

Co-Designing a Data Collection App with Potential Respondents

Christopher Antoun¹, Ai Rene Ong², Yanzhi Shen¹, Brady West², &
Rosalynn Yang¹

¹University of Maryland

²University of Michigan

2021 FCSM Research and Policy Conference

Acknowledgments

- This research was supported by the National Center for Science and Engineering Statistics (NCSES) through a Broad Agency Announcement (BAA).

The views expressed in this document are those of the authors and do not necessarily reflect the views of the National Center for Science and Engineering Statistics within the National Science Foundation.

Motivation

- Smartphone apps are increasingly used to collect survey data
 - Smartphone usage has become widespread
 - Apps provide a way to deliver frequent, short surveys over time (i.e., modular design)
- Some sample members may prefer using an app to respond
 - But this requires designing an app that respondents are motivated to download and find easy to use
 - What features should it have? If modules are used, what is their optimal length and timing?

Participatory design workshops

- Goal: to engage potential respondents to Survey of Doctorate Recipients (SDR) in development of an app, particularly for modular survey delivery
- Selected recent doctoral recipients who participated in a previous NCSES survey
 - Sample equally balanced by sex, race/ethnicity, age, and PhD field
- Participants were asked to participate in a 90-minute workshop via Zoom
- 3 parts:
 - 1: Moderated focus group to solicit reactions about the idea of using a survey app
 - 2: Design session in small groups using *Google Jamboard*
 - 3: Debriefing
- Three workshops conducted from Feb-May 2021
 - 19 participants in total

Google Jamboard tasks

4

Task 4: Identifying Features for the Smartphone App

Imagine that you are using the B2B smartphone app to complete a phone purchase over the Web. Please list down what features you would want in the smartphone app to have.

Feedback with responses

Progress bar

Task 5: Designing the Smartphone App Home Screen

Suppose that the B2B smartphone app has a home screen that you use when first opening the app.

Use the tools (pens, shapes, text boxes) in the Jamboard to draw on the smartphone to sketch out how you would want the home screen of the app to look.

To be clear, the screen of the important features should be displayed.

please comment here

5

Task 6: Designing the Smartphone App Feedback Bar

Now suppose the B2B smartphone app has a feedback screen that you use after completing each purchase transaction during the purchase on the Web.

The screen is designed to encourage you to keep using the app to complete the rest of the purchase. To be clear, use the tools (pens, shapes, text boxes) in the Jamboard to draw on the smartphone to sketch out how you would want the screen of the app to look. To be clear, the screen of the important features should be displayed.

please comment here

6

Use the tools (pens, shapes, text boxes) in the Jamboard to draw on the smartphone to sketch out how you would want the home screen of the app to look.

please comment here

please comment here

please comment here

Survey app discussion

- Participants generally liked the idea of using a survey app
- But they expressed clear expectations:
 - user-friendly
 - multi-purposed
 - secure

Needs to **make answering survey questions easier...**
Example: voice input

Not for **one-time use...**
Example: use to answer “small” and “easy” surveys over time

Should be **packaged with other useful features...** Example: link to my NSF dashboard

