

# How Mobile Optimized Surveys Bring Better Brand Tracking Insights

Learn why designing surveys for mobile is a vastly different exercise from traditional web-based surveys and requires a fundamental rethink of the user experience to ensure results are valid and reliable.

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# Welcome

Latana focuses on pushing boundaries to bring a new level of quality brand tracking to the world. Being able to provide precise data that accurately shows the real-word impact brought by brand campaigns is what we strive to provide to companies every day. One element of this process is to consider the user experience and, in doing so, the mobile design of our surveys. Latana is committed to ensuring that our methodologies and practices bring reliable and accurate brand insights.

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We also regularly share our thoughts on marketing and brands.

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# Executive Summary


With the number of worldwide smartphone users estimated to grow to 3.8 billion by 2021, designing surveys for mobile is becoming essential to any market research platform.

While survey participation via mobile is no new phenomenon, it is often assumed that a survey that has been designed for the web will work in the same manner for mobile. However, this is not the case and common mistakes such as small, unreadable text and overcrowded questions (e.g. grids), extensive answer option lists that require the user to constantly scroll, and non-optimized response buttons that may confuse the user, mean that the survey ultimately brings bad quality results.

To illustrate the benefit of a mobile-led survey design, this whitepaper will explore the crucial differences in brand health survey results between a more traditionally web-based survey design and a mobile-optimized survey UX.

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Have you heard of the following brand?



Pantene Pro-V

Yes

No

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When, if ever, did you last use products/services from this brand

N26

☐ Never used

☐ Used over a year ago

☐ Used within the last 6-12 months


☒ Used within the last few weeks

☐ Use daily

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How likely are you to purchase products/services from the following brand in the future, if you had a need?



Headspace

1

2

3

4

1 = Not at all likely

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# Introduction

**A poorly designed survey will only result in fatigue and frustration for the respondent who is committed to providing honest answers.**

**One of the most important things companies do to grow is to monitor how people perceive their brand. Thanks to brand trackers that collect this information on brand perception, companies can better understand the effectiveness of their marketing efforts and use consumer opinion as a barometer to direct their business decisions.**

It is therefore crucial that brand trackers collect this information in an effective and accurate manner. One of the biggest contributors towards achieving this is through the design of the survey. At best, a poorly designed survey will only result in fatigue and frustration for the respondent who is committed to providing honest answers. However, a more likely and common outcome is that respondents lose interest in the survey, either responding with minimum effort or abandoning it entirely.

The problem with addressing survey design for brand trackers is that any change in the survey will inevitably result in a major fluctuation of data, which will ultimately mean previously collected data from the originally designed survey will be incomparable to newly collected data from an improved survey design. While this problem is not desirable for insights companies, the detriments of using old and outdated survey designs outweigh the inconveniences of updating methods.

As witnessed by the case study in this white paper, a focus on mobile-optimized UX and attention to user engagement can result in a major data improvement. The reasoning is simple: respondents who perceive a survey to be clear, intuitive, and engaging are far less likely to drop out (abandon the survey) and far more likely to pay closer attention to their answers than those who feel frustrated and fatigued.

## BACKGROUND

- In the past, we noticed some data fluctuations were being experienced not only between waves of one brand tracker but also across different projects that both featured a shared brand. This led to an initiative to reinvent, redesign, and test the brand tracking funnel to ensure we could understand the misalignments in data we had seen and, ultimately, solve them for the long-term. Therefore, we redesigned the Latana brand tracking questionnaire with the purpose of improving the retention and engagement of mobile users by focusing on the problems and solutions outlined in this paper.

# Brand Tracking Survey Redesign

## CASE STUDIES

- 01 **Multi-Select vs. Siloed Brands**
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# Multi-Select vs. Siloed Brands

## THE CHALLENGE

- ▶ When using multiple-select question types for brand awareness (or any other brand health measure), the number of brands displayed at any one time available for selection can directly influence the data outcome. This can be due to a number of reasons, some of which were witnessed during Latana redesign testing.

Firstly, respondents subconsciously leaned towards more eye-catching brand logos than others when scanning the list. They also experienced fatigue when presented with too many brand logos that overwhelmed them, leading to underrepresented or dishonest answering. And finally, users naturally leaned towards the brands they knew well and skimmed past those they knew less well (but were still aware of).

