



ACTION



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# Action4cs



## **Coney** **- CONversational SurVEY tool -**

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# What is a conversational survey?

A conversational survey is a survey format that displays the survey questions **like a chat conversation in a messaging app**.

The compiler experience the survey as if it is a **conversation with another person** rather than a pure list of questions.

The survey is designed as a pre-defined conversation flow with **multiple branches** of conversation allowed.

The new and innovative interaction pattern implies a **change in the survey design process** that should take into account the different interaction pattern in the overall formulation of the questionnaire.

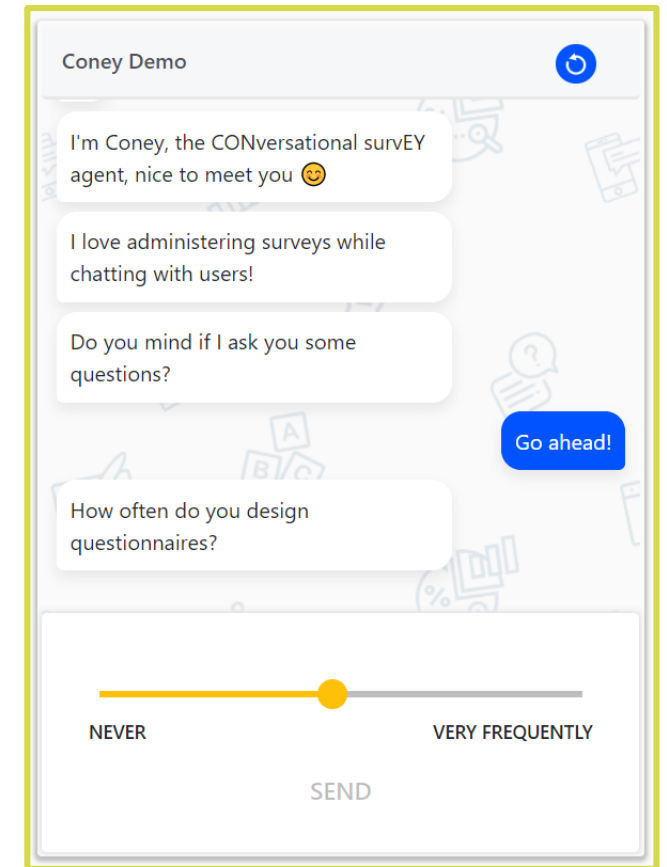
# Coney – the CONversational survEY tool

Coney is a complete **toolkit for design, administration and analysis of surveys**

- Conversational interface with a **chat interaction pattern**
- **Storytelling and branches** to add context and empathy to the survey
- **Quantitative research** method offered through an interaction style that appears like a qualitative research approach (interview)

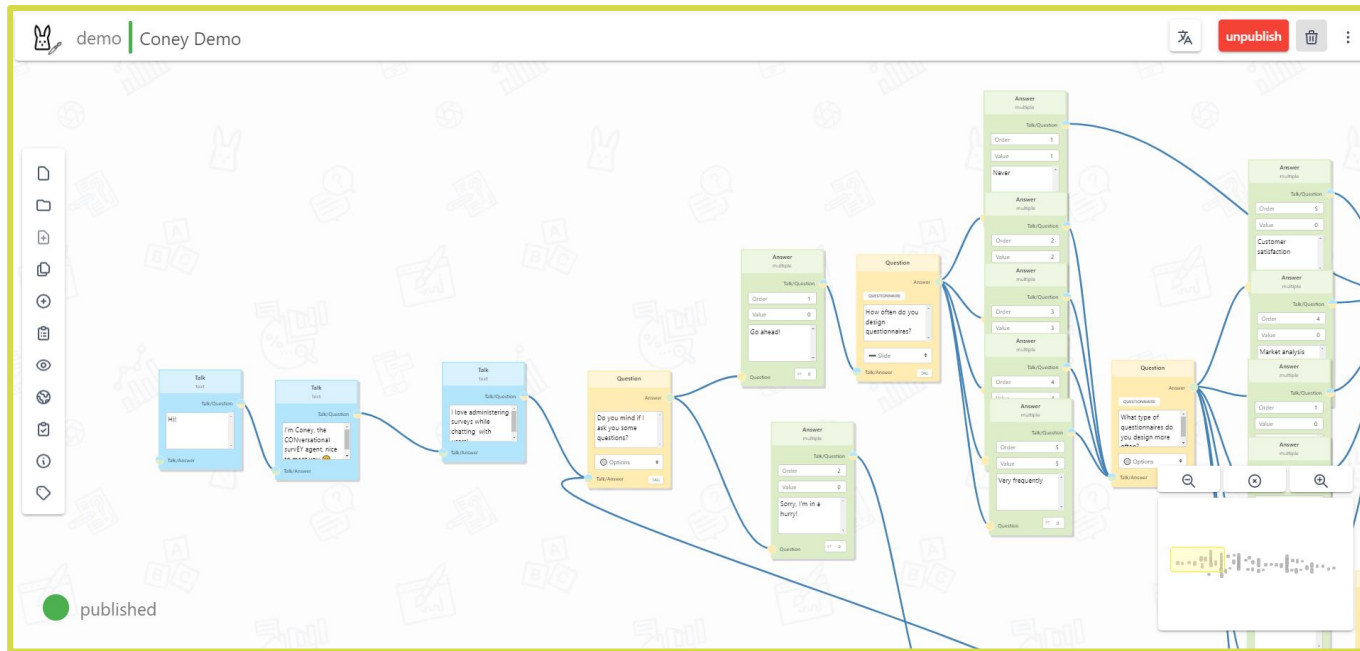
Coney allows to:

- **Improve user engagement and participation**, due to higher enjoyability and intuitiveness
- **Increase attention** during compilation, leading to more dependable results



**Coney Chat**

# Coney – the survey designer's view



Coney Create

- Intuitive **visual drag & drop editor** for the survey design
- Plenty of **question options**: single choice (buttons, star-rating, emoticons, slider), multiple choice (checkbox), open question
- **Storytelling** through the inclusion of colloquial and multimedia content
- **Conversation branch feature** for personalized compilation path based on user answers
- Question annotation for **identification of investigated latent variables** to support result analysis

# Try a Coney survey demo

<http://bit.ly/try-coney>

# How to use Coney

Request credentials to: [coney@cefriel.com](mailto:coney@cefriel.com)

Go to <https://survey.actionproject.eu/coney/> and insert your credentials to access

Read this guide <https://github.com/cefriel/coney/wiki> to learn how to use the tool

# **Guidelines to design a conversational survey with Coney**



# Questions and suggested customization

- The **types of questions** available are:
  - Open questions
  - Closed questions (one answer allowed), with different visualization types:
    - Star-rating (max options: 10)
    - Slider (max options: 9)
    - Emoji scale (max options: 5)
    - Options (max options: 6)
    - Select (like options but for more than 5 options) (max options: 25)
  - Checkbox (multiple answers allowed) (max options: 10)
- Possibility to **add tags to questions** to make the analysis of data collected easier. Some examples of use of tags:
  - You have multiple questions referring to the same topic or the same latent variable. By tagging them in the same way, the analysis can be done not only at question level but also at a tag level.
  - You need to repeat the same question in different branches because you want to track the flow of answers but, in the same time, you want to have an overall summary of the answers to this question. Tag the two question in the same way so that you can make also an aggregated analysis afterward.

# Answers and suggested customization

- The **display order** of the options of closed questions can be customized using the "order" field in the question block.
- **In the slider or in the emoji scale**, it is recommended to put negative values to the left and positive ones to the right, that means to assign order 1 to the most negative option and the highest order to the most positive one.
- Possibility to assign to the answers of closed questions **both textual and numerical values**. The textual label will be displayed in the chat interface and the numerical values will be mapped in the exported results. In this way it is possible both to perform quantitative analysis on data collected and to display to users more engaging and personalized answers' options.

# About the conversation flow

- Possibility to **create branches in conversations**. The survey designer can define alternative branches depending on the compiler choice (i.e., depending on the chosen answer, the conversation flow continues in different ways, for example to ask clarification questions). This allows survey designers to ask specific questions only to a subset of respondents and to customize the conversation according to the specific group of user.
- The part of **the conversation following a closed answer can be customized** according to each possible answer. This can help to make users feel more engaged in the conversation.
- Be careful in designing the **parts of conversation just after an open ended question**. Since users responds with free text and the answers are not interpreted in real time, the conversation should continue as neutral as possible. The designer of conversation should not make assumptions on the possible answers of the compilers. An inappropriate answer of Coney may generate inconsistency in the conversation and can make feel the user unconsidered.
- Use **braches to ask clarification** questions about an answer given to

# Adding conversational elements to the survey

- Unlike traditional surveys, a conversational survey allows user to **add storytelling**, that means adding **conversational elements** between one question and the next. This can help introducing and contextualize the survey and creating connections between questions.
- Adjust the **tone of the conversation** according to the context in which the survey will be administered.
- Images and gifs can be added to make the conversation **tone more colloquial and informal**.
- Adding images and links can help **clarifying concepts and providing examples**.

# When should I use Coney?

- It is recommended to use Coney for **short surveys**. Do not exceed the 20-25 questions in the longest branch.
- Use Coney if during your data collection you want
  - To provide a **guide in the survey filling** with customized explanation and detailed examples
  - To **customize the survey** and define different conversation flow according to the answers given by respondents
  - To add **empathy** and **informal interaction** to your data collection task
  - To **investigate personal value** and a more conversational approach can help you approaching the subject

## When should I NOT use Coney?

- Do not use Coney if your survey needs **matrix rating scale question**
- Do not use Coney if the survey completion requires users to have an **overall view of all the questions and answers**. Coney do not give the possibility to modify answers after they have been submitted and they are shown to the user in the survey order one at the time.
- Do not use Coney if you need to **randomize the order of questions**



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