

**Appendix 1:**  
**DESCRIPTION OF WEBROPOL SURVEY &  
REPORTING APPLICATION**

**Confidential – Not for Publication**



# DESCRIPTION OF WEBROPOL SURVEY & REPORTING APPLICATION

## Introduction

The solution we will offer is based on the Webropol survey and reporting application. Of particular importance when designing the system is easy accessibility, respondent data protection and a continuous data collection process, which is provided by Webropol.

When creating surveys the Webropol survey and reporting application will be used. This appendix document provides a description of the application, the document covers many but not all features provided by our software.

### Accessibility to respondents

Webropol provide the functionality to complete surveys online via a public link or via a private link which is unique to each respondent. Online surveys can be completed on the latest versions of most common internet browsers and mobile and tablet browsers are supported. Online surveys can be exported into PDF and word format, and also printed from the system using standard printers and paper.



Figure 1: Printing to PDF or Word

### Accessibility to the system and surveys

Administrators will have access to user management and will be able to configure access for survey folders and individual surveys. We provide three levels of access rights, read-only, write which allows the user to edit the survey, and manage which gives the user full permission.



Webropol provides different levels of access rights which can be configured to meet requirements. We can also provide SSO functionality to support defining user groups and automating access rights, making the administration process quicker and simpler for large organisations.

Survey's Access Rights: Amy Text analysis Everyone Matters Pulse Survey

| Username             | Name             | User class | VIEW user class | <input type="checkbox"/> Read       | <input type="checkbox"/> Write      | <input type="checkbox"/> Manage     |
|----------------------|------------------|------------|-----------------|-------------------------------------|-------------------------------------|-------------------------------------|
| 200test              | 200test 200 t... | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| 200test.heather      | test test        | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| 2503heather          | 2503HEATHE...    | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| arjun.bansi.beta     | Arjun Bansi      | 3.0 Admin  | -               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| deletejustfortesting | TEST TEST        | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| finland.admin        | Juhani Cook      | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| france.admin         | Huga Wilson      | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| glu.admin            | Oliver Hyde      | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| germany.admin        | Emma Graham      | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| greece.admin         | Georgios Broo... | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| italy.admin          | Francesco La...  | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| LukeG2177            | Luke Gulliver    | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| netherlands.admin    | Sem Millward     | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| NEWDEVTEST           | HEATHERCO...     | 3.0 Admin  | -               | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| poland.admin         | Ben Wough        | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| rita.chapman         | Rita Chapman     | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| spain.admin          | Hugo Gilman      | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| switzerland.admin    | Alice Grimshaw   | 3.0 User   | VIEW-user       | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| test user group      |                  | User group |                 | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| testuser47           | Test Test        | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| Testuser777          | Test User        | 3.0 User   | -               | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |
| UKadmindemo          | H. C.            | 3.0 Admin  | VIEW-Admin      | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            |

Apply Cancel

Figure 2: Admin survey rights

## Data integrity and control

Admin users will have access to reporting tools within Webropol so they will be able to customise reports and control sharing them with other users.

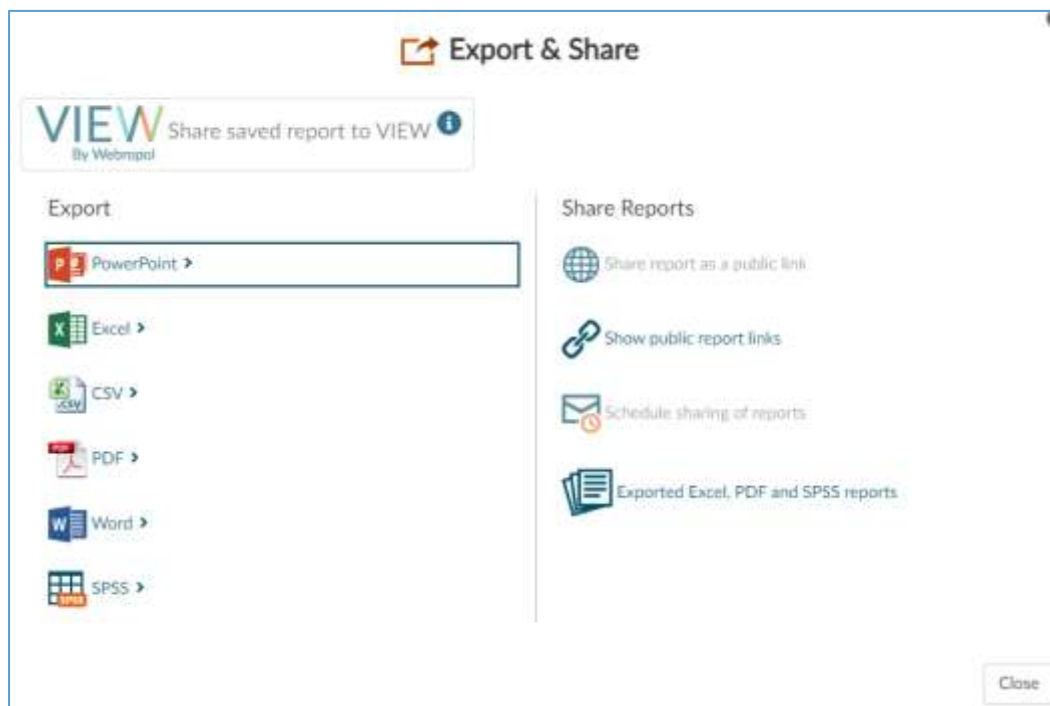


Figure 3: Report Export screen

### Simple to use for administrators, with minimal intervention required

Online surveys can be exported into PDF and word format, and also printed from the system using standard printers and paper. Administrators have the functionality to input paper-based responses within the system

