

Innovative survey software

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Survey software to unlock unstated or hidden drivers, motivations and decision making processes, that goes beyond traditional tick-box research.

What business problem does it solve?

Deeper insight comes from engaging with consumers in ways that go beyond casual top-of-mind responses. Better survey designs also hold respondents' attention and interest, or test respondents views and decisions in ways they are not expecting.



How does it work?

Much decision making is hidden, even from the person taking the decision. Comparative questions, trade-offs, timed responses all use choices to explore consumer decisions and combine them with open socialised questions for deeper insights.

Types and versions

Click-to-rank, fly-menus, timed choices, non-linear questions, collaborative comments, complete and review, auto-probes are a range of possible question types and approaches.

Challenges

Surveys need to be designed for the job in hand, not just because they are fun so the business problem needs to come first. With multiple devices some older methods (e.g. Flash animation) are no longer so suitable for advanced questionnaires.

Potential business impact	★★★★★★
Sophistication	★★★★★
Use in forecasting	★★★★★
Ease of design	★★★
Expertise required	★★★★★