Assessment of survey systems and available online tools to fit the Māori Sustainability Enterprises Assessment needs

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About this report series

The New Zealand Sustainability Dashboard Report series is a publication of the ARGOS Group (www.argos.org.nz) – as part of the New Zealand Sustainability Dashboard project. All publications can be found on the website nzdashboard.org.nz. However, Internal Reports could not be published on the website.

The New Zealand Sustainability Dashboard project Research Partners

Table of Contents

1 Introduction

Ngāi Tahu have a need for a surveying tool that can help them assess how their entities are running from the perspective of various stakeholders. This includes entities from small private whanau-scale enterprises through to large settlement trusts and incorporations.

Instead of developing a new system it was decided that a review of current software on the market was needed to ascertain whether there was a solution available on the market that could fulfil their requirements.

The following requirements were defined for the survey solution:

- The survey tool must allow a wide-range of users to offer feedback, from operational personnel with limited technical vocabulary and formal education through to executive boards and managers.
- The survey tool must allow multiple assessments on an entity from the different stakeholder groups.
- The survey tool must be simple to operate and user friendly (in terms of both setting up surveys and stakeholders completing them)
- The survey tool must allow easy collection of the data for analysis and reporting. (If possible this could be part of the package)
- The survey tool should be as flexible as possible for use via either a website or an app. (If possible it should have capabilities for offline use)

2 Method

A review of survey systems available was completed to identify the best candidate for this project.

2.1 Scoring system

Each system reviewed was ranked out of 20 points according to the following scoring system.

Survey Types
The systems reviewed had varying survey types depending on what they were designed for. Some were purely online systems while others were focussed on paper or phone interviews. As this project is focussed on online surveys the scoring was as follows; two points awarded if the software can produce online surveys, one more if it can create surveys for mobiles/tablets and two more points if it has a mobile app with offline capabilities. Total/5

Assessment of survey systems

Survey Questions and Logic
The systems reviewed tended to have a multitude of different question types and logic available. As this project only required multi-choice questions and skip/branching logic these were used as the basis for the scoring. One point was awarded for multi-choice questions, another point was awarded for having other question options and the final point is awarded for the software having skip-pattern and branching logic. Total/3

Customisation
Each of the survey systems reviewed offered a different level of customisation for the surveys, they were ranked as follows: One point was awarded for the ability to add branding and multimedia to the surveys, another point was awarded for the ability to change themes and another point for the software being able to produce aesthetically pleasing surveys. Total/3

Data Collection
Each survey tool has different options for publishing the surveys online and for collecting the results. One point was awarded for the software having publishing options (email/web links), a second point was awarded for the software having hosting options and one more point was awarded for having data exporting options. Total/3

Data Analysis
Each survey tool has varying analysis capabilities for the survey data once collected. For this project these were rated by awarding one point for report creation and a final point for report creation with the capability to give recommendations based on the results. Total/2

Ease of Use
One of the key requirements for this project is that the survey software is easy to use. An administrator needs to be able to create, edit and publish surveys easily and quickly. The ease of use was rated by awarding one point for easy survey creation, another point for ease of publishing/analysis, a third point for ease of customisation and a final point for user interface/layout of the tool. Total/4

2.2 Software trial

Three survey systems were selected for a trial based on the results of a review and a small (16-20 question) sample survey was created. Test users were invited to complete the survey and a report was then created with the analysis features of the software. This was to thoroughly test the software from both an administration and users perspective and give the tools a more in-depth review. The review for these three tools focussed on three aspects of the surveying process, Survey Creation, Survey Administration and Survey Analysis.

3 Results

3.1 Review results

Table 1: Results of the survey software review

Name	Types of Surveys	Types of Questions	Customisation	Data Collection	Data Analysis	Ease of Use	Overall Score	Cost (NZD)	
Snap Surveys	5	3	3	3	2	3	**19**	$1,362.20	annually
Qualtrics	5	3	3	3	1	4	**19**	$11,700.00	annually
FluidSurveys	5	3	3	3	1	3	**18**	$687.96	annually
SoGoSurvey	3	3	3	3	1	4	**17**	$168.48	annually
SurveyGizmo	3	3	3	3	1	2	**15**	$1,053.00	annually
SurveyPro	3	3	3	3	1	2	**15**	$1,515.15	one-off
The Survey System	5	3	1	3	1	1	**14**	$2,338.83	one-off
KeyPoint	5	3	2	1	1	2	**14**	$3,518.20	one-off
SurveyGold	3	3	1	2	1	4	**14**	$117.00	annually
SurveyMonkey	3	3	1	3	1	3	**14**	$300.00	annually
WuFoo	2	3	2	2	1	4	**14**	$315.90	annually
Google Forms	2	3	2	3	0	4	**14**	$0.00	-
iMagic Survey Designer	2	3	1	3	1	1	**11**	$174.33	one-off
LimeSurvey	2	3	1	3	1	1	**11**	$0.00	-
SurveyCrafter	3	3	1	1	1	1	**10**	$491.40	one-off
StatPac	3	3	0	2	1	1	**10**	$1,392.30	one-off

The review was completed and the survey packages were ranked by their overall score. There were three types of software reviewed: desktop packages, online services (SaaS products) and web form services. It was decided that one of each should be tested and the top scoring system in each category was selected, that is Snap Surveys, FluidSurveys and Google Forms. A more detailed review of each software system is available in Appendix 1.

3.2 Test results

Each of the three systems was used to create a survey. In the following section the software will be discussed from an administration point of view; the review from the user's perspective will be supplied separately.

3.2.1 Snap Surveys

Survey Creation

Snap Surveys is a desktop package meaning the program was downloaded and used directly from the hard drive of the computer. When the program was opened it was simple to set up a new survey but after that it became more difficult. As can be seen below (Figure 1) the user interface is relatively complex with an interesting layout and unusual buttons.
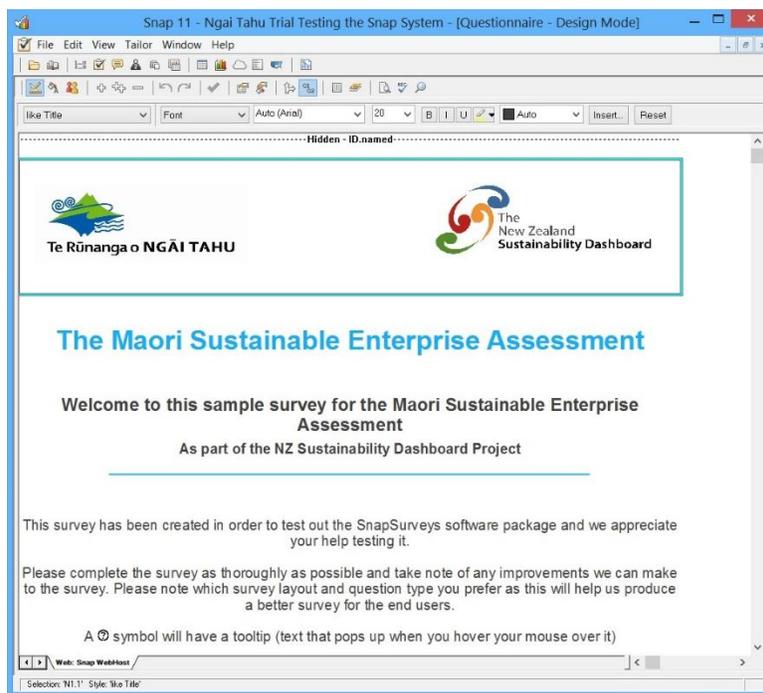

Figure 1: Screenshot of the Snap Surveys design screen

Before starting to design the survey it was necessary to watch tutorial videos which were extremely helpful and detailed, but also extremely lengthy. It took two hours of following these tutorials and using the software before the system began to make sense. From there creating the

basic shell of the survey and setting up basic logic was simple, however editing the format was time consuming and difficult to figure out.

Survey Administration

Once the survey was finished on the desktop application it then needed to be published. This required saving the survey files to disk then opening up Snap Webhost and uploading the files which was relatively straight forward. Following that all that was required to begin the survey as clicking the start button and distribute the link. The first part was easy but figuring out how to use the email system was more difficult. It required going back to the desktop application and changing settings then re-uploading the survey. This was one of the most frustrating parts of the process; the desktop application had to be used to make changes to the survey followed by re-uploading it. After following the instructions and uploading the mailing list the distribution still would not work so the survey was sent out using a personal email client rather than through Snap Webhost.

Survey Analysis

Once the surveys were completed the responses are shown in Snap Webhost. From there creating a report can be done by either downloading the responses to the Snap Desktop or using the reporting tools in Webhost. To create custom reports using the Webhost the format of the report must be set up when the survey is created in Snap Desktop. This is again not an easy process and required following their tutorials and watching a tutorial video.

Snaps Smart Reports were the feature that set this software package apart from the rest of the survey packages. The Smart reports allow the survey administrator to set up the survey do it generates a score for number of different sections of the survey (in this case the sections would be governance, communication and building & revitalising.) Once respondents have completed the survey Snap automatically creates a report which show what the results were and gives the organisation recommendations based on their score. However when a Smart report was attempted for the test survey the tutorials required the user to be extremely familiar with the Snap Desktop application. As a result it would have been an extremely time consuming process to set one up and this was not attempted, instead a basic report was produced to save time (Appendix 2).

Summary

Overall Snap Surveys was the survey system with the most potential for this project, as it offers all the features required. However unfortunately it is far more difficult to use than anticipated. It would be a great system if there was one user making changes to the software and they had plenty of time to spend learning how to use it.