### Ability to limit responses

Private links which are unique to the respondent can be used to complete surveys, and a standard feature within Webropol software is the ability to set a maximum number of responses from that respondent. It should be noted that it is not possible to set a response limit for public links.



### Templates and customisable invitations

Administrator can use our intuitive email field to add logos or images, specify fonts, attach additional files giving the freedom to meet corporate or branding guidelines. Any email invitations created can be saved as a template from this page within the system. Administrators can access templates easily for future use, and can edit the template for future changes.

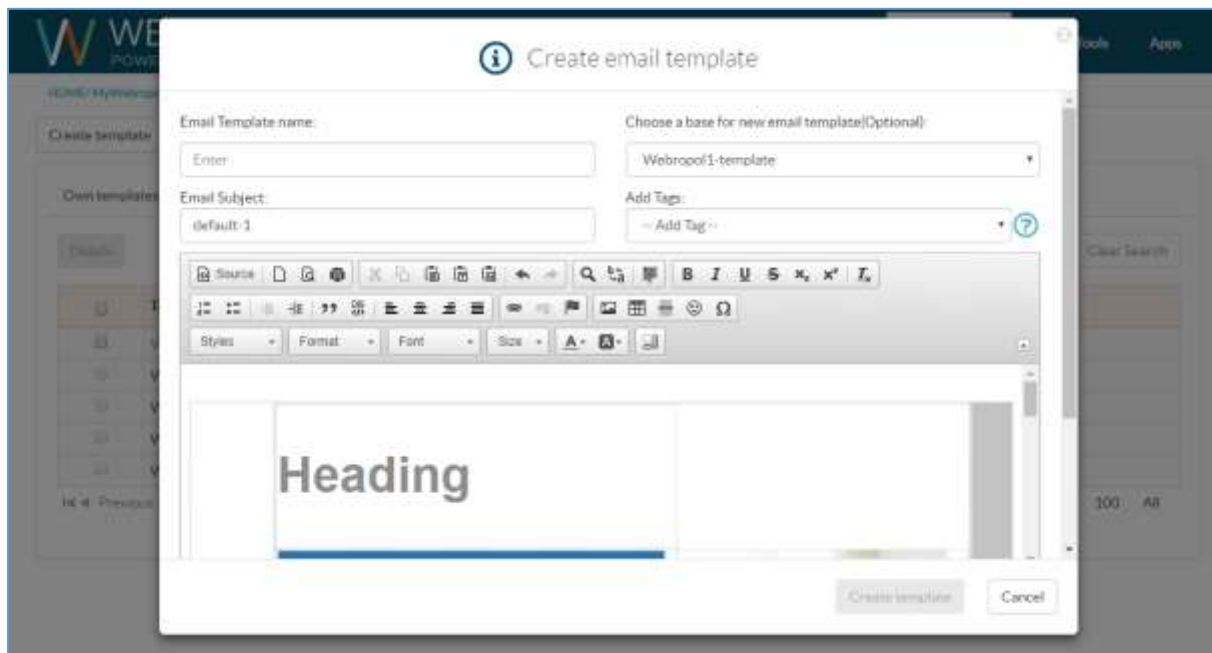


Figure 4: Email template

### Survey duplication and administration.

Administrators have a survey folder which includes all of the surveys they have been given permission to access. There is a cogwheel for each survey which allows the administrator to access additional functions such as copying. The survey is duplicated quickly and the administrator has the possibility to make any changes to copied surveys.



Figure 5: Survey folders and copying function

### Multiple evaluation points and templates

Webropol contains survey and question libraries, which are standard features that allow multiple questions to be saved as templates for future use. Administrators can retrieve questions or surveys from a saved library for ease of use and edit them, and there is also functionality to group questions into categories within the survey. Question categories are configured by the survey creator and can be used to organise multiple evaluation points.

