



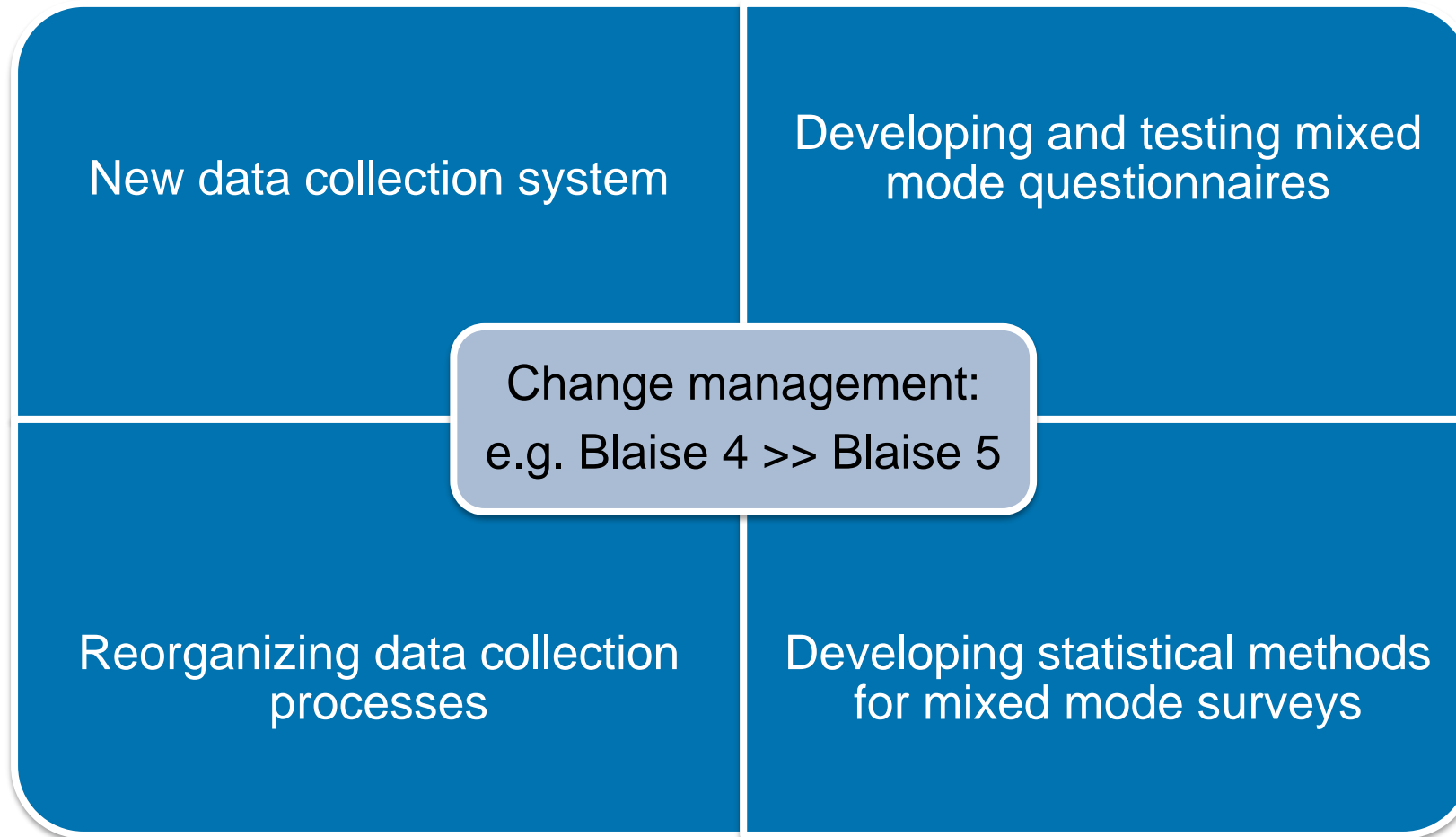
# **Mobile usability on household survey on Blaise 5**