3.2.2 FluidSurveys

Survey Creation

FluidSurveys is an online SaaS product, meaning it is run from a web browser and no download is required. When the user accesses the FluidSurveys site and signs in they are greeted with the welcome/account page and it is a simple process to create a survey. Once on the survey editing page (Figure 2) the layout is relatively simple to follow and the software is easy to operate.
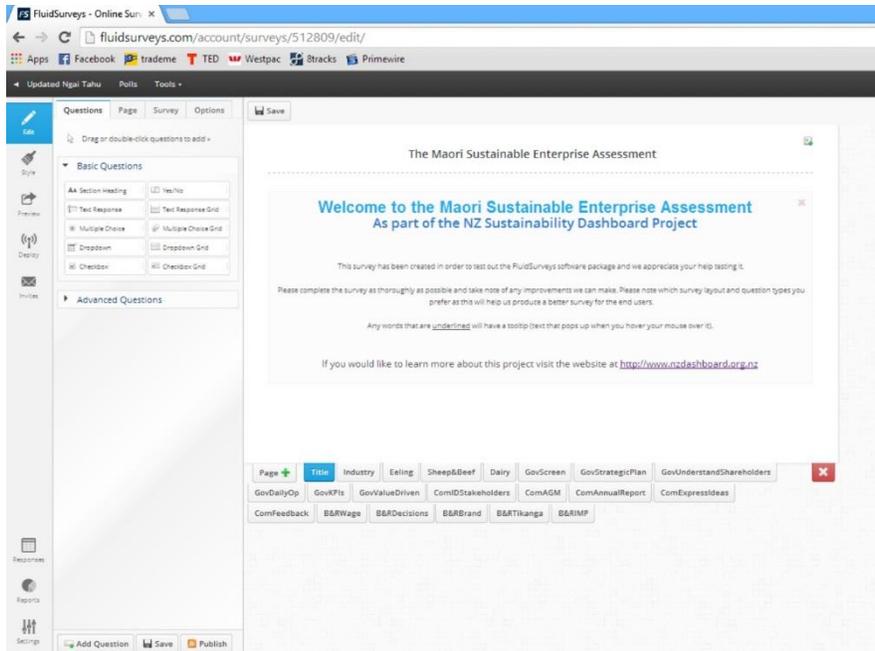
Figure 2: FluidSurveys survey editing page

To begin with there are three 6 minute tutorial videos that take the user through the survey creation and publishing process. After watching these it was easy to create and entire survey with the required logic. Small amounts of customisation (branding, changing the colours, etc.) is extremely easy with the style editor, however making other changes (like increasing the drag bar size or changing its colour) are impossible.

Survey Administration
Once the survey was drafted it was incredibly easy to publish it, one click and the survey was created with a link to it. From there setting up the email list and ending out the link through the program was really straight forward too. After the survey was published any changes made to it on the editing page were automatically made to the published version.

Survey Analysis
Once the respondents had completed the survey it is easy to see their individual responses and create basic reports online (Appendix 3). These reports contain graphical or textual summaries of the responses and there is the potential to include some statistical analysis of the results. Other than the reports it is possible to export the results as an excel spreadsheet which has the responses and includes the overall score for the survey.

Summary
FluidSurveys is decent survey software but it does lack the reporting features required for this report. It was simple to use and create basic good-looking surveys and it would be easy to setup and create a login that multiple people could use to create or distribute surveys. However it would require a separate reporting package to produce recommendations for the organisation based on the results.

Assessment of survey systems

7

3.2.3 Google Forms

Survey Creation

Google forms is online form creation software and is free to use. Forms are created off the google drive and are saved in a folder of your choosing. The form creator is simple and easy to use, especially after using FluidSurveys as the survey creation process on both tools was fairly similar. Setting up the survey with skip logic was easy although more complex logic like branching is not available. Customising the survey using the default themes was easy but beyond that there is very little customisation available. For the test survey a title page was customised using HTML code but customising the following pages would have been reasonably complex.

Survey Administration

Publishing and previewing the surveys was extremely quick and simple and the survey is distributed by sending out a link to participants. As here is no email options for Google forms this was done using a private mailing client.

Survey Analysis

Responses are saved straight to a spreadsheet in the same location of the Google Drive as the survey. This could be used to perform some graphical analysis however it would be necessary to create or buy a separate reporting package to produce recommendations for the organisation based on the results.

Summary

Basic and easy to use, Google Forms are a good way of getting the surveys done for low cost, however the lack of reporting features may bring the cost up.

4 Conclusions & recommendations

A review was completed and the three best options for use in this project were selected. Overall Snap Surveys offered the most promise in terms of features, as the software had excellent reporting features that fulfilled the requirements for the project. However the package was not as easy to use as expected and is far more expensive than the other options. The remaining two options, FluidSurveys and Google Forms, are both good options but lack the reporting features required for this project. Both were easy to use and could fulfil the survey creation requirements of this project and it was noted that there are four key differences between these options.

The first is that FluidSurveys has a mobile app which allows offline collection of responses while Google Forms is purely online. The second difference is that FluidSurveys makes it easy to customise the look and feel whilst Google Forms only have very basic theme customisation. The third difference is that FluidSurveys can produce basic reports and scores for surveys whilst Google Forms only saves responses to a Google spreadsheet. Finally FluidSurveys will cost around $23 NZD/month whilst Google forms are free to use.

As a result of these findings I would not recommend using the Snap Survey desktop application for this project. It is unnecessarily complicated for this project and would require a staff member spending a large amount of time learning to use the software which would further increase the cost of the tool. Therefore there are two possible courses of action:

1. Use the Snap Survey tools by exploring their contracting options; they offer surveying services meaning they would create the surveys and prepare the reports. This would save money initially as there would be no need to buy the desktop app but may cost more in the long run
2. Use FluidSurveys or Google forms to create the surveys and hire a developer to create the reporting capabilities required.

I recommend looking into the second option as it could be a quick and easy way of proceeding. The Snap Survey staff are extremely professional and will be able to create surveys and reports exactly as required. The main issue with this option will be cost as it is likely that their services are relatively expensive. I have emailed support at Snap Surveys asking for an outline of these costs and will forward them on as soon as possible.

As a less expensive option I would recommend using Google Forms as a developer can likely create a theme for the forms to change the look and feel while creating the reporting capabilities. The biggest downside to this would be that all survey respondents need access to the internet. However from a survey administration perspective Google Forms were by far the easiest survey creation method.

FluidSurveys remains a good option for easy survey creation and data collection however if a developer is being used to create the reporting capabilities needed it may be cheaper to get them to look into customising Google Forms.

5   Appendix 1: Survey Results

Each of the surveys has been analysed according to the following sections. Some of these (Name, Cost, etc.) are purely there for informational purposes while the rest are used to rank each survey package against the project requirements.

Name

Website

Software Type
Desktop Application/Online Saas (Software as a Service)

Survey Types /5
Two for online, one for mobile styling, two for offline capabilities.

Types of Questions /3
One for multi-choice, one for other options, one for skip-pattern/branching.

Customisation /3
One for the ability to add branding/multimedia, one for changing themes, one for aesthetics.

Data Collection /3
One for publishing options (email/web links), one for hosting options, one for exporting options.

Data Analysis /3
One for statistical analysis, one for reporting abilities, one for reporting giving recommendations.

Ease of Use /3
One for survey creation, one for publishing/analysis, one for user interface.

Cost

Comments

Name
The Survey System

Website
http://www.surveysystem.com/

Software Type
Desktop Application

Survey Types 5/5
Web/Online, Telephone, Mobile (with offline capabilities) and Paper

Types of Question 3/3
The Survey System offer multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 1/3
The program allows users to add logos and include multimedia in surveys, however example surveys and reports look unprofessional.

Data Collection 3/3
Creative Research Systems (the company behind The Survey System) offer full service web hosting of surveys and responses and can send email invites. Responses can be exported as RTF, HTML, PDF, XLS and PPT files.

Data Analysis 2/3
Can perform in depth statistical calculations (including margins for error and correlations) which can be used to produce tables and graphs. The software can then formulate these into reports.

Ease of Use 1/3
Not particularly easy, the website talks about the 'steep learning curve' associated with the software. A 120 page manual/tutorial comes with the package and helps negotiate the menus.

Cost
US$999 – US$1999 for full versions, plus add-ons for extra modules (such as internet/mobile capabilities).

Comments
This software looks like it was built for large scale market research/validation surveys with an emphasis on phone interviewing. Not ideal for smaller scale interviewing like this project where there are no dedicated survey staff running the program.

Name
FluidSurveys

Website
http://fluidsurveys.com/

Software Type
Online SaaS

Survey Types 5/5
Online, Mobile App (With offline)

Types of Questions 3/3
FluidSurveys offer multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 3/3
FluidSurveys allows for some customization of branding/themes. Multimedia can be added to the surveys.

Data Collection 3/3
Send invitations through email, web links or by embedding it in a website. The survey and responses are hosted on FluidSurveys servers as part of the service. Can export as CSV/SPSS and backup to dropbox.

Data Analysis 2/3
Can undertake some statistical analysis and produce tables and charts with results. These can then be assembled into reports which are shareable.

Ease of Use 2/3
Easy to use drag and drop systems for survey creation, however some support features are missing.

Cost
From US$204 - US$588 yearly depending on features required. Enterprise version with offline capabilities is more expensive. Possible special pricing available for non-profits/government organisations.

Comments
Looks good in terms of pricing/what the software can do. Reporting features are limited in terms of offering insights and improvements.

Name
KeyPoint

Website
http://www.speedwellsoftware.com/surveys/keypoint

Software Type
Desktop Application

Survey Types 5/5
Paper, Online, Mobile/Tablet (with offline capabilities)

Types of Questions 3/3
Keypoint offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 2/3
KeyPoint allows customisation of branding and the ability to add emoticons and multimedia to surveys.

Data Collection 1/3
Publish via email/online.

Data Analysis 2/3
Can calculate basic statistical calculation and compare data from different sets of data. This data can be used to produce reports with graphs and tables in Word, as a PDF or HTML

Ease of Use 2/3
Designing surveys and changing layout is easy and has a wizard to help guide the process. Publication is more difficult and requires training.

Cost
£1,320 with extra for the offline data collection (£1,795)

Comments
Would do the job well however reporting is limited.

Name
Snap Surveys

Website
http://www.snapsurveys.com/

Software Type
Desktop Software and Online SaaS

Survey Types
Online, Paper, Mobile/Tablet (with offline capabilities)

Types of Questions 5/5
Snap Surveys offer multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 3/3
The survey tool allows for complete customization of the design and branding. The sample surveys are all Interactive and picture orientated, which could be useful in helping less educated users complete the surveys.

Data Collection 3/3
Distribute surveys via web and email, snap offers a hosting service for surveys and responses at an additional cost. Can export to Word/Excel.

Data Analysis 3/3
Can undertake some statistical analysis and generate tables and graphs. Snap is then able to produce smart-reports with these figures/tables that turns the analysis into commentary and uses the results of the survey to make appropriate recommendations to the desired parties.

Ease of Use 2/3
Easy to use to create surveys with branching logic and the publishing wizards helps get these online quickly as the program is designed for web based surveys. However it has been noted in reviews that there are some confusing icons and keyboard shortcuts in the program which take time to learn.

Cost
£695 for Desktop License and 12 month subscriptions to their Webhosting and Help/Updating services. Additional Licenses are £295 so it is safe to assume a one off cost of approximately £300 for just the Desktop Application.

Comments
The best software found so far in terms of design and customisation, not to mention the fact that the smart-reporting feature generates the kind of report required for this project, with issues high-lighted and recommendations to fix them.

Name
StatPac

Website
http://www.statpac.com/

Software Type
Desktop Application

Survey Types 3/5
Paper, Online, Mobile

Types of Questions 3/3
Statpac offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 0/3
No customisation in terms of branding and multimedia.