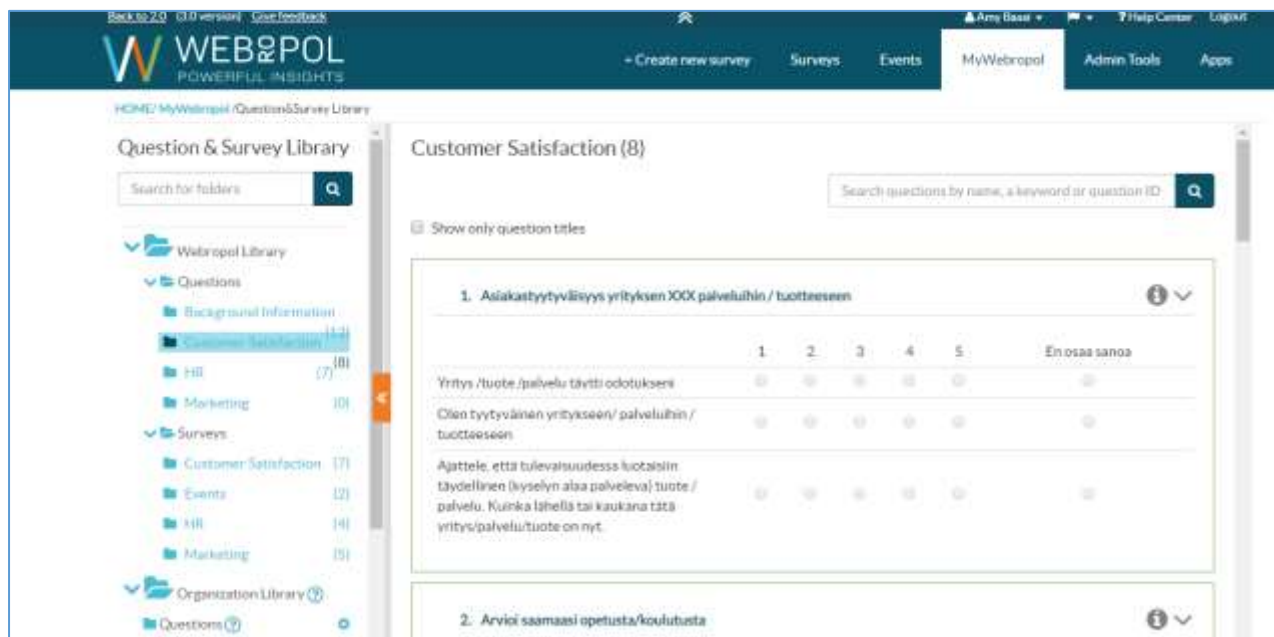


Figure 6: Question Library

### Anonymous, confidential or named responses

Webropol provides different response options to manage anonymous responses. Private links which are unique to each respondent can be used, which can identify the respondent in reporting if required, but can also be anonymised per survey so that respondents cannot be identified. Public links can also be used to collect anonymous responses as they are not unique to each respondent.