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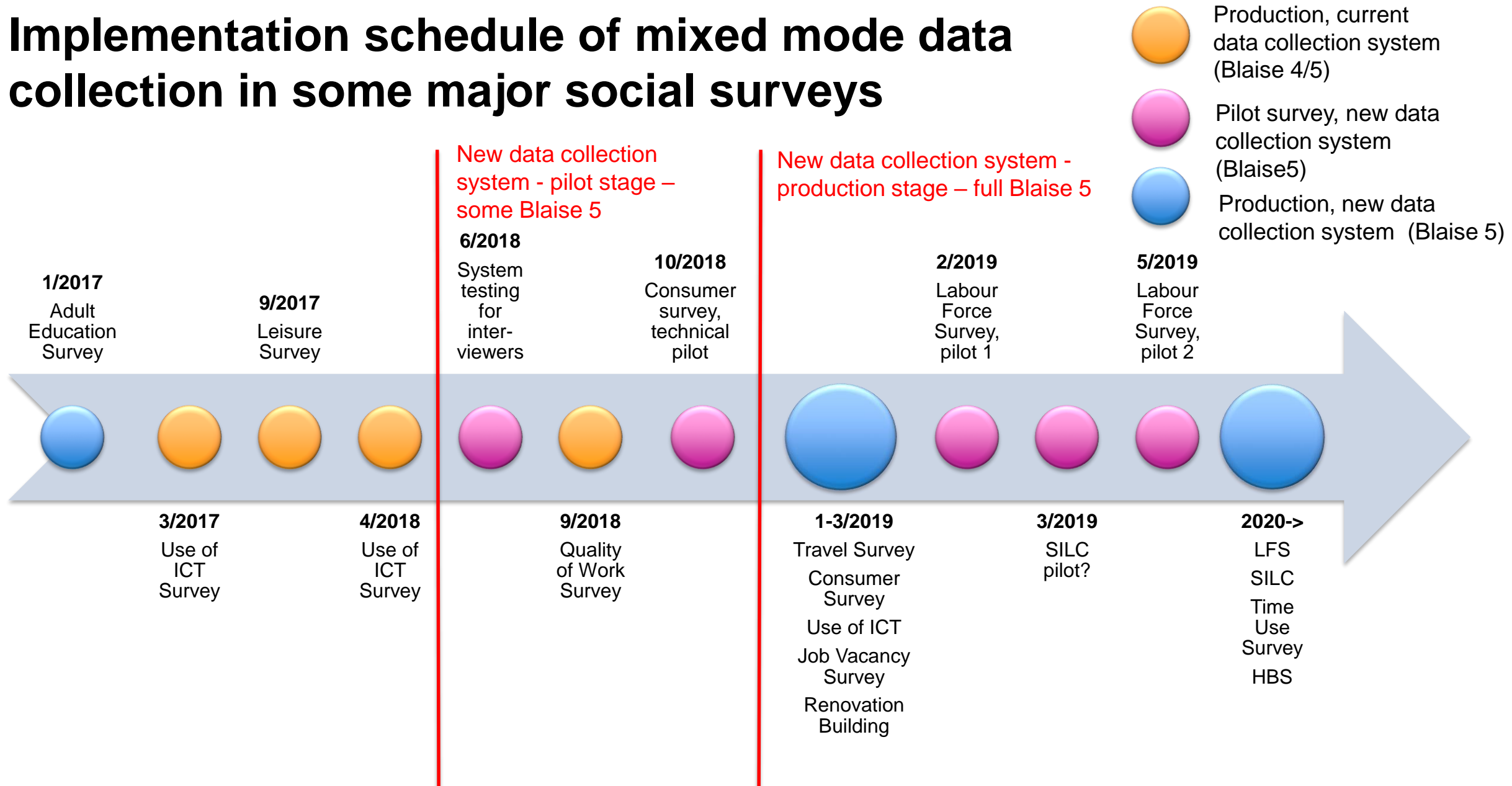
# Presentation Overview

- Implementing web mode in mixed mode survey design in the Statistics Finland
- Mobile usability on Blaise
- Demo – video demonstration of mobile friendly household survey questionnaire
- Reflective thoughts and future challenges – questions from the audience

# Mixed Mode Data Collection program: Areas of focus



# Implementation schedule of mixed mode data collection in some major social surveys



# Principles to follow on mixed mode design

- Mobile first
  - mobile respondents are taken into account broadly in a survey process and designing self-administered questionnaires
- Respondent first & usability
  - rounds of usability and pre-testing in a development phase
- Harmonization of data collection
  - In a survey level – processes and common solutions
  - In a Blaise level – e.g. layout practises and standardized data model level programming