Data Collection 2/3
Distribute surveys via a website which StatPac can host. This data is then downloaded and imported into StatPac's data manager.

Data Analysis 2/3
StatPac can produce an extensive statistical analysis of results, including significance testing. It can produce rudimentary graphs and detailed tables.

Ease of Use 0/3
This is not user friendly software at all as it has been built with professional researchers in mind. It requires knowledge of coding and is more for someone doing lots of data entry/importing.

Cost
One off cost of US$695 for the basic statistics modules and US$495 for the web survey modules

Comments
More for serious researchers/statisticians, people who survey full time and are drawing scientific conclusions from the data collected; not suitable for this kind of surveying.

Name
SurveyGold

Website
http://www.surveygoldsolutions.com/

Software Type
Desktop Application and Online SaaS

Survey Types 3/5
Online, Phone, Paper

Types of Questions 3/3
SurveyGold offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 1/3
The header can be customised and description can be added but colours and images can only be changed by adjusting the HTML coding of the web version.

Data Collection 2/3
Surveys can be distributed by website or email and SurveyGold offer a server for hosting the surveys and collecting results.

Data Analysis 2/3
Can create tables and charts and generate important statistical information. Can easily export data to word, excel, SPSS and .txt file.

Ease of Use 3/3
Really easy to use; similar to windows explorer in user interface and it has good starting tutorials.

Cost
Single license fee of US$120 which includes a one year SurveyGold Cloud Subscription, which is then US$100/year.

Comments
Looks reasonably good for ease of use and is inexpensive. Unfortunately it does not have the customisation or reporting capabilities required for this project.

Name
SurveyMonkey

Website
https://www.surveymonkey.com/

Software Type
Online SaaS

Survey Types 3/5
Online, Mobile Paper

Types of Questions 3/3
Offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 1/3
Can customise branding/colours and add multimedia but the survey theme/style does not seem that customisable.

Data Collection 3/3
Surveys can be distributed through a URL that can be emailed or accessed via a website. SurveyMonkey saves the responses to their server for analysis.

Data Analysis 2/3
This software can analyse the data statistically and produce graphs/tables which are compiled in a report. This report or the raw data can be exported for use/analysis in other software packages.

Ease of Use 2/3
SurveyMonkey is relatively easy to use and is the most well-known survey software. However the results section is difficult to use and creating new surveys can be difficult.

Cost
The Select version which would likely do everything required is $300 NZD/year.
There is a free version that has limited responses/questions and no custom design.

Comments
SurveyMonkey looks pretty good for the survey creation and result compiling stages but the reporting is not adequate for this project.

Name
Survey Crafter

Website
http://www.surveycrafter.com/interim2/default.asp

Software Type
Desktop Application

Survey Types 3/5
Online, Paper, Phone

Types of Questions 3/3
Offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 1/3
Survey Crafter can produce surveys with custom branding but it is hard to change the themes and it is more difficult to add multimedia (it must be done as HTML code). The sample surveys are all very wordy which makes it difficult for less educated users.

Data Collection 1/3
Survey Crafter creates the web survey for users to host on their own websites, meaning the respondent data is saved on the user's server. This means the data must be downloaded from the server to the local machine and imported into the program before analysis.

Data Analysis 2/3
Can produce a statistical/graphical analysis of the results once imported and produce a batch report for printing. Otherwise data can be exported for use in Microsoft office programs.

Ease of Use 1/3
Not a great user interface for creating software, it is an old and clumsy design. Customising surveys is more difficult and requires knowledge of HTML coding.

Cost
One-off license fee of USD$420

Comments
More for professional survey makers, the design would make it difficult for both the admin to create and analyse surveys and for the users to fill them out.

Name
SurveyGizmo

Website
http://www.surveygizmo.com/

Software Type
Online SaaS

Survey Types 3/5
Online, Mobile/Tablet

Types of Questions 3/3
SurveyGizmo offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 3/3
Can customize to produce polished looking branded themes and add multimedia to the surveys. Sample surveys are much more colourful but very much text based questions.

Data Collection 3/3
Can distribute surveys by email, social media or website. SurveyGizmo saves responses on their servers and the data is accessed online and can export as SPSS or CSV.

Data Analysis 2/3
SurveyGizmo analyses data online statistically/graphically and can produce reports that contains the analysed data which can then be exported as a .pdf file.

Ease of Use 1/3
Easy to use to produce simple surveys, however the logic tools that allow different questions to be presented to different users are more difficult to use.

Cost
The professional version which would do everything required is USD$75/month, or USD$900/year. There is a free version which is extremely basic, limited features and responses.

Comments
Pretty solid looking survey software but the logic is one of the crucial things for this project and the reporting features are lacking.

Name
SurveyPro

Website
http://www.surveypro.com/

Software Type
Desktop Application

Survey Types 3/5
Online, Paper

Types of Questions 3/3
SurveyPro offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 3/3
Can customize survey design and add multimedia to produce polished surveys. However sample surveys appear to be wordy and it may be harder to produce surveys for less literate users.

Data Collection 3/3
Distribute surveys by email or by website and the responses are saved to a server which SurveyPro provides.

Data Analysis 2/3
Data is downloaded to SurveyPro and can be statistically/graphically analysed, SurveyPro can also analyse open-ended comments. It can then produce reports of the analysis.

Ease of Use 1/3
This software takes a long time to learn, it is not intuitive/easy to use.

Cost
One off license fee of USD$1295

Comments
Would produce fine surveys but an old style interface make it more difficult to use. On top of this the reports are do not have any recommendation capabilities. This is not the ideal software for this project.

Name
iMagic Survey Designer

Website
http://www.imagicsurveysoftware.com/

Program Type
Desktop Application

Survey Types 2/5
Online, Paper

Types of Questions 3/3
iMagic offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 1/3
Can customize design somewhat but someone will need to reformat the web surveys when they are uploaded as the .rtf file they are exported as doesn't keep the formatting. Probably harder to get away from wordy surveys (which would make it difficult for the less literate users).

Data Collection 3/3
Distribute the surveys by email or via a web page and save data to the hosting server. iMagic offer a free survey hosting server

Data Analysis 2/3
Data is downloaded to desktop and the program can perform statistical/graphical analysis and present this in a report. Data and reports can be exported as .csv files.

Ease of Use 1/3
Easy to use to produce paper surveys but uploading these surveys to the web is slightly more difficult and requires another application.

Cost
One off license fee of USD$149

Comments
Not the software for this project, more suitable for a low cost paper survey creator/analyser.

Name
LimeSurvey

Website
http://www.limesurvey.com/

Software Type
Open Source Desktop Application

Survey Types 2/5
Online, Printable Versions

Types of Questions 3/3
LimeSurvey has multiple question types and branching logic to customise the survey based on previous responses.

Customisation 1/3
Some customisation available through built-in editor, otherwise HTML coding is required.

Data Collection 3/3
Able to embed into email or a website. Some LimeSurvey partners/third parties offer hosting services, otherwise a server with php and MySQL is required. Survey responses can be exported to text, CSV or Excel formats.

Data Analysis 2/3
Limited data analysis available, some rudimentary graphical analysis is possible.

Ease of Use 1/3
Not particularly easy or intuitive, there are detailed guides but the big price paid for open source software is the ease of use.

Cost
Free open source program, however the hosting services/support will cost.

Comments
Probably not ideal for this project, not easy to use to create surveys and more difficult to customise/host.

Name
Wufoo

Website
www.wufoo.com

Software Type
Web Forms, Online SaaS

Survey Types 2/5
Online

Types of Questions 2/3
Wufoo offers limited questions types with Multiple-Choice, Check Boxes and Dropdowns but does have branching.

Customisation 2/3
Change themes/Branding.

Data Collection 2/3
Survey forms and responses hosted online.

Data Analysis 2/3
Can produce graphs and tables compiled into reports.

Ease of Use 3/3
Extremely easy to use

Cost
Free to $199/month

Comments
Good but limited in terms of creating survey flow, it is just a form.

Name
SoGoSurvey

Website
http://www.sogosurvey.com/

Software Type
Online SaaS

Survey Types 3/5
Online, Mobile

Types of Questions 3/3
SoGoSurvey offers multiple question types and branching logic to customise the survey based on previous responses.

Customisation 3/3
Customise the surveys with branding and add multimedia.

Data Collection 3/3
Invite via email, social media, text message or embed in a website. SoGoSurvey host surveys and response data which can be exported as word, excel CSV, xml, HTML, SPSS

Data Analysis 2/3
Can undertake statistical and graphical analysis which can be presented in reports.

Ease of Use 3/3
Easy to use and good video tutorials.

Cost
The professional version is $144 annually which would probably fulfil the requirements for this project. There is a free trial version.

Comments
Looks good, the survey creation and publishing looks good but the reporting features are lacking in terms of the requirements for this project.

Name
Qualtrics

Website
https://www.qualtrics.com/research-suite/

Software Type
Online SaaS

Survey Types 5/5
Online, Mobile (Offline App Available)

Types of Questions 3/3
Qualtrics offers multiple questions types and has skip pattern/branching which allows customisation of the survey based on answers to previous questions.

Customisation 3/3
Can add branding and custom themes. Can add multimedia and use interactive tools like sliding scales.

Data Collection 3/3
Publish surveys by email or web. Qualtrics hosts the surveys and manages response data, which can be exported in a number of formats.

Data Analysis 2/3
Can perform some statistical analysis and create graphs and tables which can be put into custom reports.

Ease of Use 3/3
Fairly easy to use software, it is created with beginner/intermediate users in mind. Really good survey development environment.

Cost
Unable to find a price on their website but from other websites account tend to start at US$10,000/year, depending on the number of responses.

Comments
More for an academic organisation or a corporate research department, not well suited to this project given the cost.

Name
Google Forms

Website
https://support.google.com/drive/answer/87809?hl=en

Software Type
Web Forms

Survey Types 2/5
Online

Types of Questions 3/3
Multiple Choice and several other question types. Limited Skip Logic/Branching

Customisation 2/3
Can customize themes and add multimedia, adding branding requires HTML

Data Collection 3/3
Publish via email/URL, all responses are hosted in google spreadsheets and can be exported in a variety of forms.

Data Analysis 2/3
Can produce graphs and statistical analysis on the google spreadsheet.

Ease of Use 3/3
Very easy to set up basic forms

Cost
Free

Comments
The limited skip logic would make it difficult to set up one form that everyone uses. Could do multiple forms that get sent out to different companies/levels of staff.

6 Appendix 2: SNAP SURVEYS

Testing the Snap System

This report was generated on 11/05/14. Overall 6 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

The following charts are restricted to the top 12 codes. Lists are restricted to the most recent 100 rows.