## THE SOLUTION

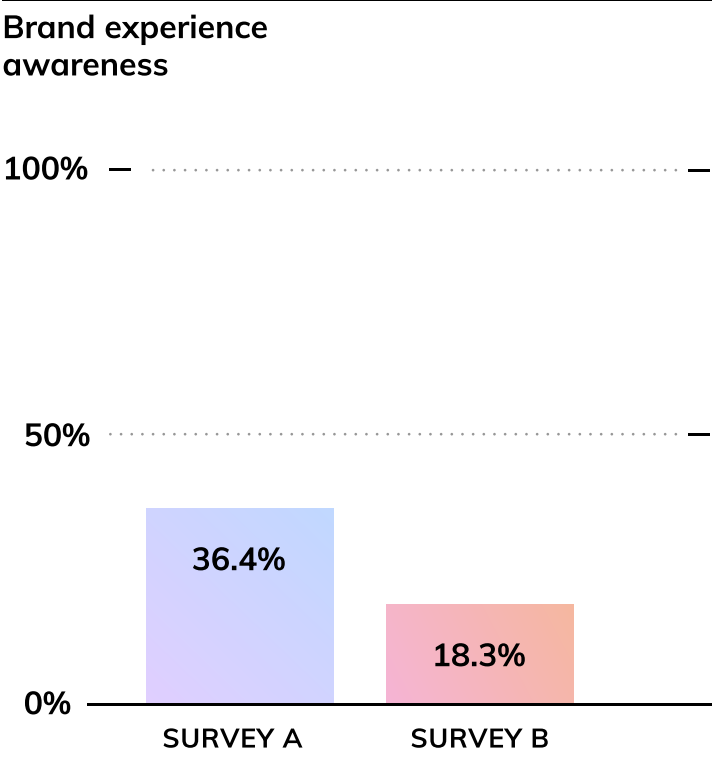
- ▶ We now present respondents with siloed brands to greatly increase attention rates and ensure a focused and accurate response. When looking at brand awareness questions, the respondent will need to answer “yes/no” to each brand. Although this can ring alarm bells in terms of survey length, the increased engagement, ease of intuitive button design, and elimination of overwhelm from long brand lists ensure that the quality of data is actually increased here.

For example, our brand awareness question was originally a multi-select list of brands with one intended data output: percentage of brand awareness. The redesign focused on siloing these brands to focus respondent engagement, along with the addition of a Likert scale capture on brand knowledge level to provide richer information to clients.

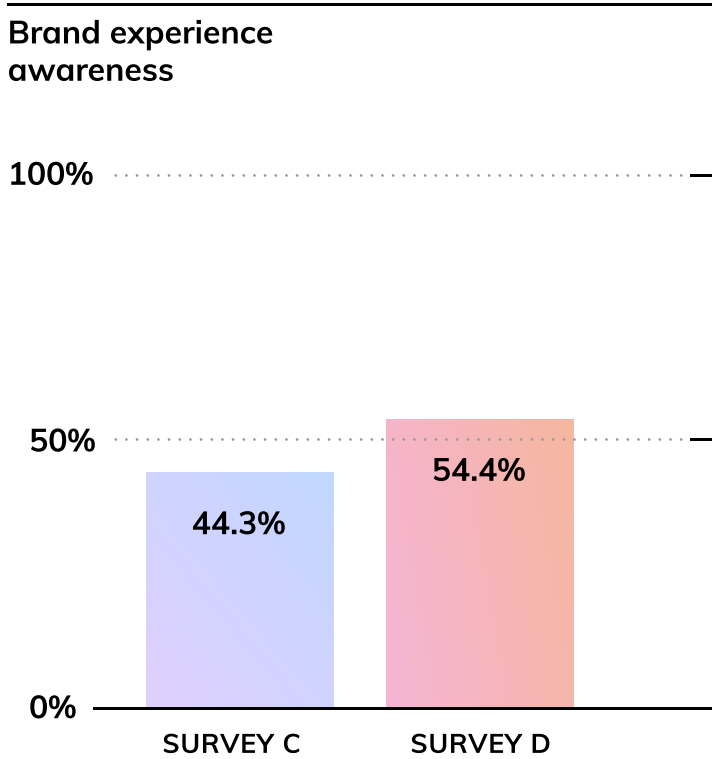


THE RESULTS

The results were conclusive: the brand experienced awareness levels of **36.4%** in survey A, while this dropped significantly to **18.3%** for survey B.



