on less significant elements of the page, like the phone number.

# Task N° 1: Create a free account

The user has to sign up for a free account in order to perform the remainder of the tasks.

	 Avg Time	 Avg Clicks	 Complaints	 Completion
<i>Qualtrics</i>	3:41	13.9	3	100%
<i>QuestionPro</i>	2:13	8.7	2	100%
<i>SurveyMonkey</i>	1:11	2.4	1	100%
<i>Survey Analytics</i>	2:45*	2.8	1	100%

\* The higher ratio of time to clicks for Survey Analytics is due to account verifications, which are not required by other sites until later stages.

## Problems

### *Moderate*

- Most users did not immediately recognize the “Free evaluation license” button as the correct location to create an account. Said one, “I wasn’t really looking for that phrase, so it took a while for me to catch that.”

## Learn from your competitors...

QuestionPro and SurveyMonkey offer users the option to sign in with Facebook or Google (or LinkedIn, on QuestionPro), an option that a number of users appreciate because it is easier and takes less time and effort.

However, both sites put these expedited sign-in options on the right-hand side, and several users didn’t notice them until after filling out much of their information on the left-hand side. A one-click feature like that could go above or to the left of the traditional sign-up so that the people who want to use it see it immediately.

## **Task N° 1**

### **Create a free account**

#### **Action items**

- Change the name of the “Free evaluation license” button – the meaning of the phrase is not readily apparent to the majority of users, who typically scan for words like “create” and “account.” Most kept looking elsewhere on the main page even after seeing the button.

## Task N° 2: Make a new survey

The user has to make a new survey on their free account.

	 Avg Time	 Avg Clicks	 Complaints	 Completion
<i>Qualtrics</i>	0:53	2.8	0	100%
<i>QuestionPro</i>	0:31	4.4	0	100%
<i>SurveyMonkey</i>	1:56	3.9	1	100%
<i>Survey Analytics</i>	2:53*	8.5	3	100%

\* Again, people verifying their email contributed to a higher time for Survey Analytics (all those who hadn't already done so during the previous step).

### Problems

#### *Moderate*

- Some users were confused when the site didn't tell them they had to confirm their email before making a survey, particularly since the normal menu options are still displayed and clickable.
- After signing up for a supposedly 7-day trial, users were informed that their trial expired in 5 days.
- Multiple users commented that they were annoyed by the green and red pop-ups that only disappeared when clicked away.

### Learn from your competitors...

Other sites didn't require users to confirm their account until much later, if at all – QuestionPro prompts users with a simple Captcha. On SurveyMonkey and Qualtrics, they could go through the entire process without ever having to confirm their email. One Survey Analytics user noted that it would be nice to be able to quickly check out the site's survey-building interface without the hassle of verifying first.

## Task N° 2

### Create a free account

#### Action items

- Tell users explicitly that they will not be able to make a survey until after they have confirmed their email. Many tried clicking various menu options before realizing that they would have to do this first, and felt like they had wasted time.
- Fix the bug causing the site to report only 5 days remaining for 7-day trials.
- Set pop-up notifications and tips to disappear on their own after a few seconds. Users did not like that they “have to keep closing [the notifications] all the time.”

## Task N° 3: Add 5 questions

The user has to add 5 questions to their survey, including at least 1 multiple choice-type, 1 rating-type, and 1 open ended-type.

	 Avg Time	 Avg Clicks	 Complaints	 Completion
<i>Qualtrics</i>	5:36	12.4	0	100%
<i>QuestionPro</i>	5:41	18.2	1	100%
<i>SurveyMonkey</i>	7:52	22.1	3	100%
<i>Survey Analytics</i>	5:37	12.9	3	100%

### Problems

#### Critical

- Many users had trouble adding a new question for the first time, not noticing the “+” button at the left below their previous question or recognizing it as the place to add a new question. One user described this as “really hidden” and “awful.”