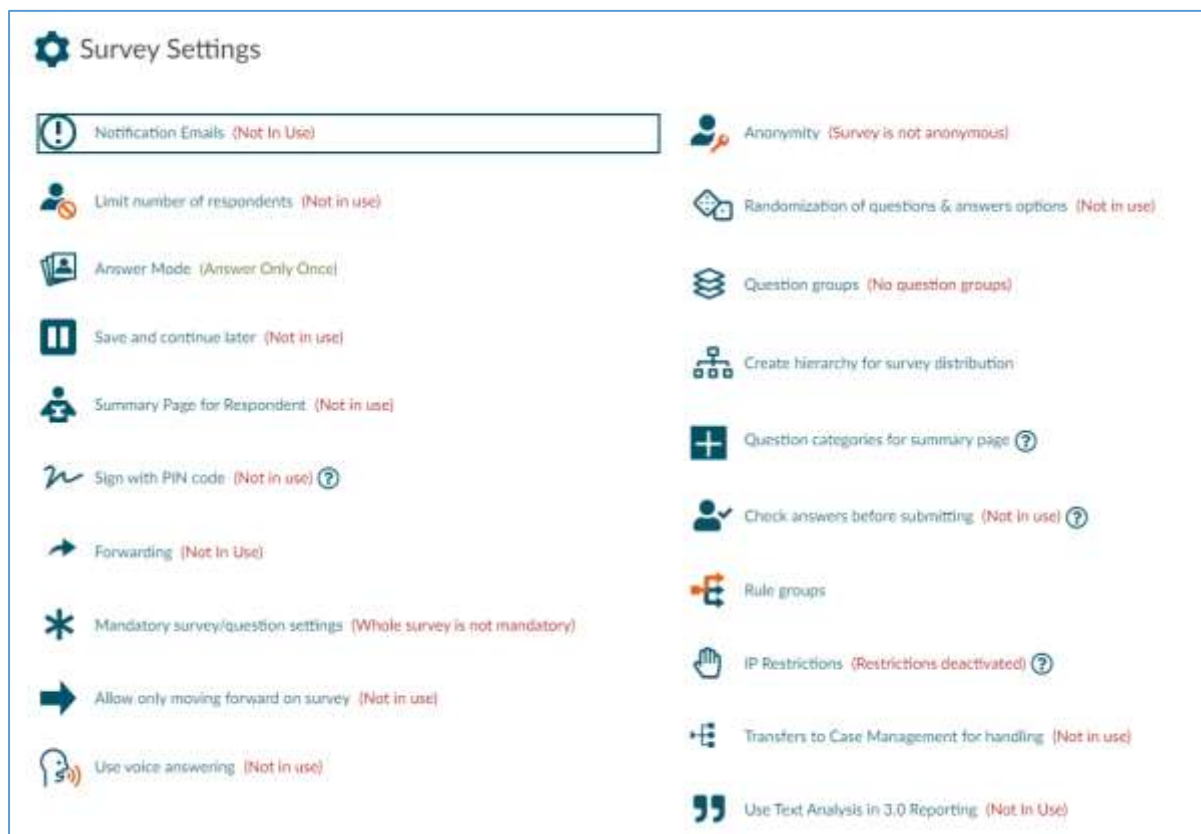


Figure 7: Survey Settings

### Question types and mandatory question settings

Webropol offer over 20 different types of questions and continue to develop with new question types coming soon. Some of the questions currently available include, but are not limited to:

- Single choice (text and pictured)
- Multiple choice (text and pictured)
- Various rating scale table questions including Likert Scale and Sliders
- NPS
- Slider questions
- Drag and drop questions
- Text field and open ended questions for longer responses
- Numeric questions with constant sum validation
- Descriptive text for respondent instructions, labels or mouse roll over feature



This is provided via an easy to use interface, and advanced question piping and skip logic function to guide the flow of the survey depending on the responses given. Webropol also supports an extensive library of languages to increase the accessibility of our service.

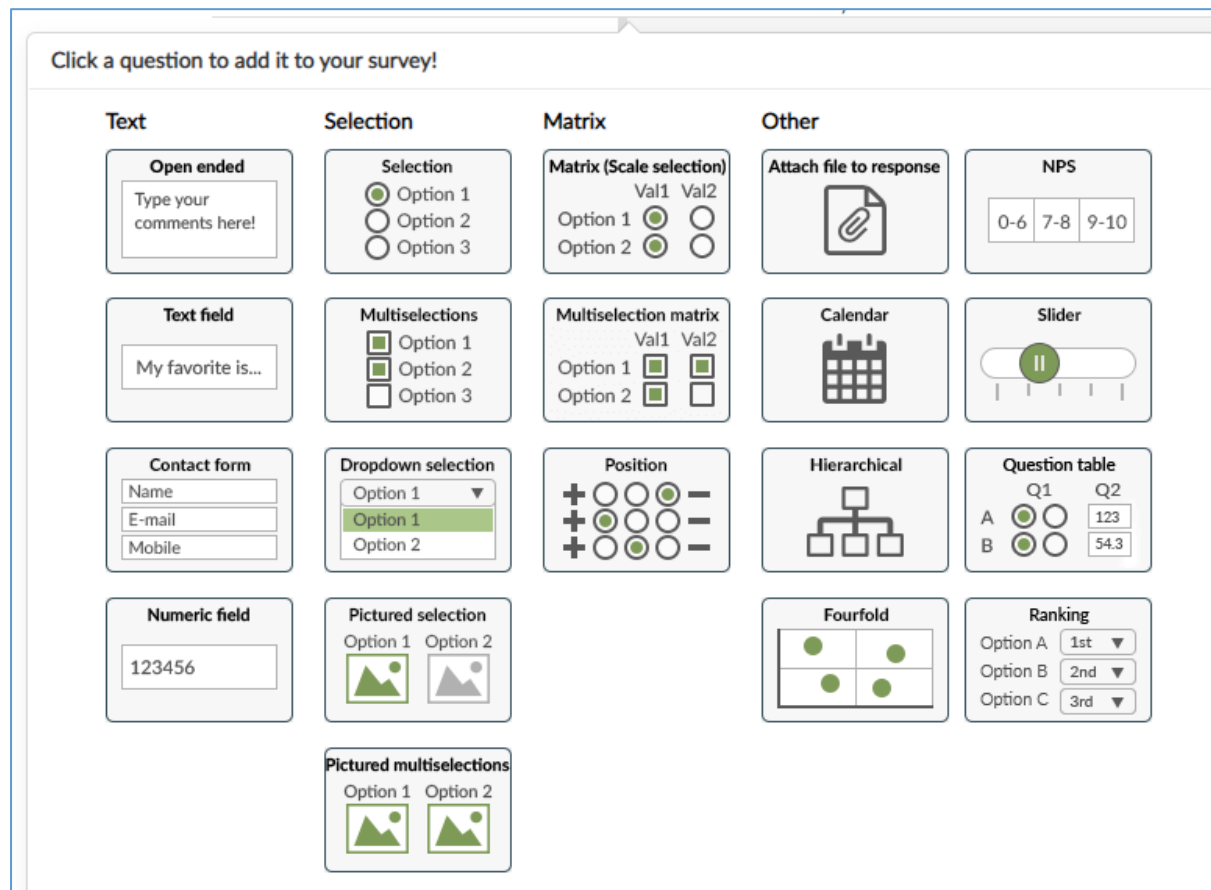


Figure 7: Question types

**Question settings**

Appearance

☒ Radiobuttons  
☐ Slider

Option orientation

☒ Vertical ☐ Horizontal

Number of options per column

☒ All options in same column  
☐ 1 options per column

☐ Show question description ?