The original survey experienced a discrepancy of **10.1%** due to respondent oversight, fatigue, or lack of attention.

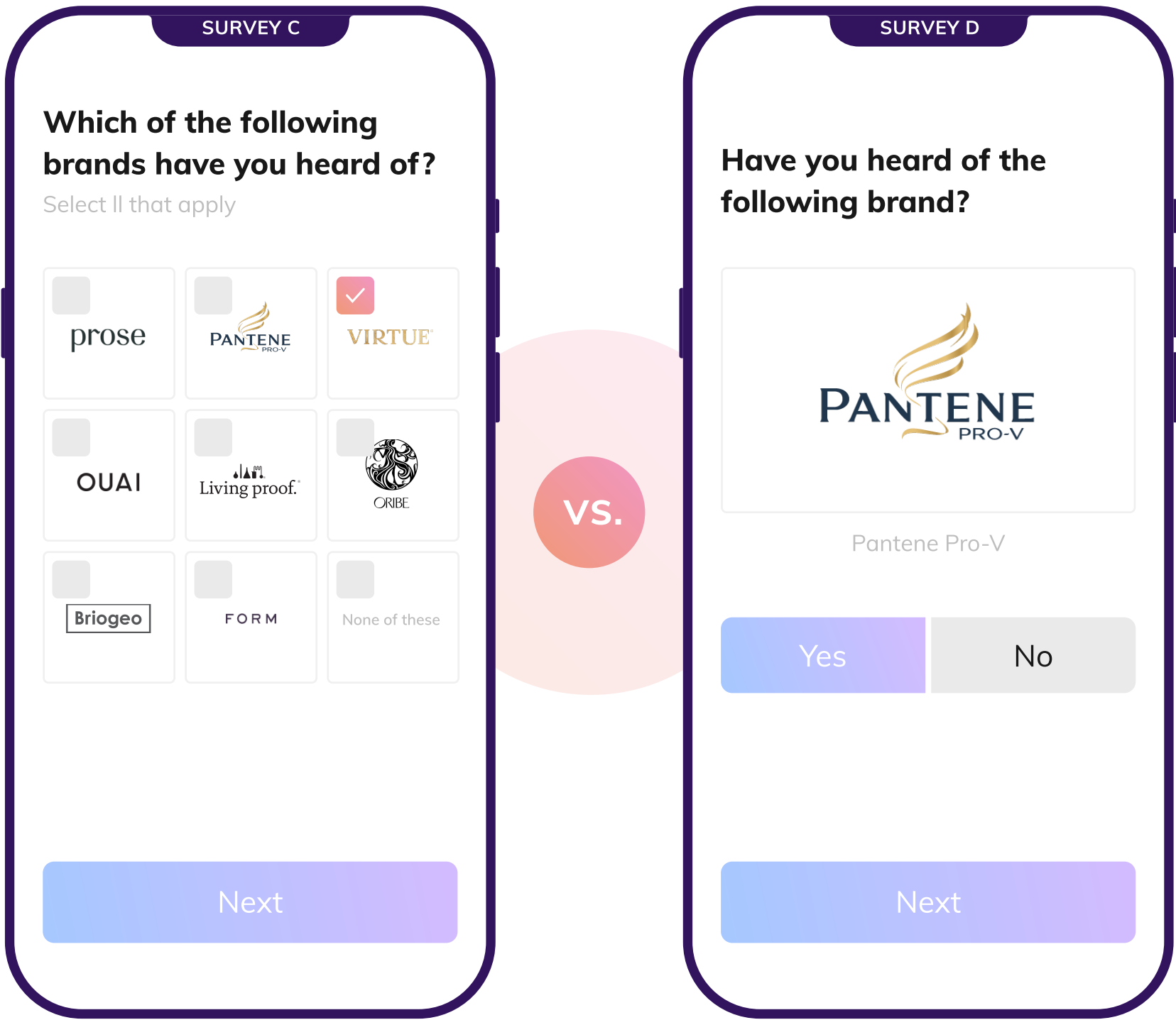


A/B Test Measure: Brand Awareness

The result of this oversight can lead to huge discrepancies in levels of awareness for the exact same brand across two different surveys with varying brand lists. We compared the awareness results of A/B tests with varying focal points. One focus was to compare the original survey featuring the same brand across two very different tracking surveys, and another was to compare the original survey design to the newly updated and optimized one.