# Some known challenges in mobile survey designs

- Grid questions
  - Not easily scalable to mobile screen size
- Horizontal scrolling
  - The structure of mobile web-page is not easily understandable if the content exceeds the client width
- Lack of left and right handed usability
  - If controls are aligned only to left or right it can be hard for respondent to select the option with the opposite thumb while using only one hand to operate smartphone

# Re-designing survey structure and layout

- Use of buttons with auto-enter instead of radio-buttons
  - Better and faster flow of the questionnaire
- Simplifying question structure
  - Merging and transforming grid questions when possible
- Adding visual elements to aid the respondent
  - Highlighting important parts of the question text
  - Answer button selection color
- Using only one CAWI-layout for all screen sizes
  - Elements are scaled to fit the screen by the client width (Respondent screen width)

# Basic layout (desktop view)

The screenshot shows a survey interface from Statistics Finland. The layout includes a header with the logo and language selector, a blue navigation bar with the survey title and options to continue later or contact support, and a main content area with background information, an introduction, a question, help text, and response buttons. A progress bar and navigation arrow are also visible.

Statistics Finland English

**Household** Title of the survey X Continue later ? Contact

Household background information Title of the section

This survey concerns the person John Smith and the persons belonging to the same household. Introduction

Who is now responding to the survey? Question text

Select the response from the button and press the arrow keys below if necessary. Help text (if needed)

John Smith

Other household member

Response buttons (dynamic radiobuttons)

Arrow buttons (navigation)

0 % 25 % 75 % 100 %

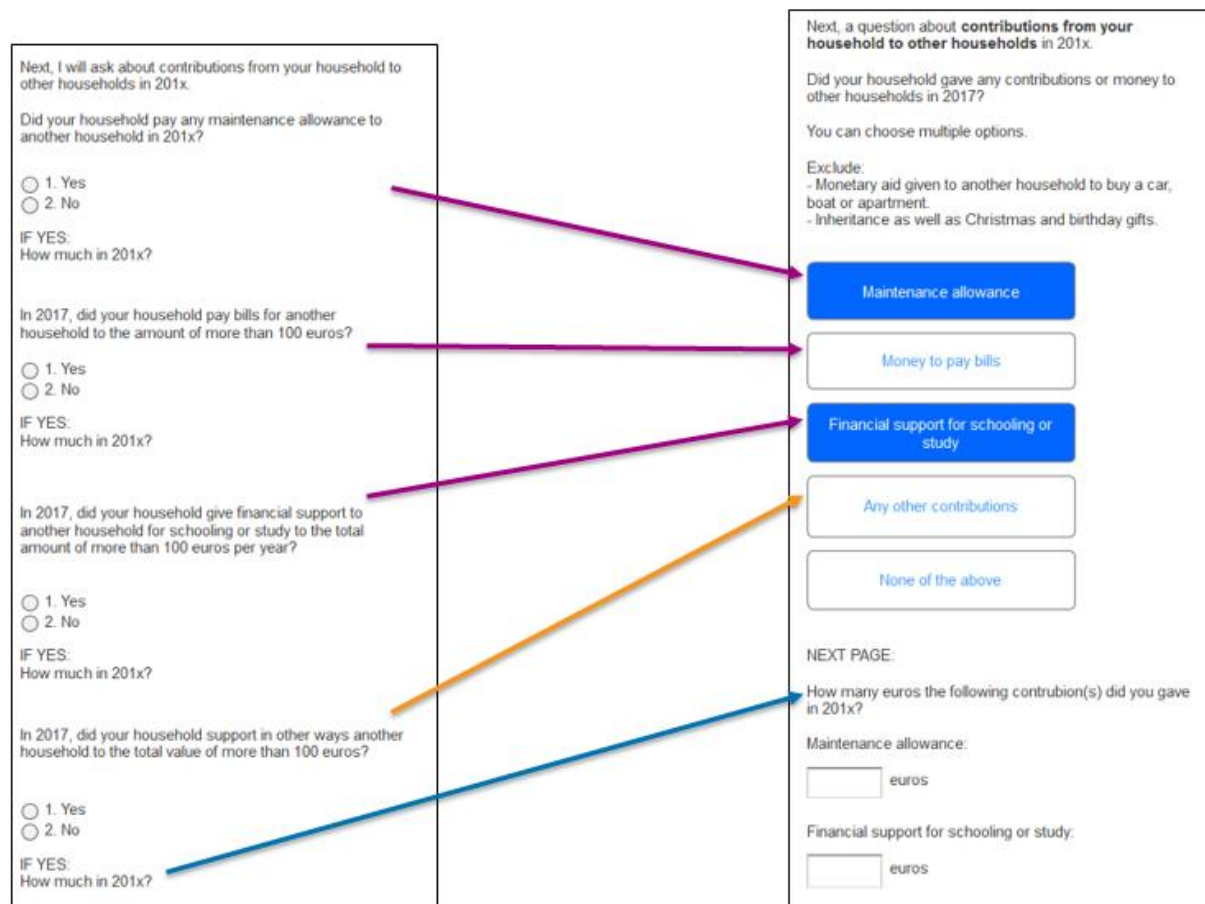
Progress bar (optional)