Placement:

☒ Show below question title  
☐ Show above question title

Visibility: ☒ Visible ☐ Hidden ☐ Disabled

Random mode for options: ☐ Enable ☒ Disable

Apply Cancel

Figure 8: Question settings

## Reporting Customisation

The basic report can be fully customised in terms of appearance and content. Administrators can remove elements, charts or content from the report, and have the possibility to create different reports which are filtered so that each group of respondents receives a relevant report for their needs. Any questions added to the centralised survey, such as module specific feedback, are relevant to the lecturer only and the results are hidden from different staff members.



Figure 9: Webropol reporting

### Qualitative analysis

Our Text Mining tool allows qualitative responses to be analysed more deeply, providing a quick and reliable way to process qualitative responses and find crucial themes. Responses can be grouped and classified, allowing them to be analysed in relation to other answers.

### Live response rates

The follow-up tab allows individual users such as lecturers to access response information from the system interface. Statistics within the follow up tab include whether the email invitation was delivered successfully, response rates, completion time and date/time of completion.

### Areas of strength and improvement

Thresholds can be used to indicate areas of improvement or strength, which can be applied to the report to ensure clear visual understanding. Threshold weightings and colours can be customised according to the university's requirements.

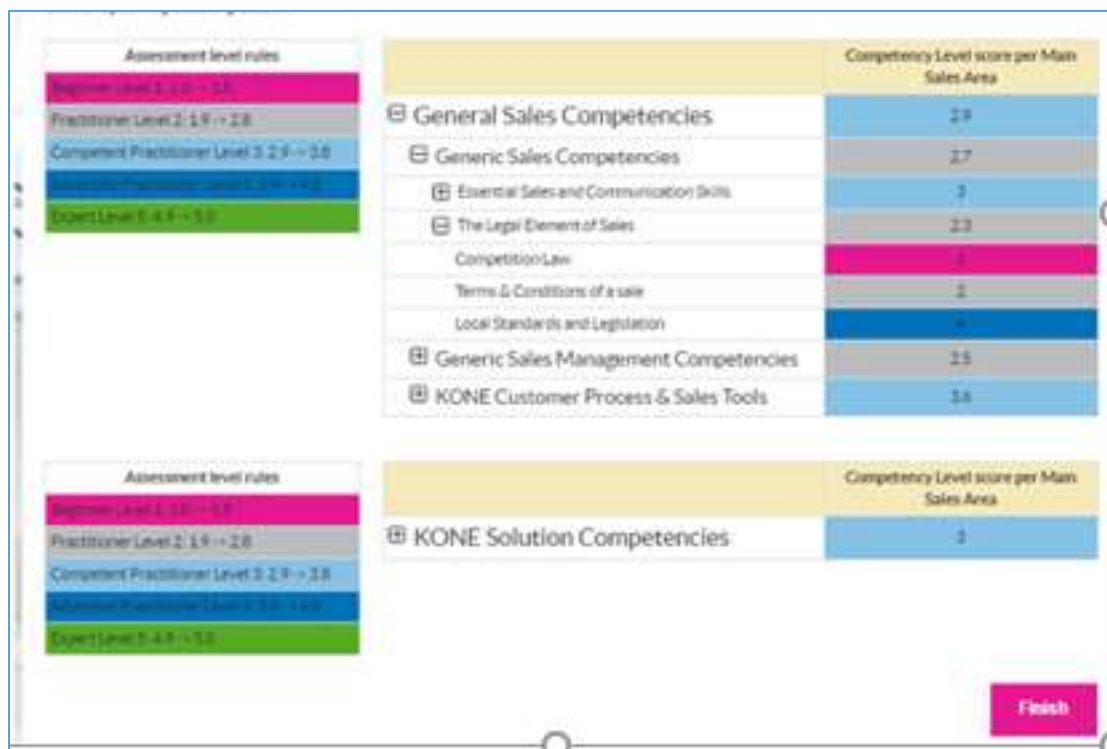


Figure 10: Threshold tables showing Low/high scores

### Historical response rates and comparisons

Comparisons can be made with previous information using our cross tabulation feature. The results are easy to compare, for example, comparing year on year results, or departmental results against overall results.