**For the first focus** of the same brand but varied survey, we measured survey A, featuring a list of five brands against survey B, with a list of nine brands. Not only did the number of items differ but also the logos were vastly different across the surveys too.

**The second focus** was on the measured awareness of the same brand across two very different surveys: the original design vs. the mobile-optimized one.



The brand awareness level that resulted from the original survey design was 44.3%, while the awareness level of the same brand in the new survey increased to 54.4%. The original survey, in which the brand was listed for multi-select amongst 10 other brands, experienced a discrepancy of 10.1 percentage points due to respondent oversight, fatigue, or lack of attention. Ensuring brands are siloed on successive screens so a respondent can focus on awareness at a single brand level produces crucial and significant data improvements.



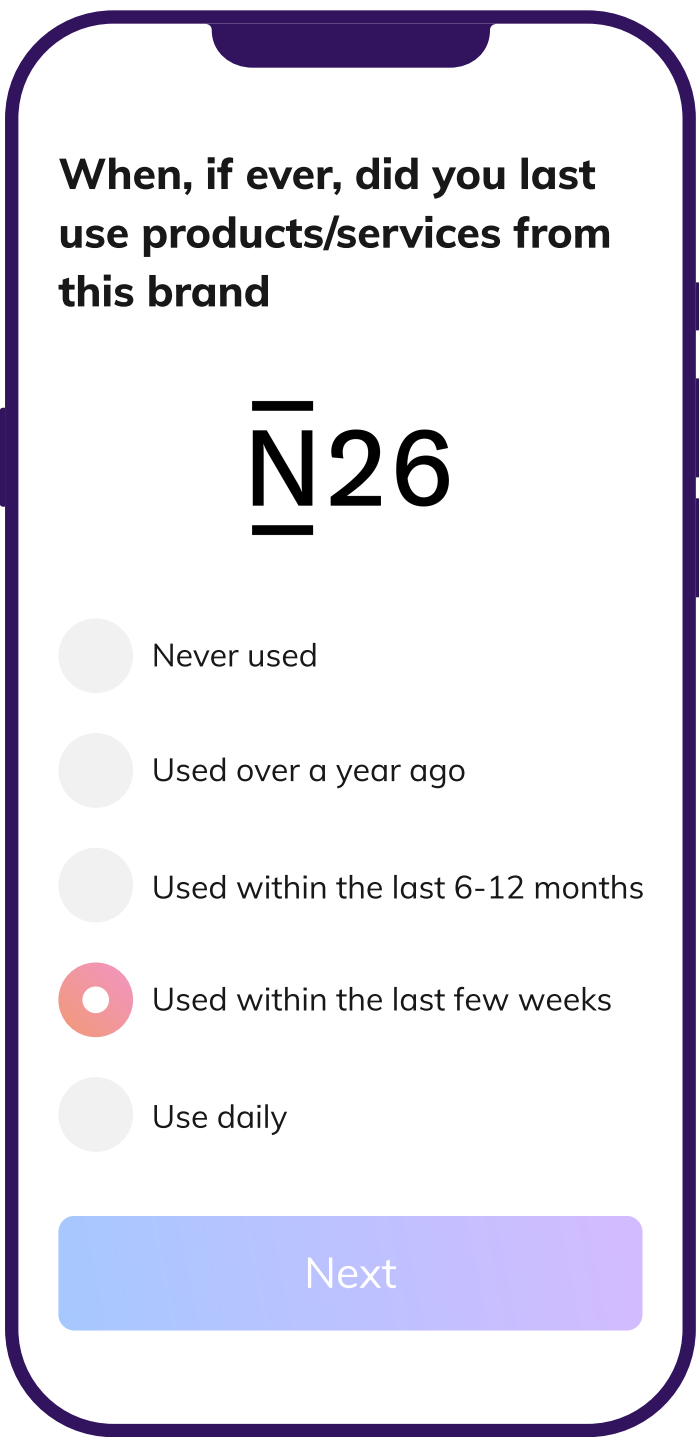
# Minimal Information Capture

THE CHALLENGE

- ▶ Another overlooked problem experienced with multi-select brand questions used in many tracking surveys is the lack of information it provides clients. If we take brand usage as one example (i.e. “which of the following brands have you used in the past six months?”), the results available only produce a very limited and one-dimensional view of said brands. From this analysis, insights are limited to ‘Brand X has been used by x amount of respondents in the past six months’. Not only does this raise the issue again of overlooked brands, this also reveals very little information about the depth of use (was this respondent using the brand every day, or only ever once?) as well as limiting the respondent’s answer by inserting a static time frame within the question.

