

CfMC Product News : New Mobile webSurvent Capabilities

CfMC webSurvent is designed to allow feature extensibility without compromising data integrity.

In our latest release (v8.5.1), CfMC provides display toolkit to assist users in customizing the survey experience to the device being used by the participant or interviewer.

The CfMC solution uses redirect logic within a start page, allowing the hundreds of known devices to be redirected to the appropriate survey initiation page.

Utilizing open source JQuery, javascript and CSS3 standards, webSurvent now delivers surveys for device-specific presentation modes, useful in surveys likely to be taken on a multitude of devices (mobile phones, laptops, desktops, tablets, etc). Experiences can change based on browser 'type', device specific screen size, javascript capabilities, and Flash support.

Ensure data quality across devices

When designing surveys, remember that you are designing something that could be visited by respondents on a variety of devices. CfMC v8.5.1 makes it possible to validate web interviews on any known device, regardless of browser or OS technologies. We do this through the use of HTML5 tags.

For example, when collecting an email address in a survey, the survey design can refer to these HTML5 tags and present an error on submit if the response is not in the correct form. In addition, javascript can check the response before the page is submitted and the survey writer can add logic after the page to check for errors.

Central survey control , all modes

CfMC users with v8.5.1 can experience the flexibility advantages of these technologies with minimal extra coding effort in any survey mode. Survey specifications, regardless of mode (mobile, web self-administered/CAWI, browser or terminal CATI, CAPI and IVR) are written in the same spec language and write to the same study data set.

The full set of CfMC capabilities, including multiple languages, suspend/resume functionality, and utilizing variables from exterior sources, can be adapted to all survey modes.