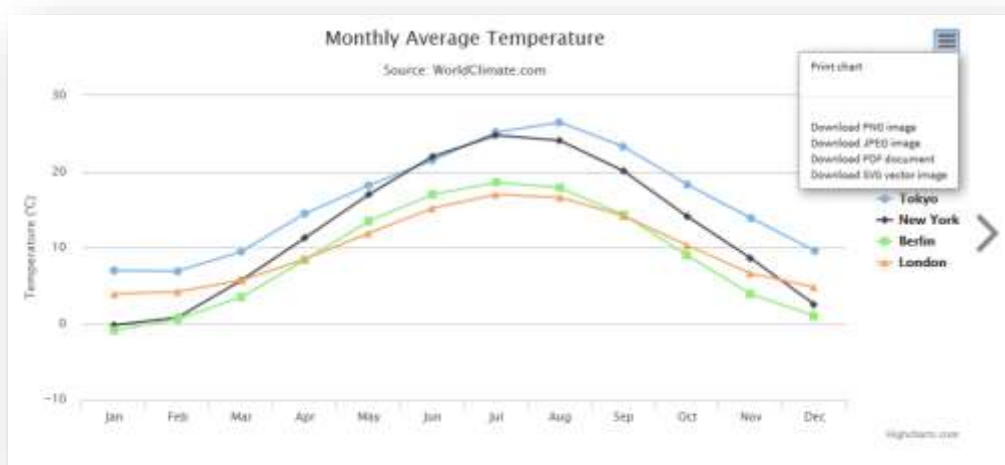


Figure 11: Example of comparisons

## Branding Requirements

Surveys and Reports can incorporate branding and other design requirements. This includes, changing the layout of the survey including font, colours and pictures, the ability to respond in multiple languages and flexibility with page numbering and progression gauges to break up the survey. When distributing the survey, the user can choose whether to send the survey from a Webropol email address or their own internal email address.

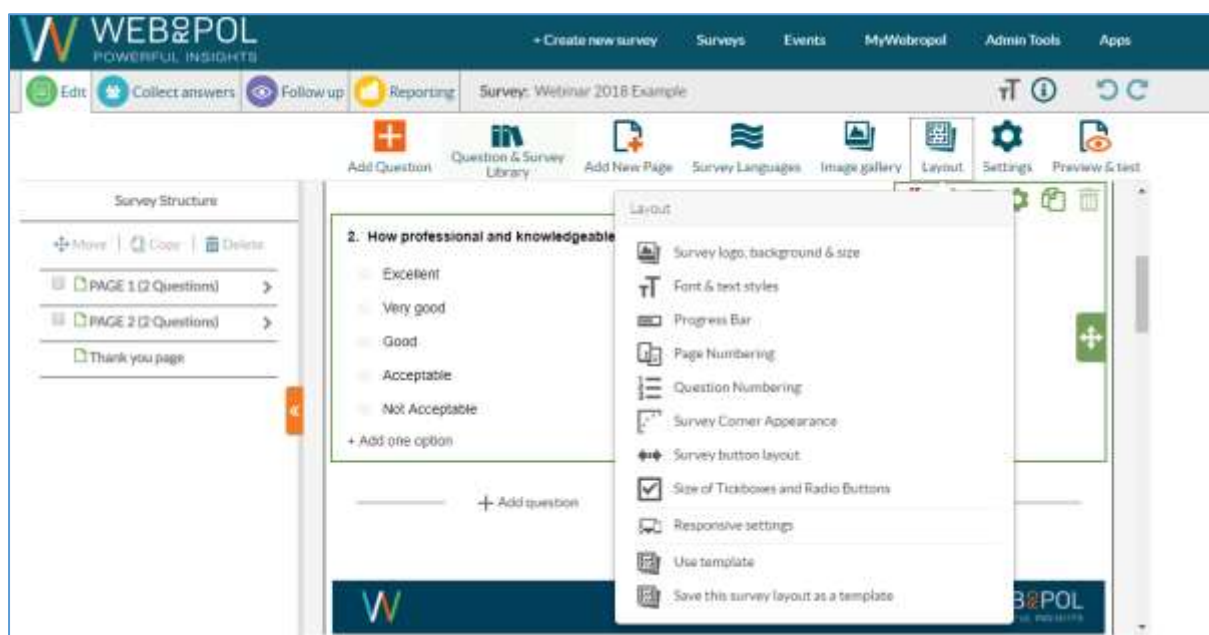


Figure 12: screen of layout options

## Responsiveness using different devices

The Webropol application is a fully browser based application and requires a HTML browser supported by JavaScript. In our testing we use Internet Explorer 9 and 11 and the latest versions of Edge, Firefox, Chrome, Safari and Opera. Webropol applications are built using standard web development technologies and designed to be responsive, so they are device independent and will work on any common desktops, tablets and mobile phones.