THE SOLUTION

- ▶ It becomes far easier for respondents to follow and answer a question when presented with clear instruction in front of them; ambiguity will only ever lead to ambiguous data. If we are to focus the question on one brand (siloed brands again), and ask, on a frequency scale, when the respondent last used the brand, this is immediately a more focused task for them.



The opposed approach was to ask usage in a vague format with an extended time period (any time in the past six months), which prompts respondents to become overwhelmed at the thought of remembering as far back as that. Simplicity for the respondent does not however equate to simplicity in the data - here we focus the question for the respondent but actually expand the information capture with the frequency scale.

The same solution applies to Likert scaled responses - the simplicity of including a scaled response is not only universally recognized, understood, and answered (on any device) by the respondent but it also provides a greater level of information capture than a singular response that is delivered via multi-select brand questions.

Specific to the Latana survey redesign, using the example of brand usage, this question originally featured a multi-select list of brands, again, with a time-limited question (usage in the past six months). We redesigned this to silo the brands and included the capture of a usage frequency scale, to increase engagement and information capture.

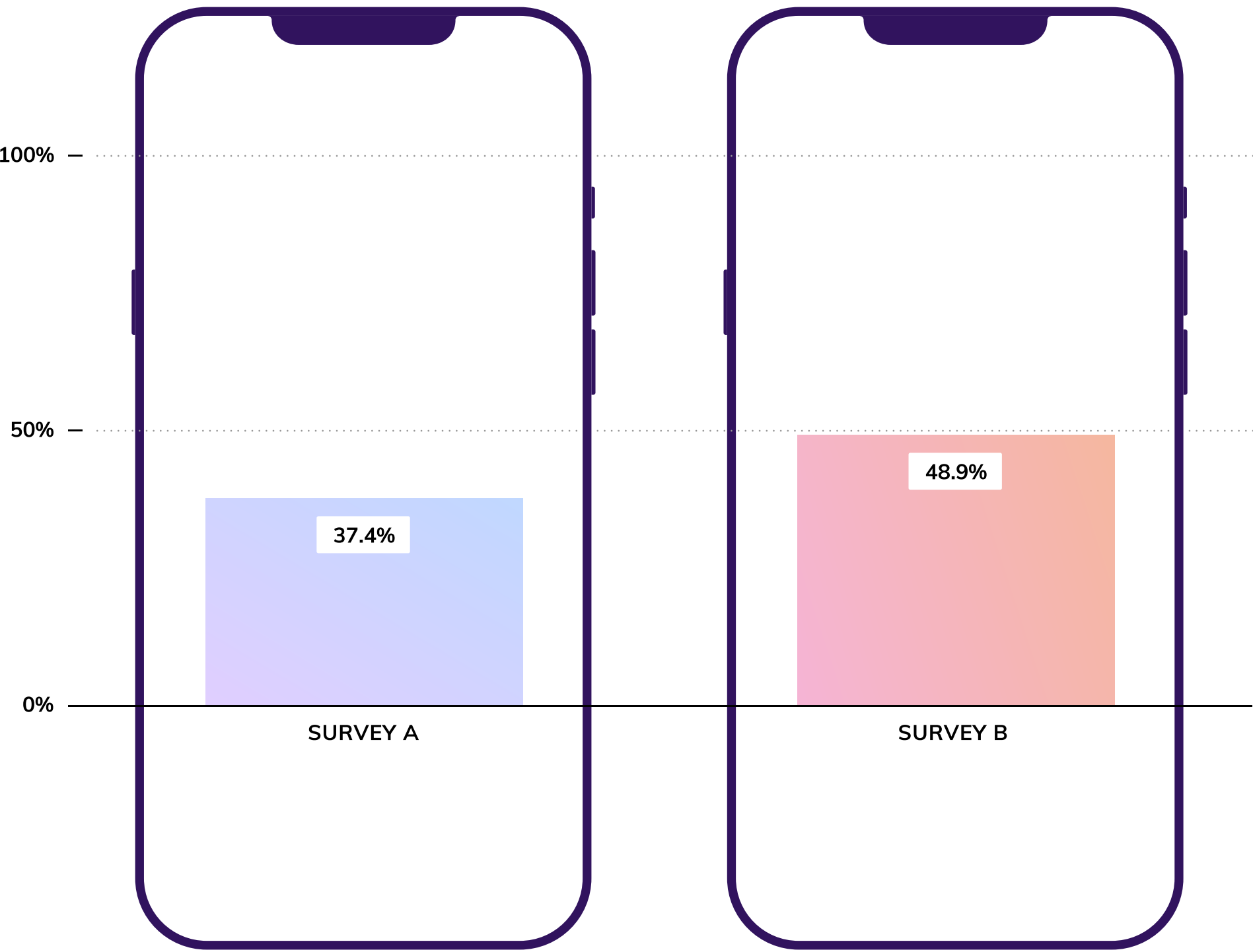
► Test Measure: Brand Usage

The brand usage level resulting from the original survey design was 37.4%, while the usage level of the same brand in the new survey increased to 48.9%. Again here there is a data deficit of 11.5 percentage points, resulting from several crucial changes in survey design.

Again, the original survey listed 10 brands for respondents to multi-select on usage while the new design-focused respondent attention on one brand at a time. This question also included a frequency scale capture which provided greater detail on brand usage. One aspect to consider when comparing the two results however is that the original survey captured information on brand usage for the past six months only, while the new design expanded this to the past 12 months. Therefore we do expect a certain increase anyway.

The brand usage level resulting from the original survey design was **37.4%**, while the usage level of the same brand in the new survey increased to **48.9%**.

