

Authors: AARON R. COOPER, Dr. JOANNA LUMSDEN

Title: SUPPORTING ONLINE-QUESTIONNAIRE DESIGNERS: PROVIDING PRIMARY SUPPORT VIA THE CRITIC METAPHOR

Topic Areas: Human-Computer Interaction, Online-Questionnaire Design

Contact Info: AaronR.Cooper@unb.ca, 444-0498, jo.lumsden@nrc.gc.ca, 444-0382

There exist numerous online-questionnaire design tools that enable anyone to create and publish an online-questionnaire. However, these tools rarely incorporate guidelines to support the designer through the design process. As a result, many online-questionnaires frustrate respondents and discourage the submission of complete answers. This may lead the public to develop a negative reputation of online-questionnaires, thus preventing the electronic survey medium from reaching its full potential.

Our research has investigated methods for incorporating design guidelines into an online-questionnaire design tool. Our investigation focused on choosing the most appropriate manner(s) in which to provide a designer with guideline support, so that better informed decisions can be made during the design process. From the various support options discovered, we selected a user interface concept known as a “critic” to act as the primary support – the critic concept works by presenting feedback to a designer in response to his/her actions. We are currently implementing the critic metaphor into an existing online-questionnaire design tool – a screenshot and discussion of our critic is presented. We plan on conducting a heuristic evaluation as an initial assessment of our approach. Finally, we finish the poster by outlining possible future work.