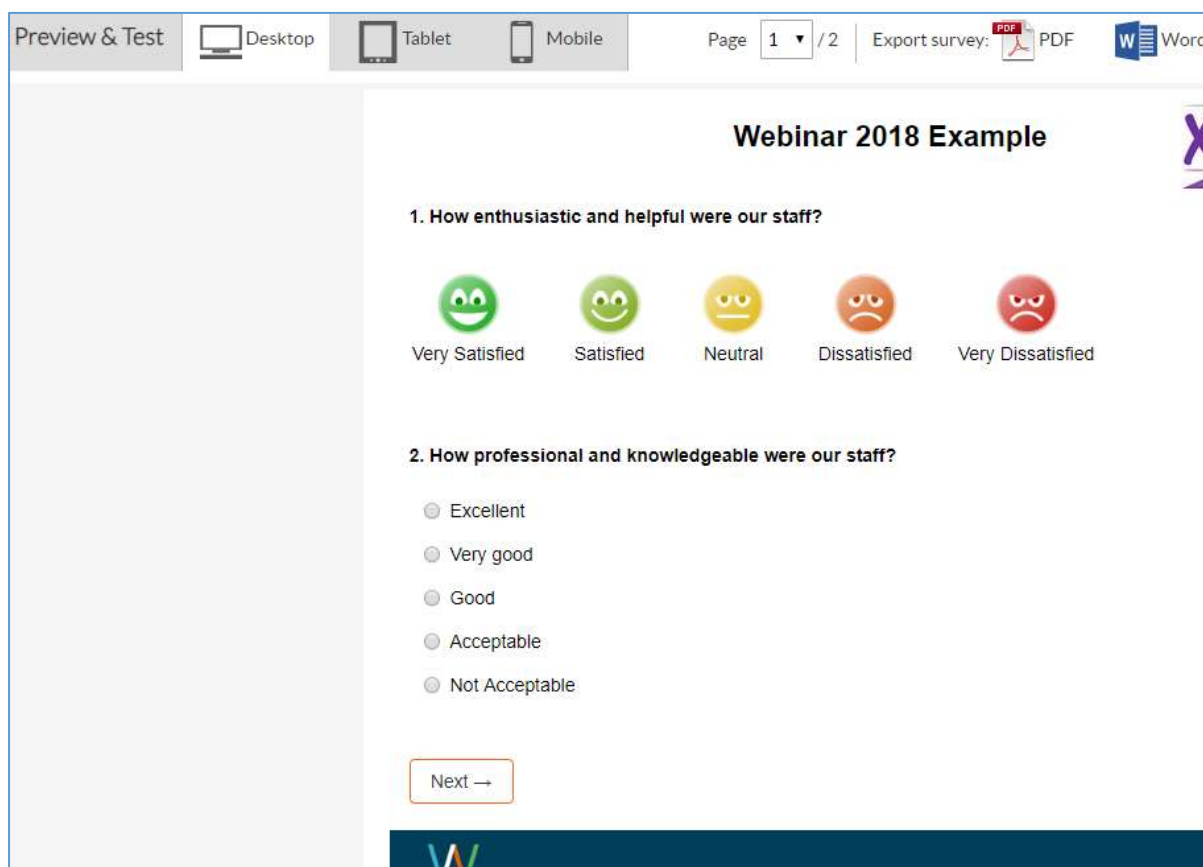


Figure 13: device compatibility screen options

### Ability to save and continue later

The ability to Save and Continue Later is a standard feature within the system. If the student accidentally closes the browser without saving, they can click on the link and continue.

### Flexibility to tailor reports to different audiences

With Webropol reporting, user has the possibility to make filtered reports suitable for different audiences. This includes changing the contents of the report by removing or adding elements, changing the charts displayed or adding narrative or visual information to help communicate the reporting. Any reports that the user has created can be shared with others, and the user has the possibility to select who the report is shared with.

## WCAG Standards

We are constantly moving forward and developing our system to meet both the needs of our customers but also to work towards achieving all the guidelines set out by WCAG 2.0. This includes providing text alternatives, distinguishable foreground/background colours which can be specified per survey, clear navigation throughout the software, the ability to customise the readability such as text style size and colour changes, and compatibility with different devices.

Webropol's current accessibility standard is WCAG 2.1, AA-level, a copy of our accessibility statement can be found in the link below:

<https://www.webropol.co.uk/accessibility-statement>

- **Text Alternatives:**

- We provide a library of images which can be used for pictured questions as an alternative to text
- Easy to understand images include thumbs up/down, smileys
- All images have been tested for visibility and colour blindness
- Users can also add their own images to the picture library

### **Audio:**

- Voice over audio can be added to any survey used in our WOTT Touch Screen App so that questions and options can be read out to the respondent to support them with answering.
- Our software not only allow for the questions to be read out to the respondent, but also provide the ability for the respondent to speak their response and this will be entered as a response to the survey.

### **Distinguishable:**

- Foreground and background colours of a survey can be changed to make surveys easier to read.



**Navigable:**

- Respondents can navigate through a survey easily when completing responses using Next/Previous buttons or clearly labelled page tabs
- Respondents can also use standard keyboard commands such as the tab key to navigate through the survey

**Readable:**

- Text style, size and colour can be adjusted to make text easier to read

**Compatible:**

- Responses can be collected via a number of data collection methods, including pc's, laptops, smartphones and tablets
- Page responsiveness adjusts the screen according to the collection method

**GDPR****User environment cleaning**

This feature shows all the surveys available within the environment, along with details such as last response date and when the survey was last edited. An Webropol administrator level user can delete the surveys in one go, which will also remove the response and recipient data for the surveys. To comply with GDPR it is recommended to remove surveys that contain personal data and are no longer required to be saved.

**Search and delete respondent data (GDPR)**

This feature allows the user to search for an email address or mobile number, and the search results will identify where this data appears, by searching collect answers recipient lists and survey responses which contain contact forms. This search process occurs overnight, and the user can choose to receive an email notification when the results have been processed. Pending searches are shown and search results are retained for 2 weeks. User can choose to permanently delete, and this can also be used to supply information for an individual's information access request. User can also access the search log to see information about previous searches.