Brand experience awareness



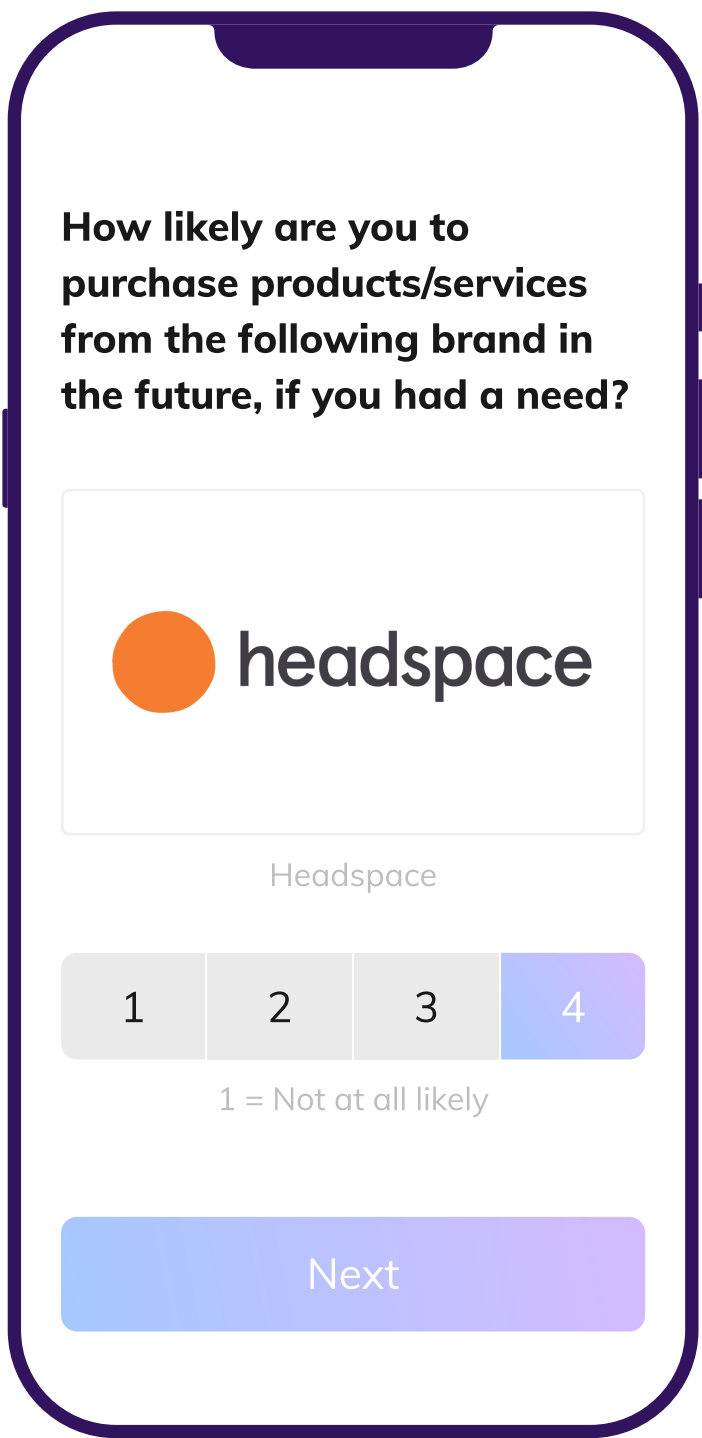
# Unoptimized User Experience

## THE CHALLENGE

- ▶ The presentation of a question will also greatly impact results when considering a mobile-based survey. Text-heavy questions and multi-attribute grids are examples of common question presentation issues tied to screen size. Increasing the need for a respondent to scroll through the question wording and answer options can greatly increase the risk of respondent abandonment and, worse, can encourage respondents to select only the answer options that are easiest for them to register.

This can have detrimental effects on data quality, resulting from biased survey data. The issues that arise from transferring a survey question from desktop to mobile are not just tied to the visual aspect of how questions and answers are presented on screen but also in the response features provided to users. Including features primarily optimized for desktop use (point and click, dragging objects, drop-down menus, typing) will ultimately lead to respondent fatigue and most likely abandonment if transferred directly to a mobile platform.