#### Minor

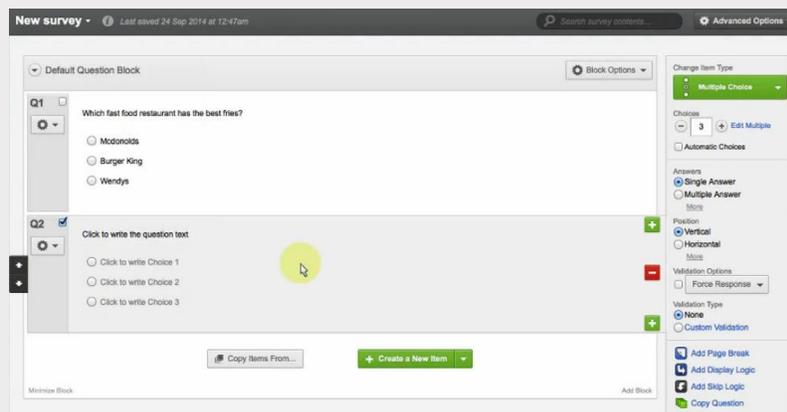
- Users really liked the question-type previews, but complained that the preview box was sometimes partially off-screen
- One user also felt that more guidance should be given in framing questions for different types, and wanted to be told in advance to explain rating scales in the question.

## Task N° 3 Add 5 questions

### Learn from your competitors...

Of all the sites, Qualtrics does the best job of visually cleaning up and simplifying the survey-building process and avoiding clutter without losing functionality.

- Rather than opening a window where different parts of each question are divided up for editing, Qualtrics simply adds each question as it will appear and its components can be clicked on to edit the text.
- Question options are collected in an easily-recognizable dropdown menu to the left.
- Question attributes are shown, and editable, in a menu that opens to the right only when the specific question is selected for editing.
- Questions are added with a centrally-placed green button at the bottom, and different types of questions can be chosen from a menu (signified with a down-facing arrow) that extends from the green button when clicked.



[View larger](#)

### Action items

- Make the “Add question” button more obvious. Several users wanted it to be explicitly designated with text saying “Add question” to make it easier to find. This was a major hang-up for users.
- Fix the question-type preview boxes so that those on the right-hand side do not run off-screen when displayed; show them perhaps to the left side or below the cursor.
- When users are crafting questions, give more guidance on how to write them, or what structure to use. Example questions are a good idea – a few users struggled with making a proper rating-type question, phrasing it more like multiple choice. Also, suggest to users in advance to explain their chosen rating scale to survey-takers (what does a 1 mean? a 5?).

## Task N° 4: Send your survey

The user has to send their survey out to 10 recipients.

	 Avg Time	 Avg Clicks	 Complaints	 Completion
<i>Qualtrics</i>	4:53	14.6	2	100%
<i>QuestionPro</i>	4:14	8.5	1	100%
<i>SurveyMonkey</i>	4:22	8.6	2	100%
<i>Survey Analytics</i>	4:05	3.2	0	100%

### Problems

None. Survey Analytics had one of the best interfaces for sending out surveys, with bright, clearly-explained options and a layout for the email invitation option just like any ordinary email layout, making users feel comfortable and confident. The whole process can be achieved in 2 clicks, with some copy-and-paste (or typing out of email addresses) in between.

## Task N° 5: View and analyze your results

The user has to find and view the results of his survey and the analytical tools provided by the site for understanding them.

	 Avg Time	 Avg Clicks	 Complaints	 Completion
<i>Qualtrics</i>	0:52	2.5	0	100%
<i>QuestionPro</i>	0:51	1.0	1	100%
<i>SurveyMonkey</i>	1:07	3.4	1	100%
<i>Survey Analytics</i>	0:42	1.0	0	100%

### Problems

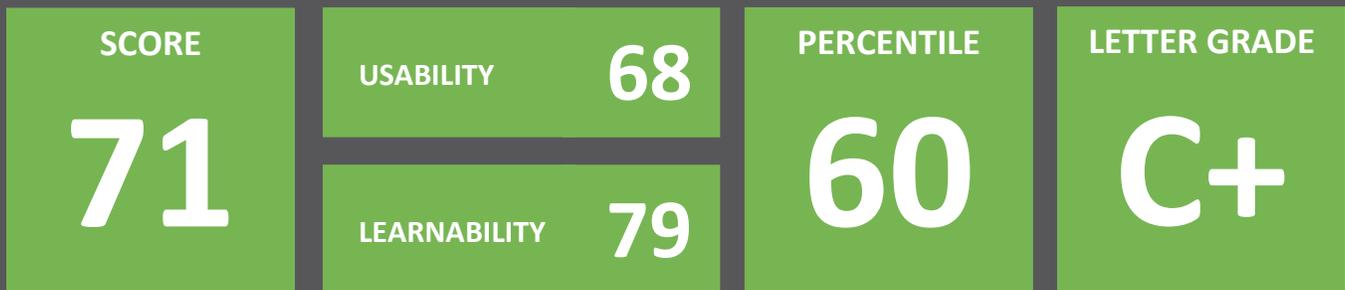
None. Users had no trouble finding the results and found the layout attractive and useful.

