Respondent Centred Surveys: Putting respondents at the heart of survey design.

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Talk overview

Section 1:
Why Respondent Centred Design is important (Laura)

Section 2:
The Respondent Centred Design Framework (Emma)
Section 1.
Why Respondent Centred Design is important

Laura Wilson
Data lifecycle – priority areas ‘as is’

Effort and resources

Plan → Collect, Acquire, Ingest → Prepare, store and maintain → Use and process → Share and publish → Archive or destroy

Effort and resources

High

Low
Data lifecycle – priority areas ‘to be’

Effort and resources

Plan ∨ Collect, Acquire, Ingest → Prepare, store and maintain → Use and process → Share and publish → Archive or destroy

High

Low

Effort and resources

Office for National Statistics

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RCD can help us to achieve our survey goals...

Respondent Centred Design is defined as learning about the needs of those who will complete your survey and designing to meet them. It keeps the respondent as the informant of the design as we learn about:

- **Who** they are
- What their **circumstances** are
- What **information** they require before, during and after taking part
- **How and where** they take part
- What they are trying to do and what they **want to be able to do**
- What their **expectations** are at each stage of the journey
- How they **conceptualise** topics
- Issues that cause them **friction** and **pain points** when taking part
How does RCD help?

Better design: easier to use and understand
Better respondent experience: reduces respondent burden
Better measurement: we get more accurate data
Better response rates: we get more data with less effort
Better operations: we are more efficient and responsive
Better representation: less editing and imputation
Better data quality: ... = all happy!
Section 2.
The Respondent Centred Design Framework
Emma Dickinson
The Respondent Centred Design Framework (RCDF)

1. Establish the data user need
2. Mental model research
3. Understand user experience and needs
4. Use data to design
5. Create using appropriate tone, readability and language
6. Design without relying on help
7. Take an ‘optimum’ approach to design
8. Use adaptive design
9. Conduct ‘cogability’ testing
10. Design inclusively

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1. Gather the data user need
2. Understand mental models

- Experience
- Requirements
- Knowledge
- Heuristics
- Feelings

Models

The Product

Observe & Interact
3. Understand respondent experience and needs

As a … [who]
I want … [what]
So that … [why]
4. Use data and insights to inform
5. Create using appropriate tone, readability and language

Speak THEIR Language, Not Yours
6. Design without relying on help
7. Take an ‘optimode’ approach
8. Use adaptive design
9. Conduct ‘Cogability’ testing

Cognitive testing + Usability testing = ‘Cogability’ testing
10. Design inclusively
The RCDF

- Establish the data user need
- Mental model research
- Understand user experience and needs
- Use data to design
- Create using appropriate tone, readability and language
- Design without relying on help
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- Use adaptive design
- Conduct 'cogability' testing

Discovered
Exploring the problem space

Alpha
Testing options with hypotheses

Beta
Building and refining options

Live
Continuously improving
Application - The Discovery Phase

Research activities

- Learn from others
- Create a research grid
- Insight sessions
- Watch, listen and learn
- Conduct in depth interviews
- Design with data
- Collate, analyse and create
Application - The Alpha Phase

Research activities
- Prototype
- Test
- Analyse
- Share
- Redesign and iterate
- Test again
Useful Resources

- Webinar (includes case studies): Designing user-centred engagement strategies for online-first surveys – part of the ONS Social Survey Transformation Project (two more here too on Labour Force Survey questions and Socio demographic questions)
- UN RCD webinar (includes case studies): https://www.youtube.com/watch?v=GDq_6N-ReSA
- ONS research publication on UCD respondent materials https://gss.civilservice.gov.uk/policy-store/respondent-engagement-for-push-to-web-social-surveys/ (all the development from 2016 to Feb21)
- Ethical considerations in quali research https://uksa.statisticsauthority.gov.uk/publication/ethical-considerations-associated-with-qualitative-research-methods/
- GSS UCD guidance https://gss.civilservice.gov.uk/policy-store/a-user-centred-design-approach-to-surveys/
- gove.uk User research, Service manual
- Doing pop-up research
- Government Digital Services Blog
- A simple technique for evaluating content
- UX Mapping Methods Compared: A Cheat Sheet
- Hemingway Editor
- Seeing AI – visual accessibility app from Microsoft
Thanks!
Any questions?

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