The Maori Sustainable Enterprise Assessment

Level within the Organisation

Do you work at the Management/Governance level of your organisation?

No (3)	50%
Yes (3)	50%

The Maori Sustainable Enterprise Assessment

Governance

Has governance approved a formal strategic plan?

No (-)	
Yes (3)	100%

The Maori Sustainable Enterprise Assessment

Governance

Would you agree that the governance team has a clear understanding of what their shareholders expect from the organisation?

Strongly Disagree (-)	
Disagree (-)	
Neither Agree nor Disagree (–)	
Agree (2)	67%
Strongly Agree (1)	33%

Do the governors involve themselves in the day to day operations of the organisation?
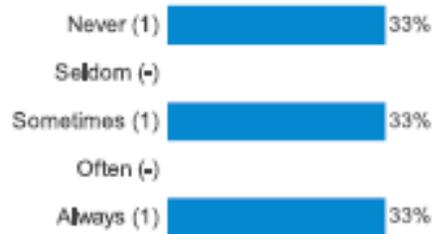
Never (1)	33%
Seldom (-)	
Sometimes (1)	33%
Often (-)	
Always (1)	33%

Assessment of survey systems

The Maori Sustainable Enterprise Assessment

Governance

Has governance approved KPIs or employed another form of benchmarking?

No (-)

Yes (3) ████████████████████████████████████ 100%

The Maori Sustainable Enterprise Assessment

Governance

Does your organisation have a vision and values which drive the decision making process?
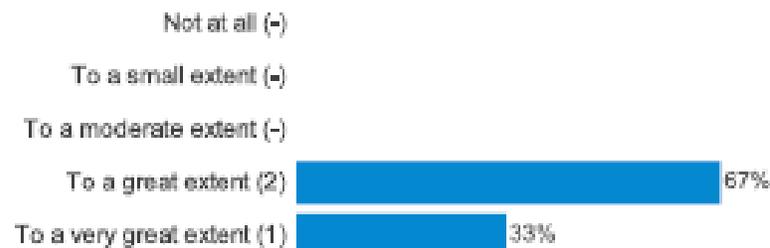
Not at all (-)

To a small extent (-)

To a moderate extent (-)

To a great extent (2) ██████████████████ 67%

To a very great extent (1) ████████ 33%

The Maori Sustainable Enterprise Assessment

Communication

Does your organisation have effective processes for identifying who their stakeholders are?

Very Ineffective (1)	17%
Ineffective (-)	
Neither effective nor ineffective (2)	33%
Effective (1)	17%
Very Effective (2)	33%

The Maori Sustainable Enterprise Assessment

Communication

Does your organisation have an annual general meeting (AGM) every year?

No (2)	33%
Yes (4)	67%

The Maori Sustainable Enterprise Assessment

Communication

Do all owners / shareholders receive a copy of the annual report prior to the AGM?

Never (–)	
Seldom (–)	
Sometimes (2)	33%
Often (2)	33%
Always (2)	33%
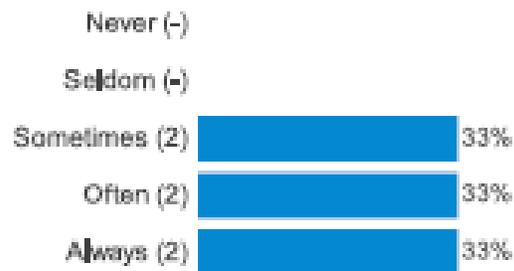
The Maori Sustainable Enterprise Assessment

Communication

Are owners / shareholders given ample opportunity to express any concerns or ideas during the AGM?

Never (–)	
Seldom (–)	
Sometimes (2)	33%
Often (2)	33%
Always (2)	33%

Assessment of survey systems
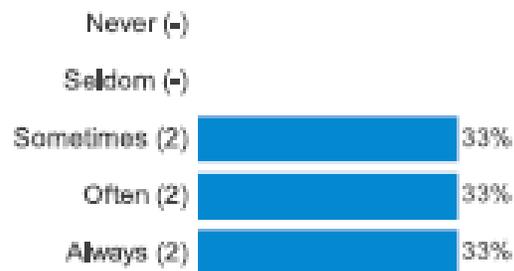
The Maori Sustainable Enterprise Assessment

Communication

Does the organisation provide feedback to owners / shareholders about how their engagement was used and what it has changed?

Not at all (-)	
To a small extent (-)	
To a moderate extent (3)	50%
To a great extent (2)	33%
To a very great extent (1)	17%
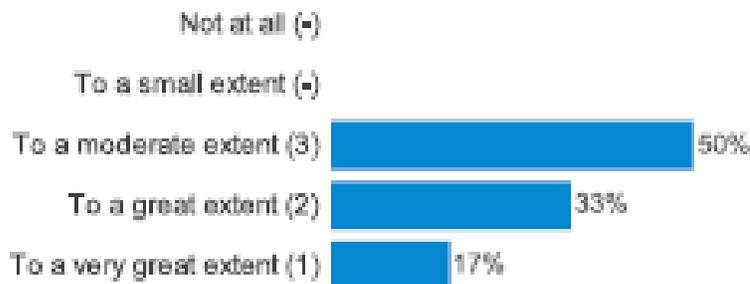
The Maori Sustainable Enterprise Assessment

Building and Revitalising

Do all staff earn a living wage? (Currently $18.80 per hour)

No (4)	67%
Yes (2)	33%

Assessment of survey systems

The Maori Sustainable Enterprise Assessment

Building and Revitalising

Does your organisation consult with the hapu / iwi / marae / runanga (as applicable) when they are making significant decisions that affect their interests?

Not at all (1)	17%
To a small extent (-)	
To a moderate extent (2)	33%
To a great extent (1)	17%
To a very great extent (2)	33%

The Maori Sustainable Enterprise Assessment

Building and Revitalising

Does your organisation brand or promote itself in a way that is uniquely Maori?

Not at all (-)	
To a small extent (-)	
To a moderate extent (3)	50%
To a great extent (2)	33%
To a very great extent (1)	17%

Assessment of survey systems
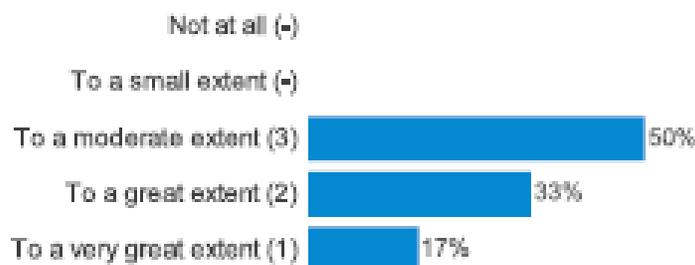
The Maori Sustainable Enterprise Assessment

Building and Revitalising

Is tikanga observed in the way your organisation operates?

Not at all (-)	
To a small extent (-)	
To a moderate extent (2)	33%
To a great extent (1)	17%
To a very great extent (3)	50%
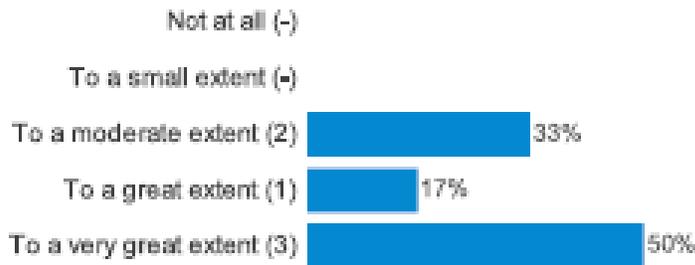
The Maori Sustainable Enterprise Assessment

Building and Revitalising

If there are Iwi Management Plans (IMP) over the area your organisation operates in, are these IMP's taken into acccount in the way your organisation operates?

Not at all (1)	17%
To a small extent (1)	17%
To a moderate extent (2)	33%
To a great extent (2)	33%
To a very great extent (-)	