Contact  
esimerkki.email@stat.fi

# Basic layout (mobilephone view)

The screenshot shows a mobile phone interface for a survey. At the top, the status bar displays 'Telia FI', signal strength, Wi-Fi, time '13.47', location, and battery '83%'. Below the status bar, the browser address bar shows 'Valmis' and 'ombre.stat.fi'. The main header features the 'Statistics Finland' logo and a language dropdown menu set to 'English'. A blue navigation bar contains the title 'Household' and two circular icons: a close button (X) and a help button (?). The main content area is titled 'Household background information' and contains the following text: 'This survey concerns the person John Smith and the persons belonging to the same household.' and 'Who is now responding to the survey?'. Below this, instructions state: 'Select the response from the button and press the arrow keys below if necessary.' Two radio button options are presented: 'John Smith' and 'Other household member'. A large blue play button is centered at the bottom of the content area. The bottom of the screen shows a standard mobile navigation bar with back, forward, home, and search icons.

# Simplifying questions with visual clues: changes to question structure



# Check box questions re-design

- Question of multiple choices
- Proceed with forward-button
- Redesign

Did you work during last year (201x)?  
You can choose multiple options.

Yes: as an entrepreneur, farmer or self-employed

Yes: as a family worker in a business or a farm owned by another household member

Yes: as an employee or on a scholarship

No: not in labour marker during last year?

Navigation: back and forward buttons

A red line connects the forward button to the 'Redesign' section of the slide.

Valmis ombre.stat.fi

Household background information

You answered in the previous question that the names are not up-to-date.

Select the person or persons whose data you want to change and press the arrow key.

John Smith

Jane Smith

Mary Smith

Axel Smith

Navigation: back and forward buttons

# EU-SILC household survey demo

- EU Statistics on Income and Living Conditions
- Indicators: Poverty threshold, AROPE-indicator
- FI-SILC: Combination of register data and survey, we don't ask about incomes
- FI-SILC: HH sample, selected respondent model, hh composition is done in the beginning of interview/web questionnaire
- New set of questions to figure out the eligibility of household in the target population
  - Previously done in a non-structured manner by interviewer when they contact hh

# Current CATI-questionnaire (Blaise4)

Household's background information

1.  
Was Heidi a member of your household on 31 December 2016?

The term household refers to persons who live and share meals or use their income together.

1. Yes  
 2. No

|        | Ku | Po | E_PoV | E_PoK | Tu | E_TuV | E_TuK | Etunimet | Sukunimi | Hetu        | Syvu | Sp |
|--------|----|----|-------|-------|----|-------|-------|----------|----------|-------------|------|----|
| Oto[1] | 1  |    |       |       |    |       |       | Jukka    |          |             |      | 1  |
| Oto[2] | 1  |    |       |       |    |       |       | Heidi    |          |             |      | 2  |
| Oto[3] | 1  |    |       |       |    |       |       |          |          |             |      | 2  |
| Oto[4] | 1  |    |       |       |    |       |       |          |          |             |      | 1  |
| Oto[5] | 1  |    |       |       |    |       |       |          |          |             |      | 2  |
| Oto[6] | 1  |    |       |       | 4  | 2016  | 8     | Jussi    |          | 030914A1234 |      | 2  |
| Oto[7] |    |    |       |       |    |       |       |          |          |             |      |    |
| Oto[8] |    |    |       |       |    |       |       |          |          |             |      |    |

# Demo

- [EU-SILC mobile household survey demo](#)



# Thank you!

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Statistics Finland 