

# 68 - Coney: A Conversational Approach to Enhance Engagement in Surveys

Improving the user experience in surveys to facilitate data collection

## WHAT

- **Survey administration mimicking a chat**
- Quantitative research method offered like a qualitative interview
- **Complete toolkit** for design, administration and analysis of surveys

## WHY

- **Improve user engagement and participation**
  - Experimental data prove that 81% of users prefer a conversational approach to a traditional questionnaire, due to **higher enjoyability and intuitiveness**

Try Coney! Visit [bit.ly/try-coney](https://bit.ly/try-coney)

The screenshot displays the Coney survey interface. On the left, a chat window titled "Project 00 Closeout Survey" shows a conversation with a user. The user's message is "Perfect", followed by a system response "Thanks for the input!". The next system message is "Now, talking about the project". The survey question is "Do you think that all members of the team possessed the appropriate levels of expertise?". Below the question are four response buttons: "Yes, absolutely", "Yes, there was enough expertise", "No, some crucial skills were missing", and "No, not at all".

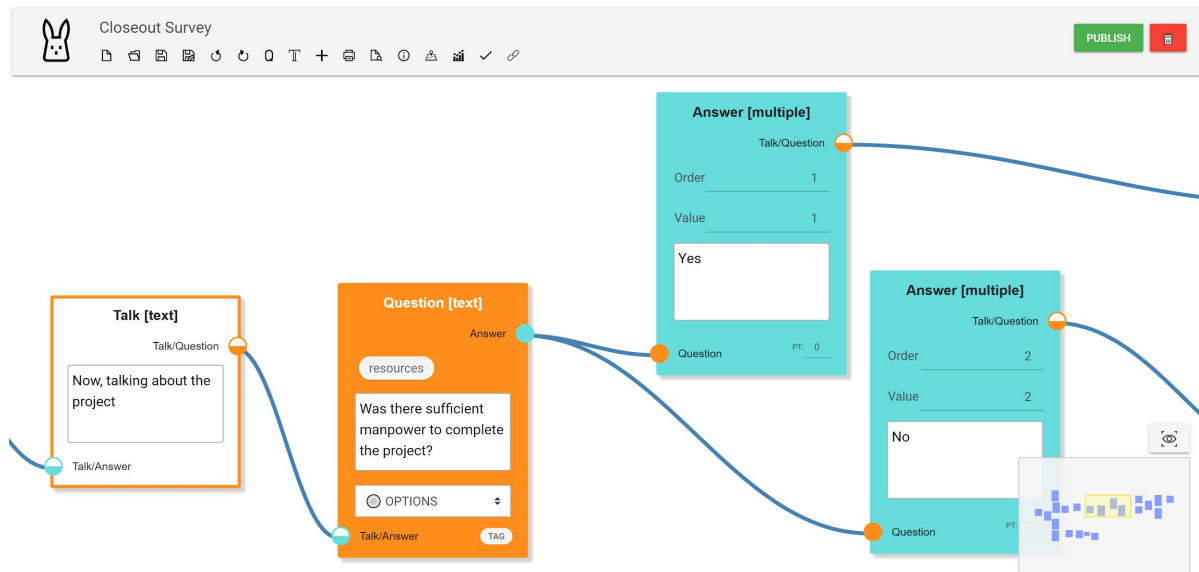
On the right, three different input methods are shown:

- 1. A progress bar from 0% to 100% with a "SEND" button below it.
- 2. A "VERY GOOD!" prompt with five emoji options (sad, neutral, happy) and a "SEND" button below.
- 3. A star rating system with four stars (three blue, one grey) and a "SEND" button below.

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- **Graph-based data model** for surveys
- Allows defining an **arbitrary acyclic graph of interaction flows**, in which the following question depends on the previous answer
- Can simulate a human-to-human interaction, with a **storytelling approach** that enables different personalized paths.



- To implement FAIR principles, we offer the **graph-based model of Coney as an open ontological model ([w3id.org/survey-ontology](https://w3id.org/survey-ontology))**. This allows to publish and to share on the web both the **surveys and their collected answers as linked data research objects**.