7 Appendix 3: FluidSurveys

Results

Is your entity involved in any of the following:
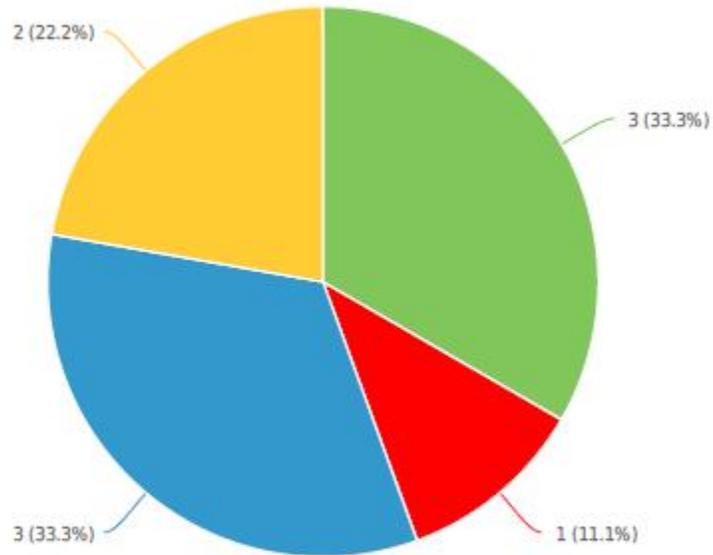
If you do limit your fishing activities in an area is it done by:
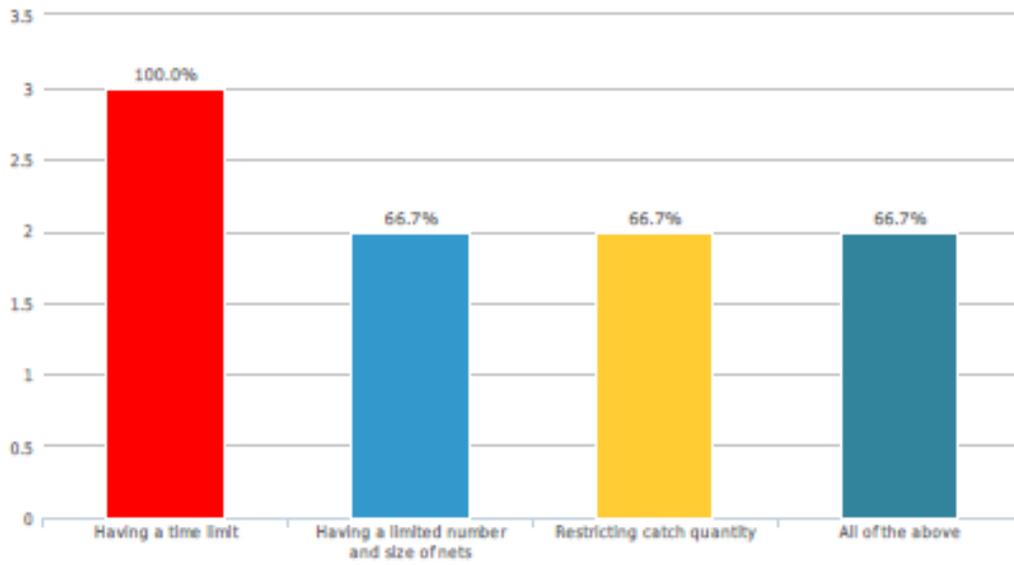
Does the farm use a qualified agronomist or farm advisor for soil nutrition?
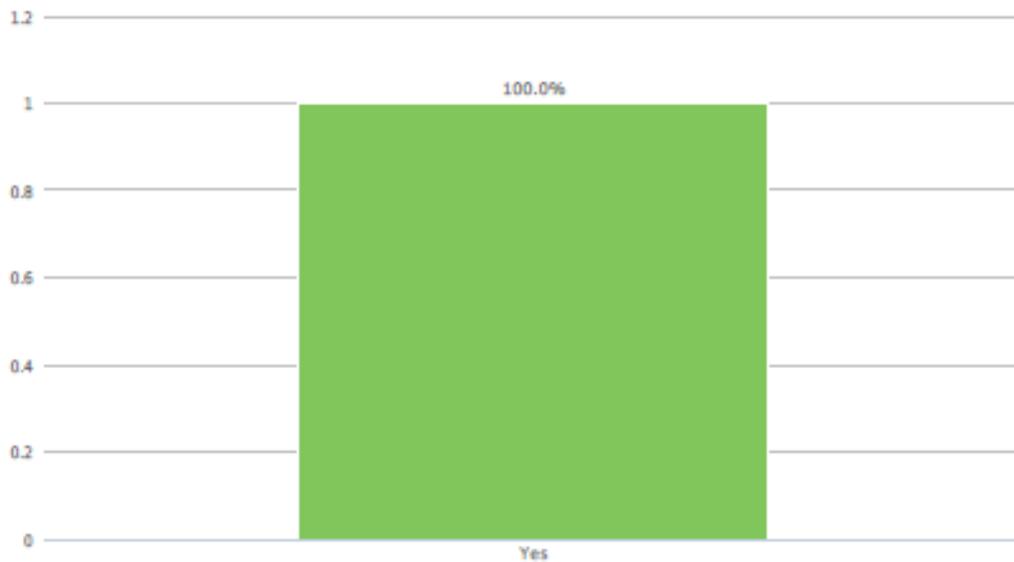
Does the farm use OVERSEER Nutrient Budget software?
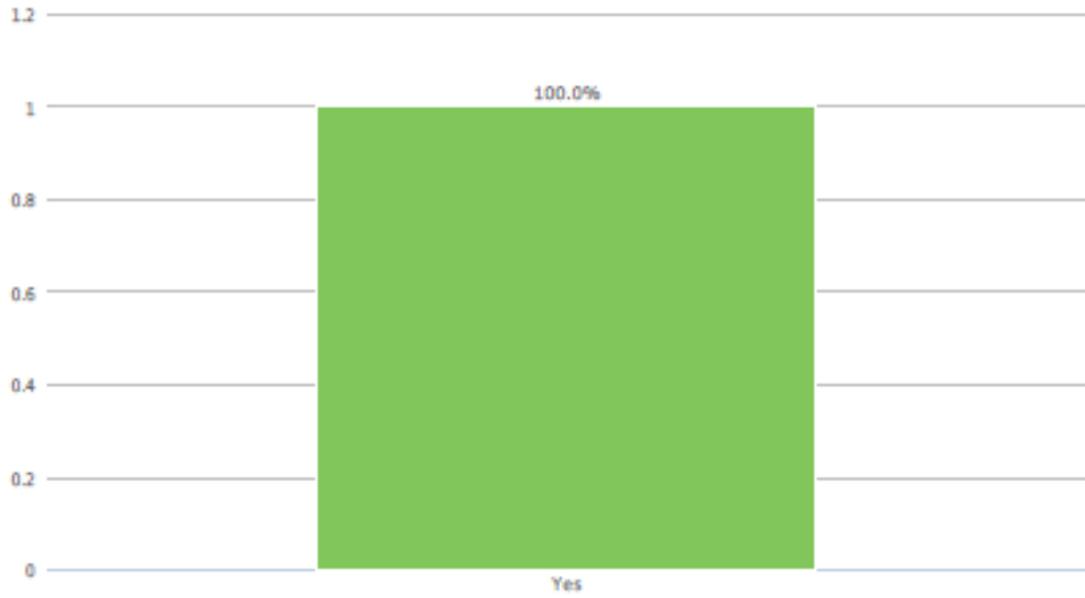
Does the dairy farm comply with the requirements of the Sustainable Dairying: Water Accord?
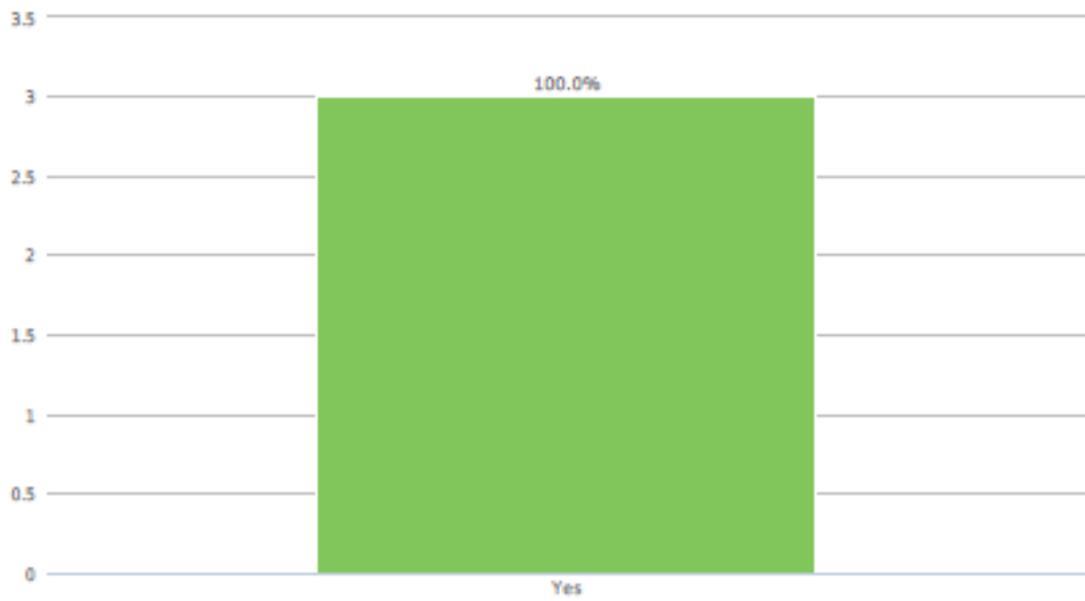
How compliant is the farm with the relevant Regional Council effluent discharge rules and/or resource consent conditions?

Assessment of survey systems
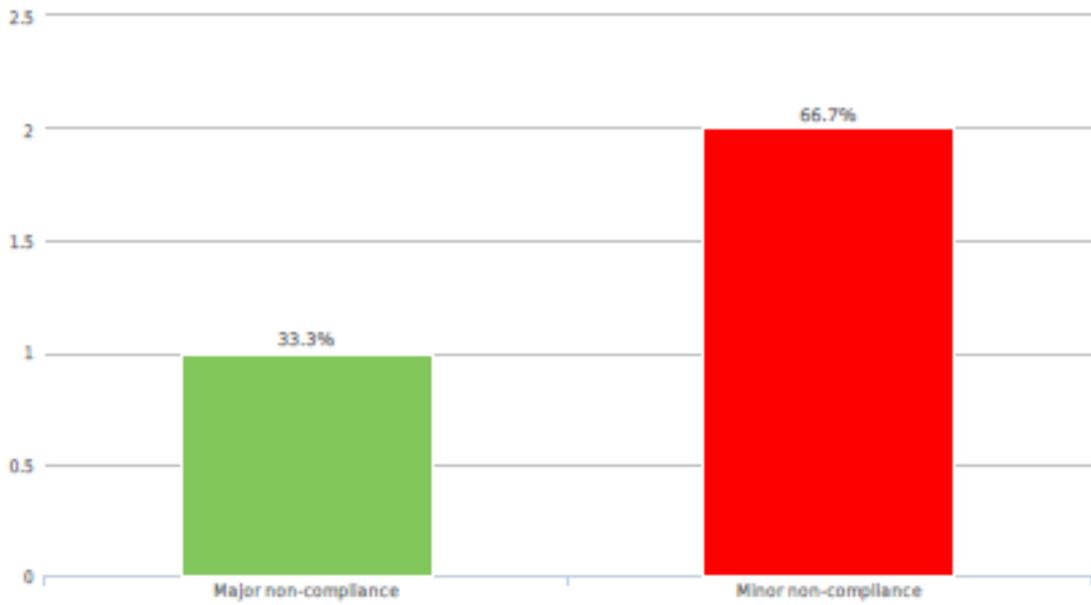
Do you work at the Management or Governance level of your organisation?
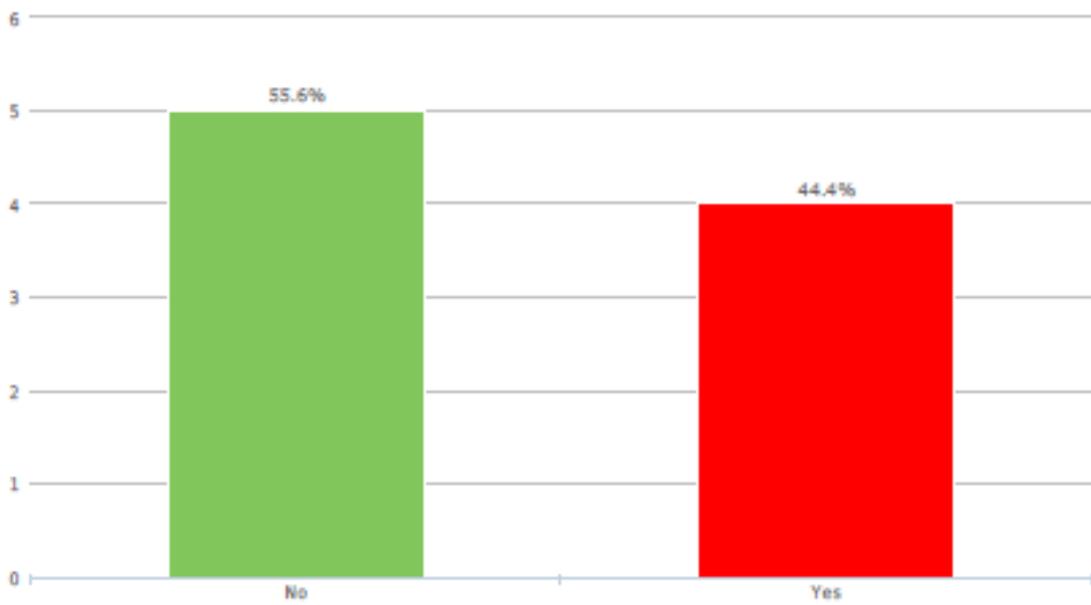
[Governance] Has governance approved a formal strategic plan?
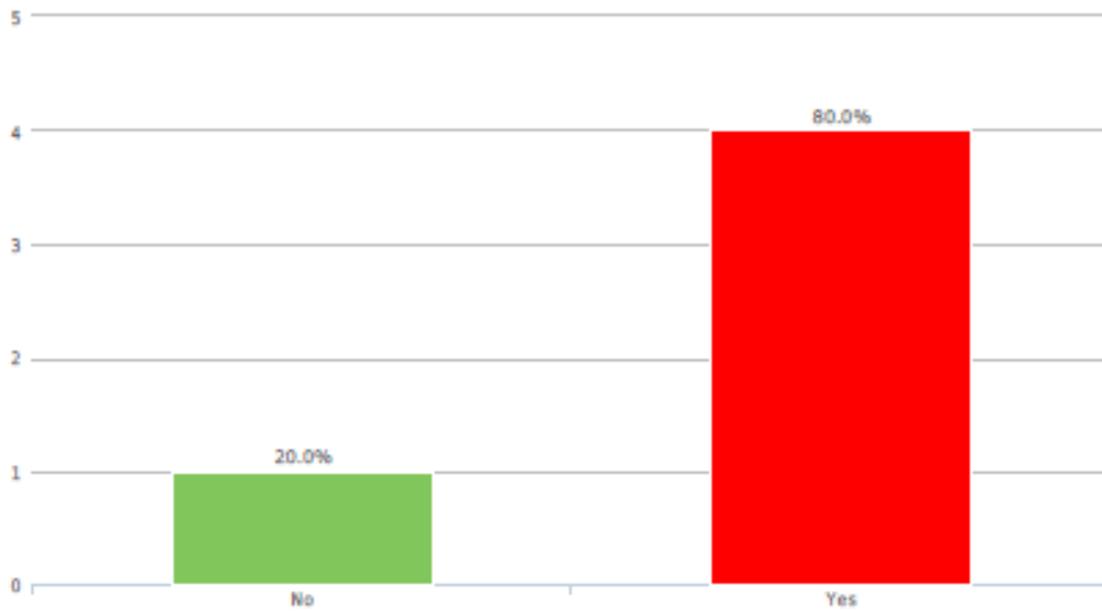
Assessment of survey systems