## Satisfaction evaluation

Overall, users found the process of using Survey Analytics *very intuitive*, with a few *stumbling blocks* at certain stages. Though survey-building is inherent somewhat complex, with a wide variety of question types and options, methodological tools, and customization choices, Survey Analytics' UI does a good job of *not overwhelming* the unfamiliar user – though Qualtrics has probably the smoothest and most intuitive layout.

### SUS

Survey Analytics scored a 70.5 on the System Usability Scale, making it 3rd out of the 4 websites and putting it in the 60th percentile of all websites. This score corresponds to the adjective “good” (between “ok” and “excellent”) and the ranking “acceptable.”



[Remind me how SUS works](#)

### Recommendations

- Make the individual steps along the user's journey more obvious. Be explicit and use the words users expect to see.
- Don't make users go out of their way to close pop-up tips – at least, not too often.
- Ensure everything on the site is working as intended: the free trial expiration date should be accurate, and the preview boxes ought to correct themselves so they're always visible.
- Help out your user with tips, explanations, and examples as they're writing questions. They may not know the best way to use different question types, or how to phrase them.

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## Appendices

### System Usability Scale (SUS)

Questions:

1. I think that I would like to use this system frequently.
2. I found the system unnecessarily complex.
3. I thought the system was easy to use.
4. I think that I would need the support of a technical person to be able to use this system.
5. I found the various functions in this system were well integrated.
6. I thought there was too much inconsistency in this system.
7. I would imagine that most people would learn to use this system very quickly.
8. I found the system very cumbersome to use.
9. I felt very confident using the system.
10. I needed to learn a lot of things before I could get going with this system.

Items 1, 2, 3, 5, 6, 7, 8, and 9 correspond to the usability sub-score.

Items 4 and 10 correspond to the learnability sub-score.

Items are scored on a 5-point scale ranging from “strongly agree” to “strongly disagree”:

Strongly Disagree 1	2	3	4	Strongly Agree 5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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# Qualtrics survey-building interface

The screenshot displays the Qualtrics survey-building interface. At the top, a dark header bar contains the text "New survey" with a dropdown arrow, a timestamp "Last saved 24 Sep 2014 at 12:47am", a search bar labeled "Search survey contents...", and "Advanced Options" with a dropdown arrow.

The main workspace is divided into two question blocks:

- Q1:** Titled "Default Question Block", it contains the question "Which fast food restaurant has the best fries?" with three radio button options: "Mcdonalds", "Burger King", and "Wendys".
- Q2:** Titled "Click to write the question text", it contains three radio button options: "Click to write Choice 1", "Click to write Choice 2", and "Click to write Choice 3". A yellow circle with a mouse cursor is positioned over the text area.

At the bottom of the workspace, there are two buttons: "Copy Items From..." and "Create a New Item".

On the right side, a settings panel is visible with the following sections:

- Change Item Type:** A dropdown menu set to "Multiple Choice".
- Choices:** A numeric input field set to "3" with "Edit Multiple" and "Automatic Choices" options.
- Answers:** Radio buttons for "Single Answer" (selected), "Multiple Answer", and "More".
- Position:** Radio buttons for "Vertical" (selected) and "Horizontal", with a "More" link.
- Validation Options:** A checkbox for "Force Response" with a dropdown arrow.
- Validation Type:** Radio buttons for "None" (selected) and "Custom Validation".
- Footer:** A list of actions including "Add Page Break", "Add Display Logic", "Add Skip Logic", "Copy Question", and "More Questions".

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