## THE SOLUTION



- ▶ Intuitive mobile design is key to providing a solution to this problem. Questions and answer options in large and concise text will ensure they are clear and easy to read for mobile users. Touch tapping and swiping are the primary input methods for smartphones, therefore radio buttons, single-select, and multi-select are all efficient means of response capture. These options will also easily translate back to a desktop version to avoid alienating device options and will ensure consistency in results.

In the case of the original Latana question on brand consideration, this began as a multi-select brand list with fairly ambiguous question wording ("which of the following brands would you consider using?"). The redesign focused the question wording on the likelihood to use in the future if the respondent had a need.

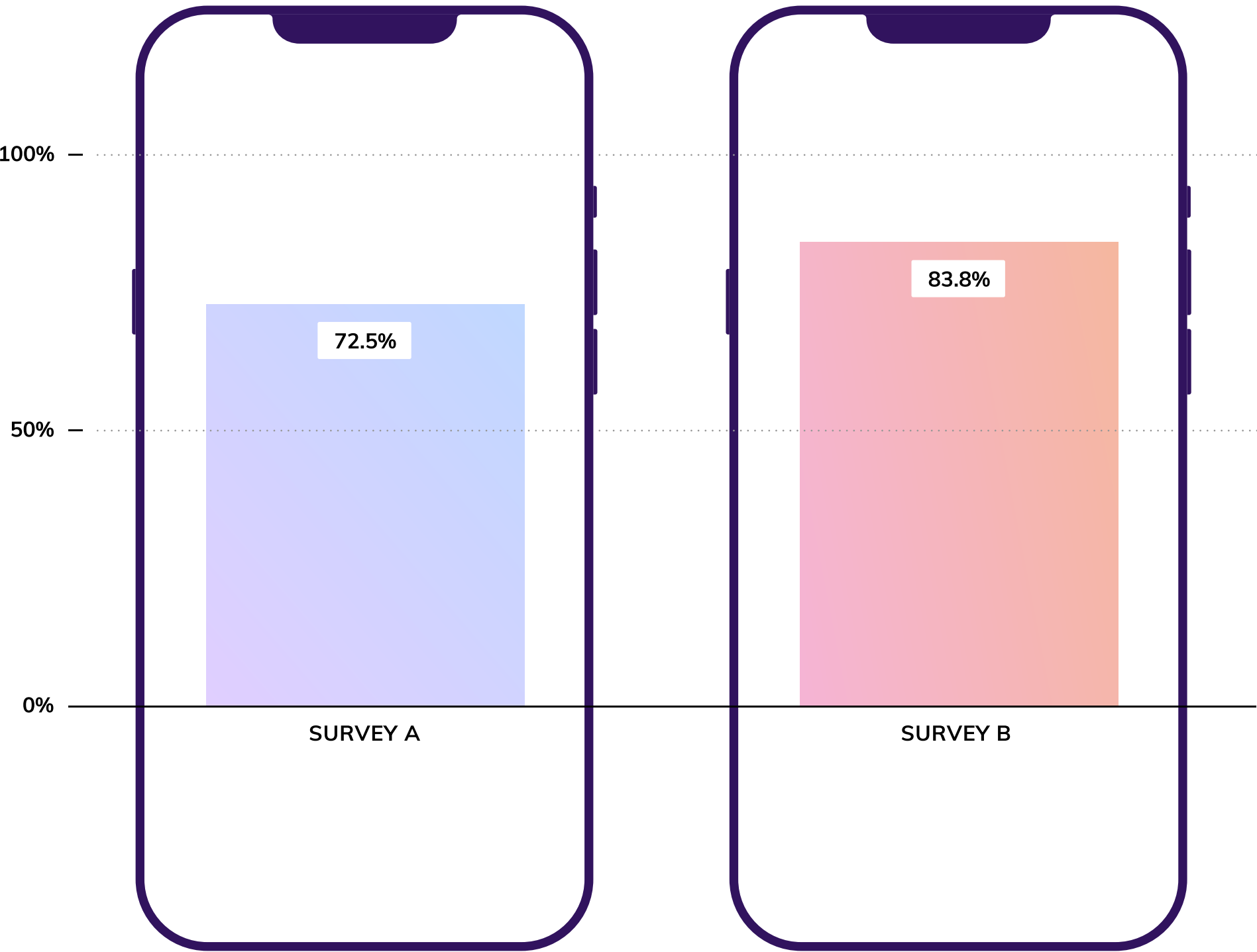
The crucial aspect here was to ensure the question wording had enough context for a user with little experience with the brand to informatively and therefore adequately answer the question. The Likert scale, while also providing the additional benefit of richer information capture, is also an incredibly intuitive and optimized response requirement for a user, with clear and cross-device button functionality.