Would you agree that the governance team has a clear understanding of what their shareholders expect from the entity?
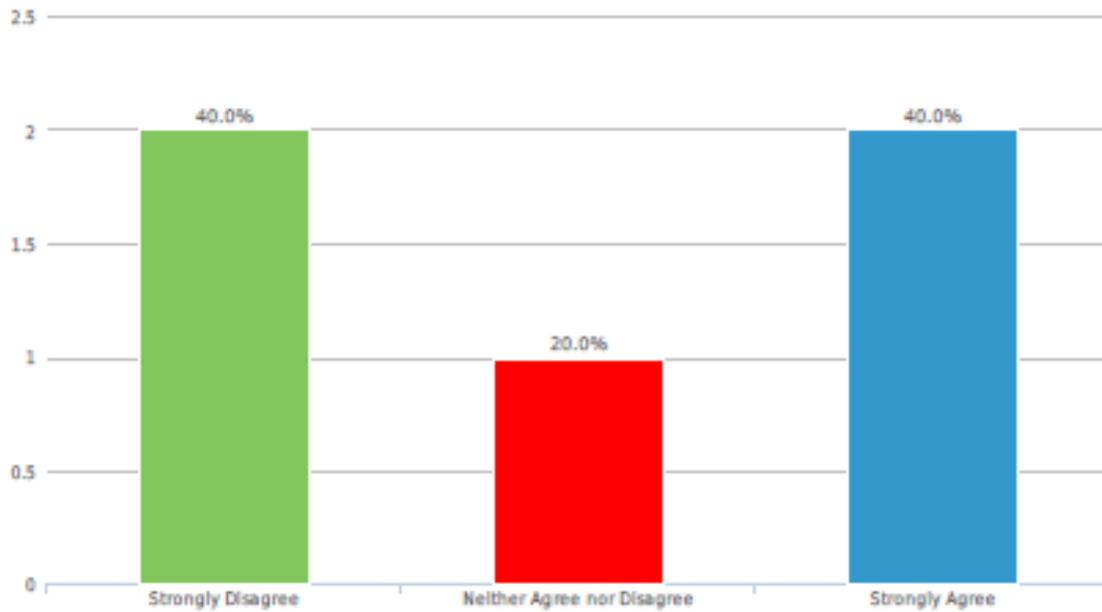
Do governors involve themselves in the day to day operations of the entity?

Assessment of survey systems
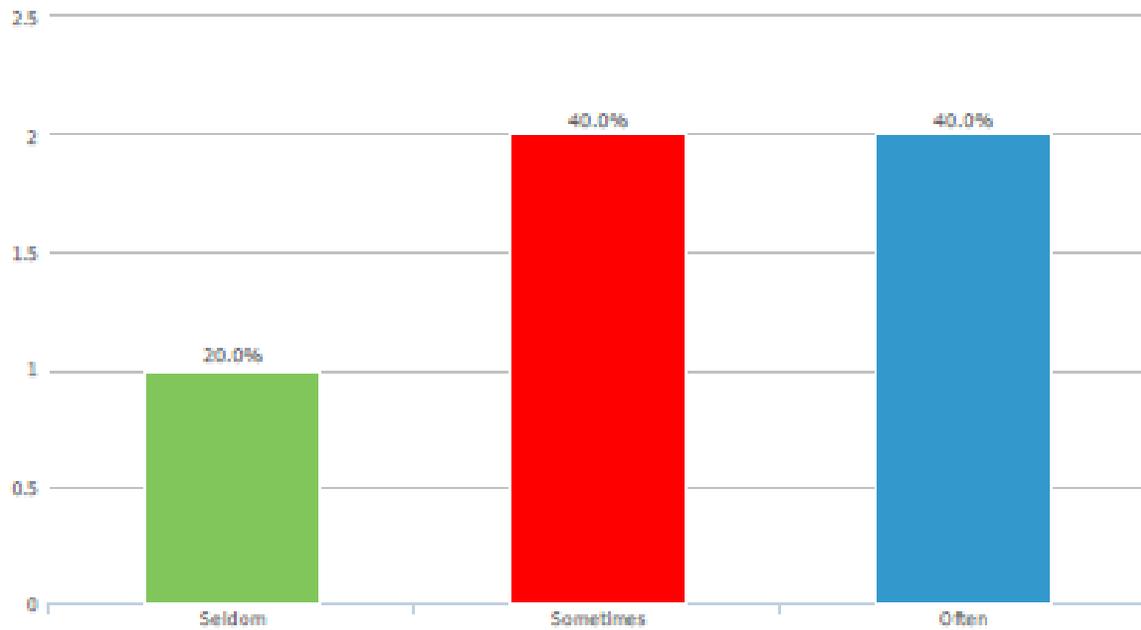
Has governance approved KPIs or employed another form of benchmarking?
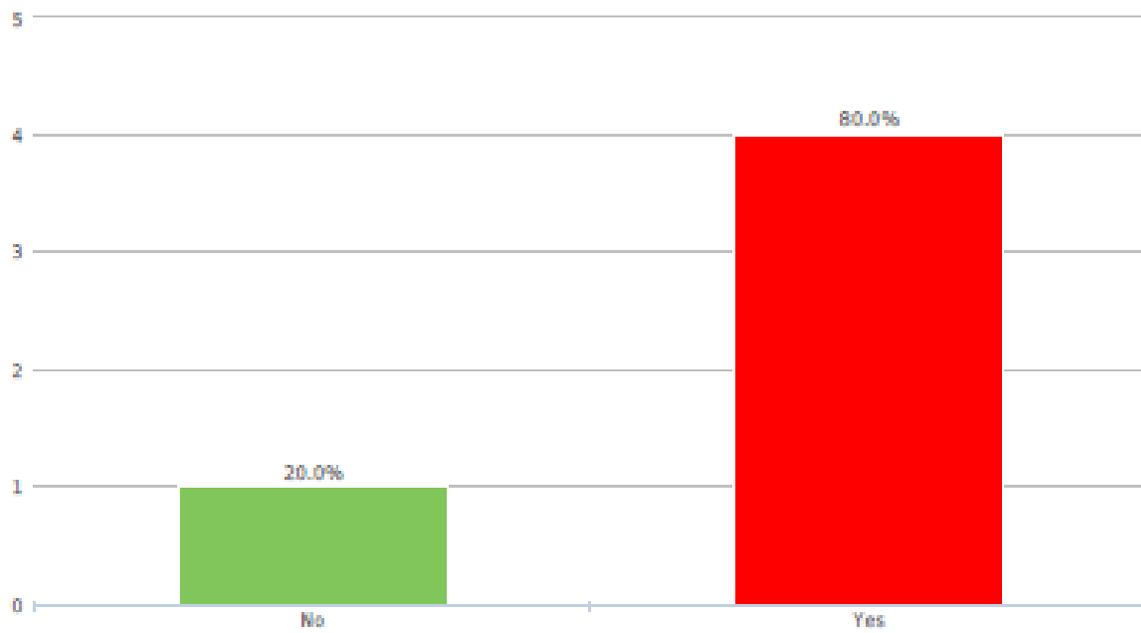
Does your entity have a vision and values which drive decision making processes?