## Reporting

User can delete GDPR personal data from selected respondents in reporting. User selects specific questions for which data will be permanently removed. The deletion occurs overnight, and any new responses received to the question will also have this data permanently removed. If a contact form question type has been used in the survey, information collected for the respondents table such as first/last name and email address will also be removed so that respondents or participants cannot be identified.

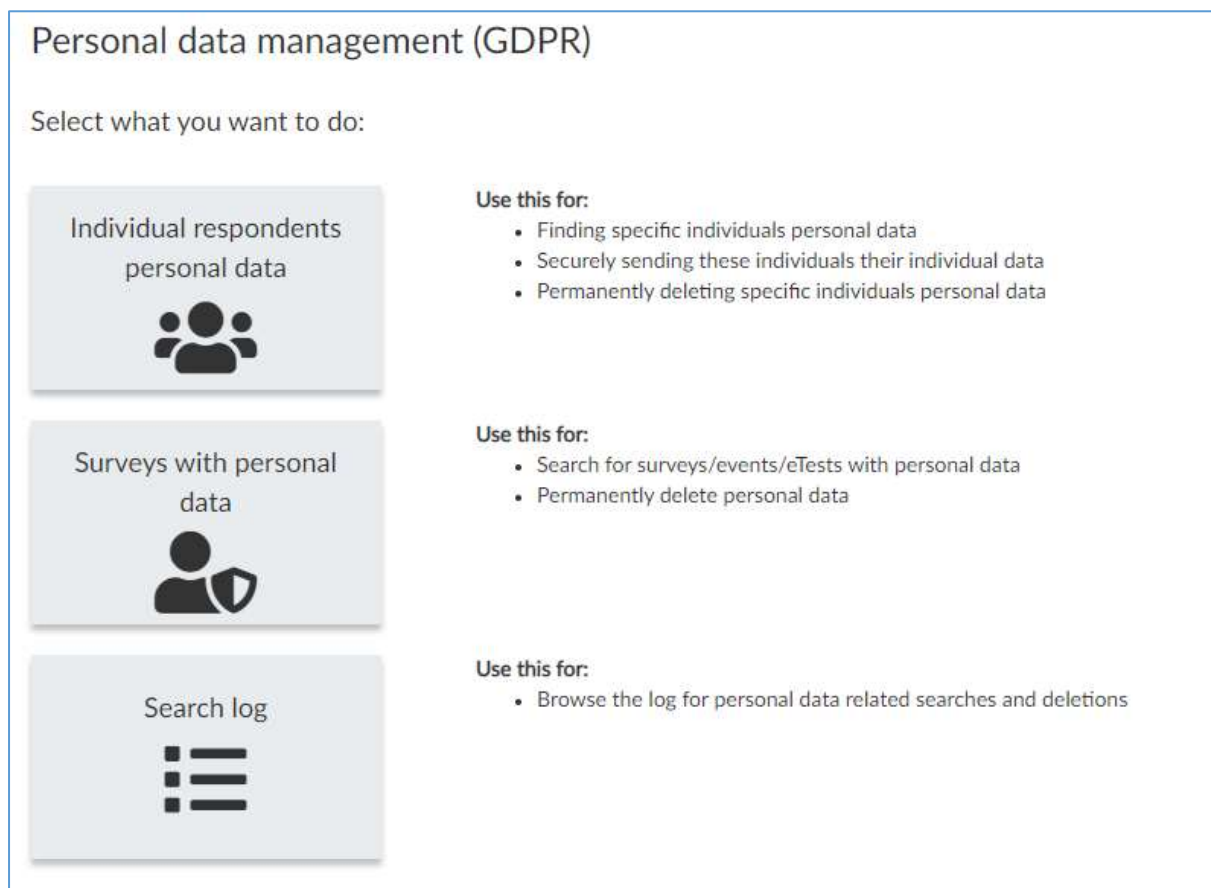


Figure 14: Personal Data management: GDPR

## SLA Standards

We have quality assurance systems in place, and use a mix of EFQM and ITIL guidelines for the service that we provide. We keep down time to a minimum aiming



for the system to be fully operational at least 99.5% (not including any planned service breaks). We continuously monitor and exceed this target. Maintenance is always conducted outside of office hours, usually around 4am GMT for minimal disruption. All users are notified of planned maintenance in the news and updates section ahead of time, and nominated project contacts are also notified. A service break information message is displayed for both users and respondents whilst maintenance to the system is taking place.

We provide first level helpdesk support between Monday to Friday, 9am to 5pm. Helpdesk is accessed via a dedicated UK telephone number and email address. We aim to provide an initial response to email within 2 hours of receipt of email. All emails are tracked through our helpdesk ticketing system. If the issue needs to be escalated to second level technical support, the customer support advisor provided will monitor the issue and provide progress updates.

If urgent support is required outside of our core hours, an emergency contact can be provided.