Modular design discussion

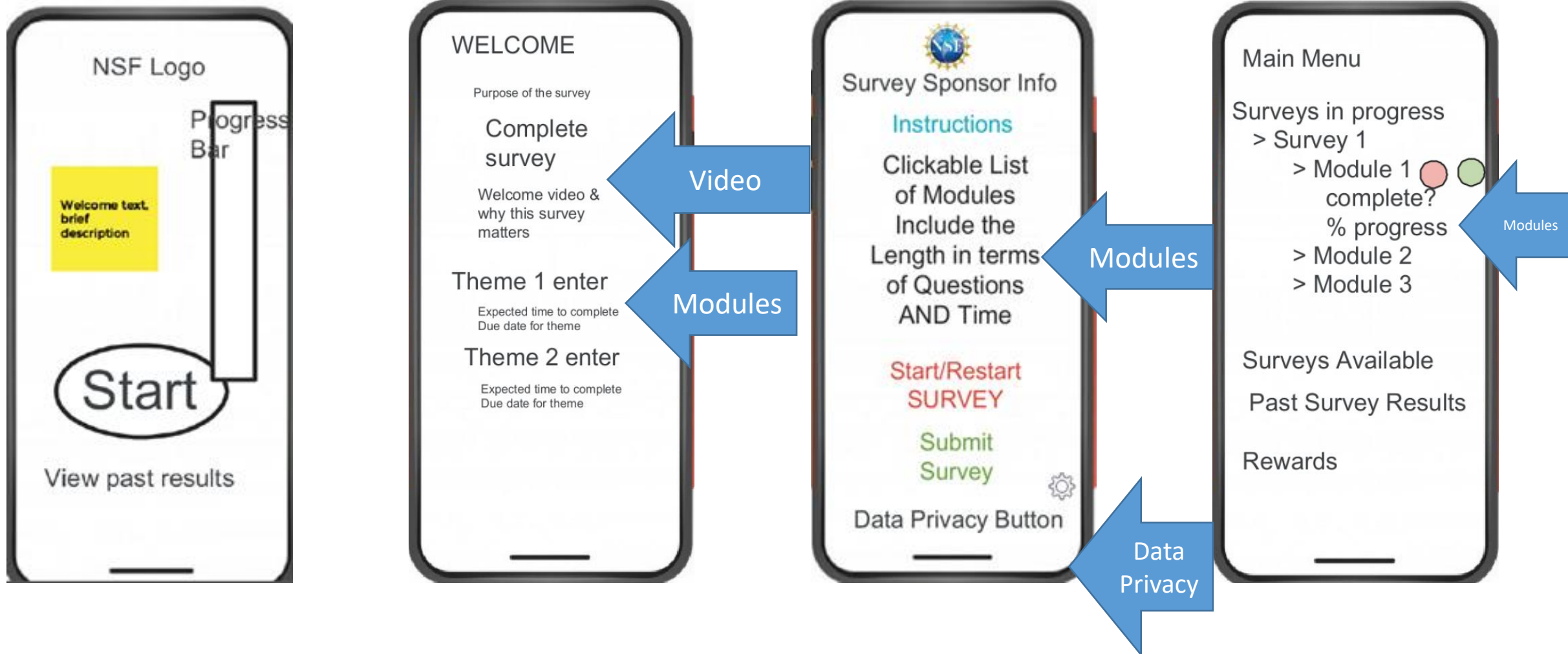
- Most participants liked modular approach
- Expectation: flexibility in schedule (timing and pace) of modules
- No consensus about the optimal length of modules, but participants seemed to lean toward short surveys (“few minutes long”) with related questions

Want to move at my own pace – no preset schedule for modules

Helpful, not-too-frequent notifications when there are modules to complete

- Some preferred a single survey format with option to save progress

Sketches of app landing page



Sketches of app ending page



Other suggested features

Theme	Examples
Accessibility	Ability to change font size
User experience	Well-designed user guide/tutorial
Information on modules	An estimated time range for each module; clearly describe the number of questions contained in each module
Results	Personalized results – e.g., how your responses have changed over time; how you compare to other respondents
Extra features	Customizable reminders ; Ability to give feedback or comments on the app if there are concerns or questions

Discussion

- Vibrant discussion in workshop
 - Participatory design can engage potential respondents in design process
 - Easy to use “sticky notes” in Google Jamboard
- Respondents appeared motivated to use survey app if it saves effort over time
 - App worth pursuing given its potential benefits (rapid data collection, reduced survey burden)
- Different ways of implementing modular design, needs experimentation
- Next steps
 - Design and build an app prototype
 - Conduct field test of the app with debriefing interviews

Thank you!
Questions?
antoun@umd.edu