Assessment of survey systems
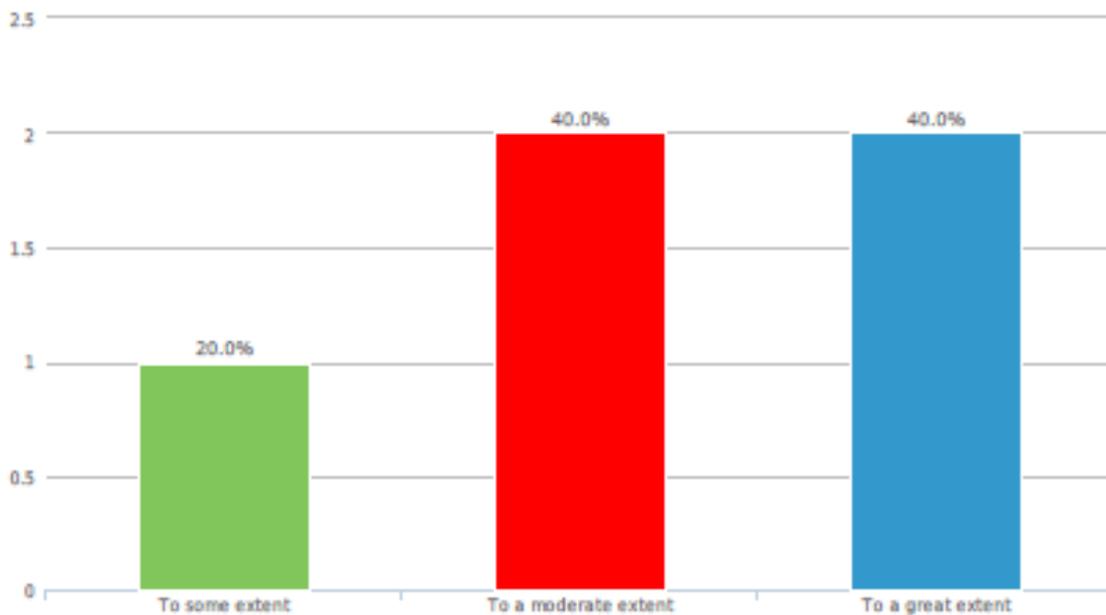
Does your entity have effective processes for identifying who their stakeholders are?
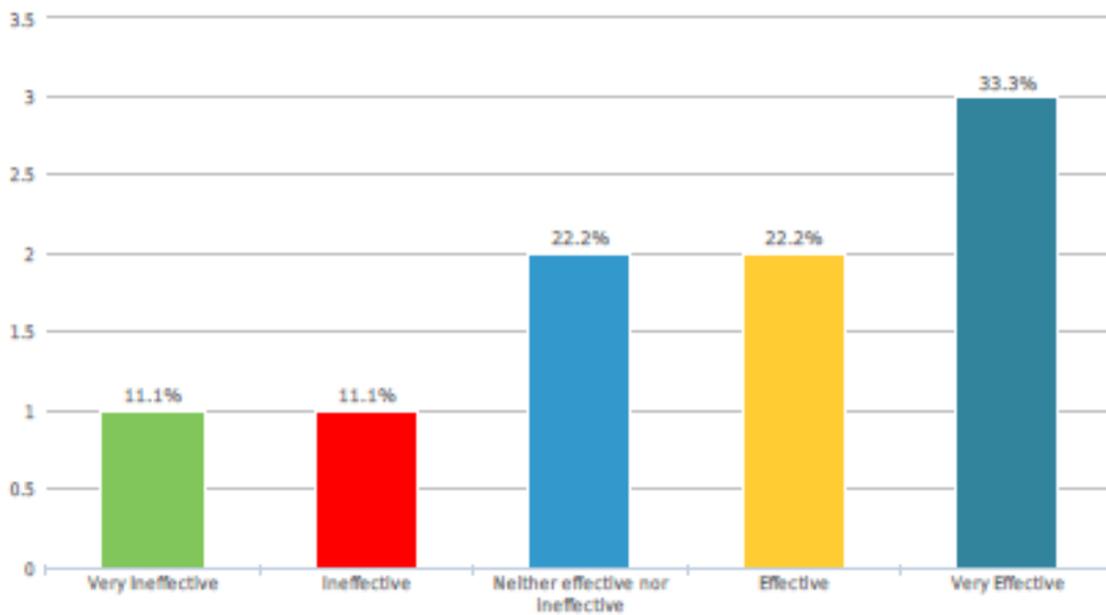

Does your entity have an annual general meeting (AGM) every year?
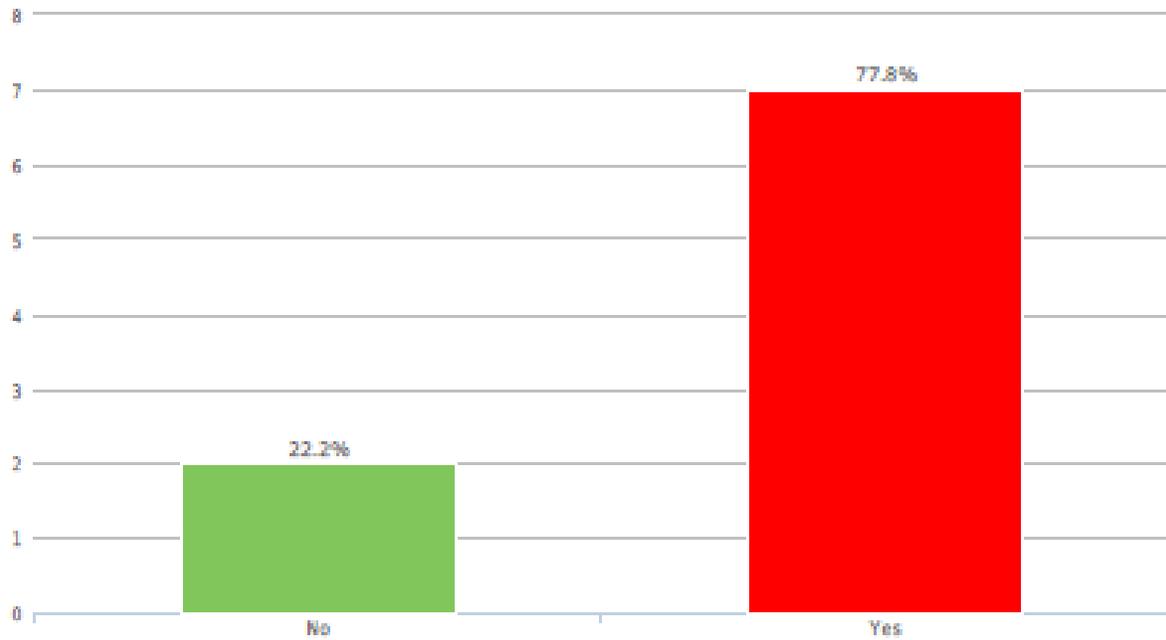
Do all owners/ shareholders receive a copy of the annual report prior to the AGM?
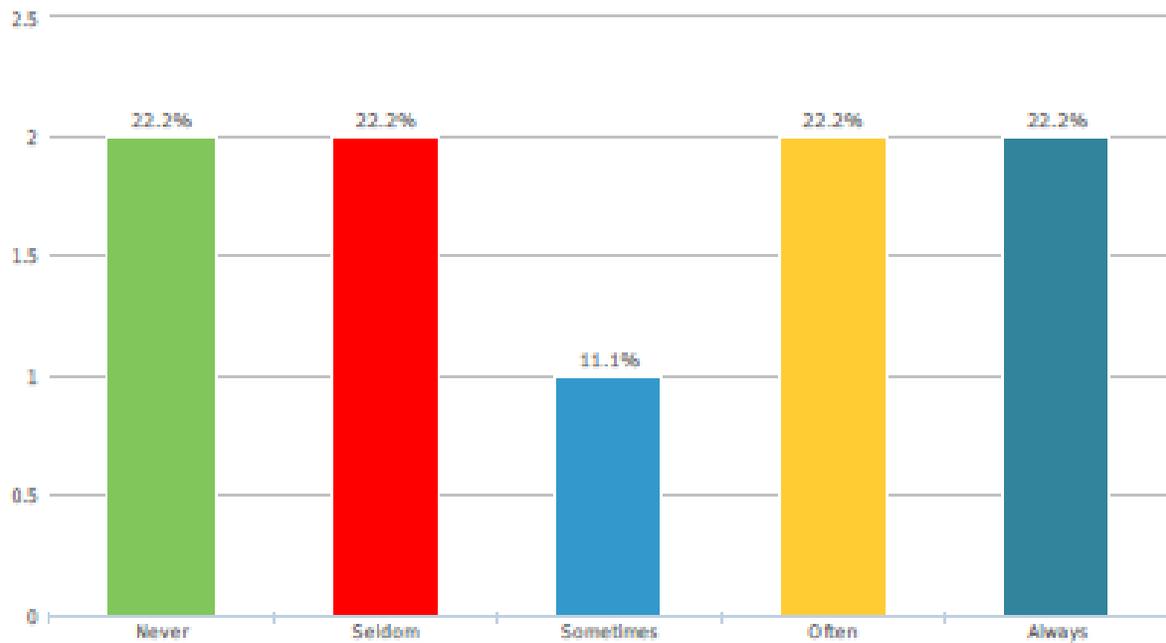

Are owners/ shareholders given ample opportunity to express any concerns or ideas during the AGM?