► Test Measure: Brand Consideration

Brand consideration was compared revealing a read of 72.5% for the original survey design, which increased to 83.8%. In line with other brand measures, this revealed a deficit of 11.3 percentage points. As with all assessed measures, the original survey featured ten brands for multi-select for consideration reads, while the new design focused on single brands, with the addition of a 4-point Likert scale to provide an extended information capture.

Brand consideration was compared revealing a read of **72.5%** for the original survey design, which increased to **83.8%** with the use of a **4-point Likert scale**.

Brand consideration



# Conclusion

As the most commonly-used medium by respondents, research as a field must consider mobile design both now and going forward. But in doing so, a focus towards mobile survey requires a rethink of the survey design itself in order to ensure data quality and accuracy. Updating survey interfaces from traditional research designs to mobile-optimized and user-focused formats can ensure brand trackers deliver not only on data quality but also on optimized insights.

Firstly to consider for any brand tracking survey, siloing brands is a core step to retain consumer focus and understanding. Multiple brand lists will only lead to fatigue of choice or a bias towards eye-catching logos or well-known brands. As we experienced the shift from multi-brand to siloed brand can improve brand awareness levels by as much as 10.1%.

By rethinking the question set up and response capture we can drastically change and improve the data output. Multi-brand lists can not only lead to static and uninformative data capture for the client but worse it can provide serious ambiguity for the respondent. By focusing the question (one brand, clear response cues), we can eliminate the risk of respondent confusion and ambiguity and focus the response. As we experienced for brand usage, the shift from multi-select and an extensive time period towards a siloed brand and focused frequency of use scale ensured we improved usage levels by 11.5%.

Lastly, unoptimized UX of the survey for mobile can also have a damaging effect on data quality and reliability. Text-heavy, multi-attribute grids, extensive scrolling requirements can all hugely increase the risk of respondent fatigue and/or abandonment. The shift towards clear brand logos/visuals, large and simplified text, directional questions, and optimized response buttons (e.g. Likert scales) lead to our experienced brand consideration levels increasing by 11.3%.





# AI-Powered Brand Tracking Make Better Brand and Marketing Decisions

We are proud to pioneer advanced machine learning technology that has access to billions of consumers around the globe. This enables us to quickly understand consumer perception, and thus predict consumer behavior - the cornerstone of brand value.

We have devised Brand Analytics, a new insights category nobody has built before. This innovative data solution can be utilized by all companies, large or small, to measure brand health and make better marketing decisions.



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