Assessment of survey systems
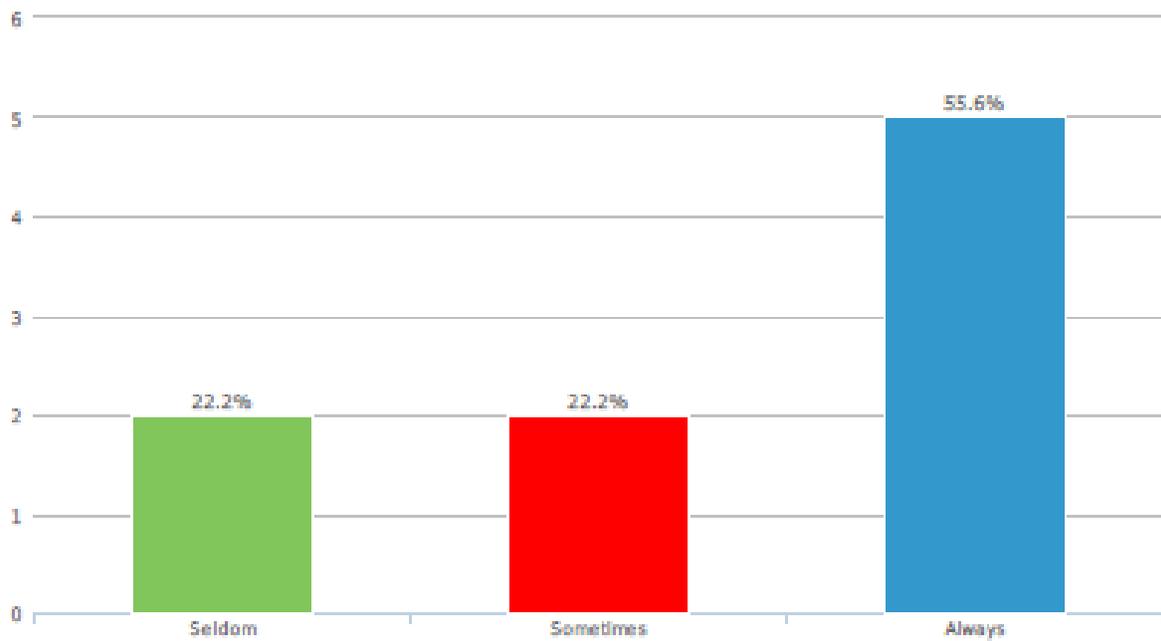
Does the entity provide feedback to stakeholders about how their engagement was used and what it has changed?
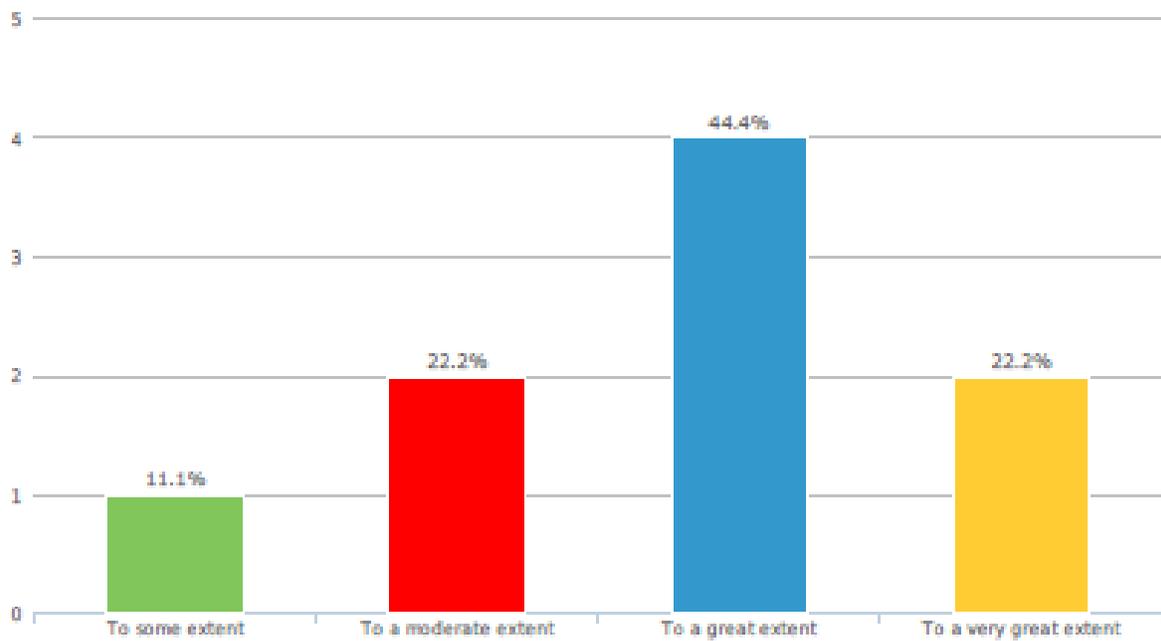
Do all staff earn a living wage (currently $18.80 per hour)?
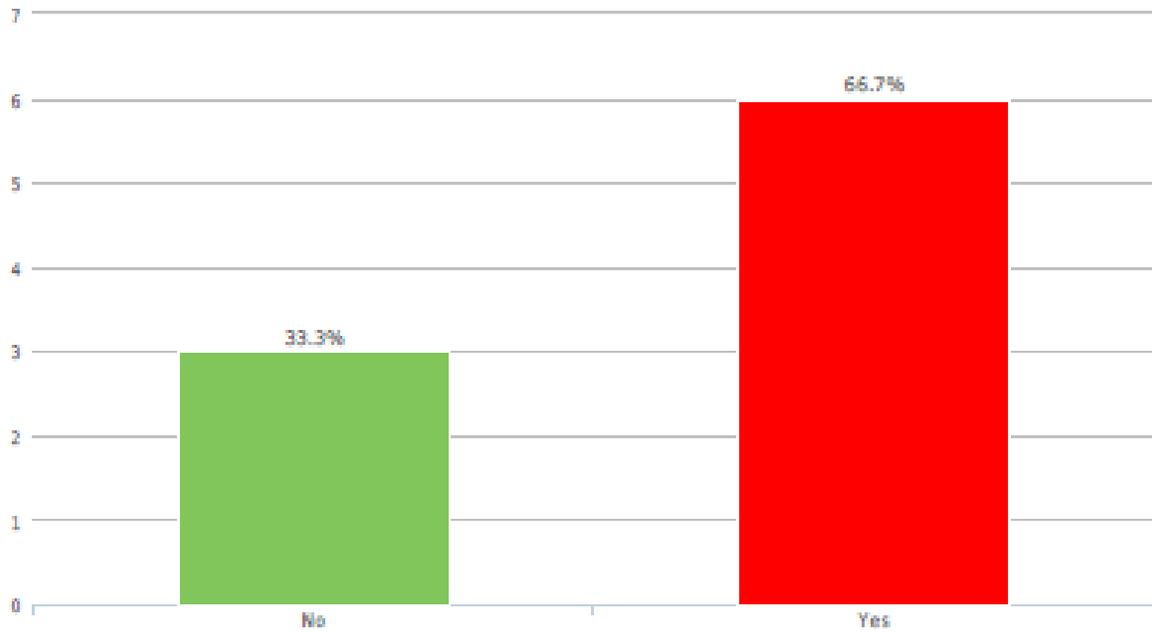
Does your entity consult with the hapu/ iwi/ marae/ runanga (as applicable) when they are making significant decisions that affect their interests?
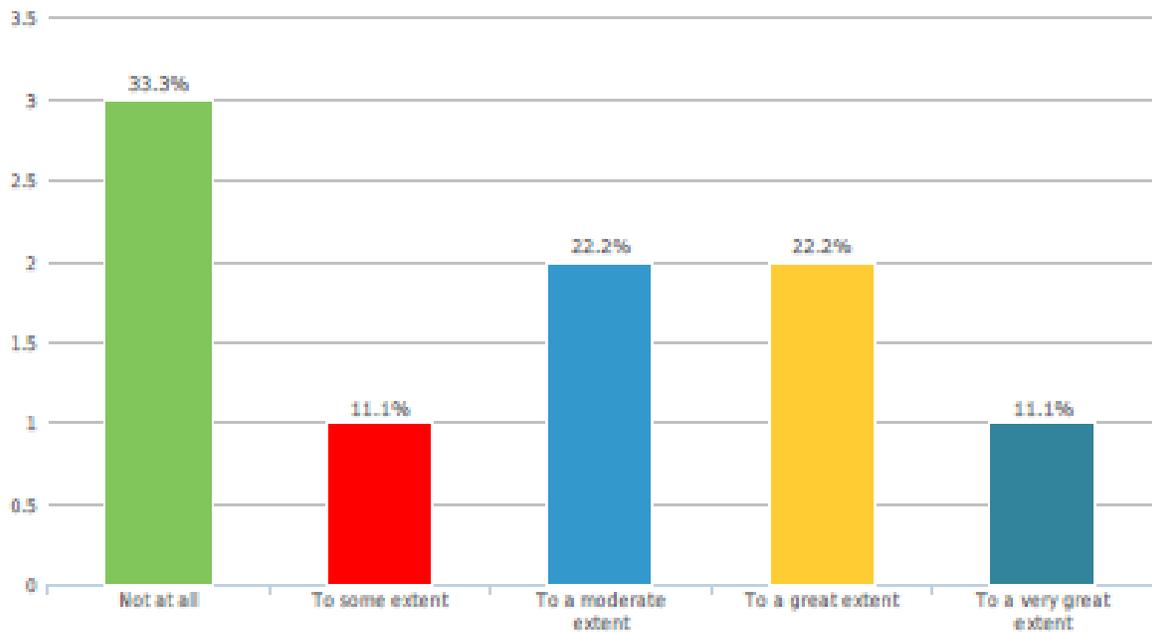
Does your entity brand or promote itself in a way that is uniquely Maori?
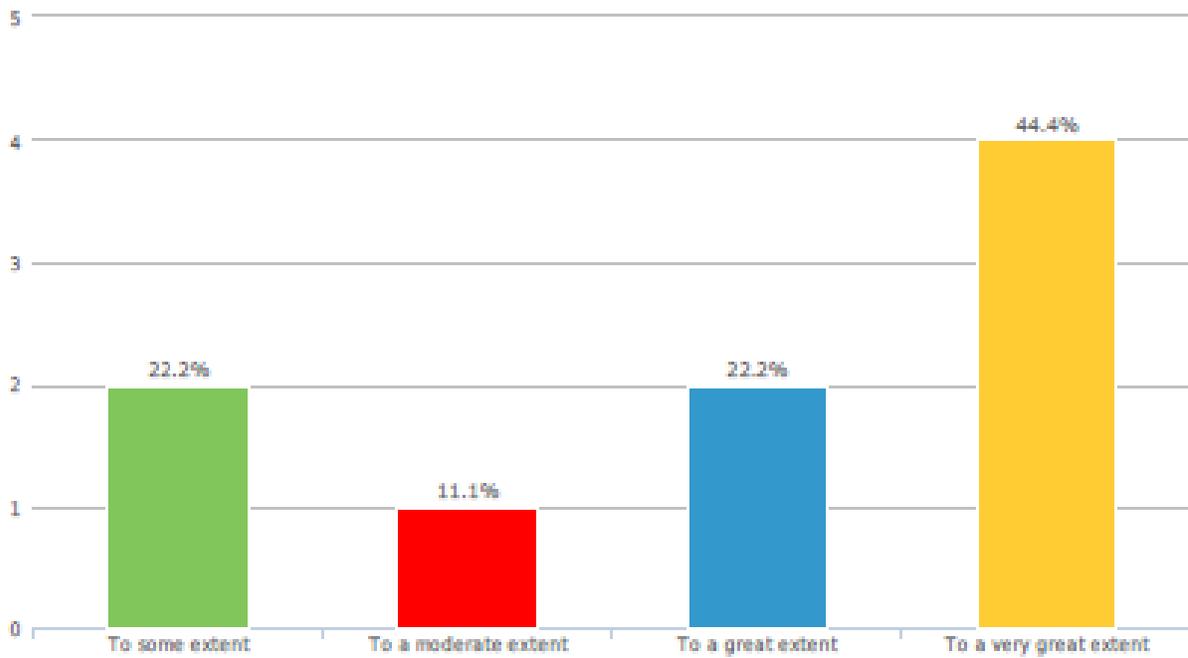
Assessment of survey systems

5			
4			44.4%
3			
22.2%		22.2%	
2			
	11.1%		
1			
0			
To some extent	To a moderate extent	To a great extent	To a very great extent

Is tikanga observed in the way your entity operates?

3.5			
3		33.3%	33.3%
2.5			
2	22.2%		
1.5			
1	11.1%		
0.5			
0			
To some extent	To a moderate extent	To a great extent	To a very great extent
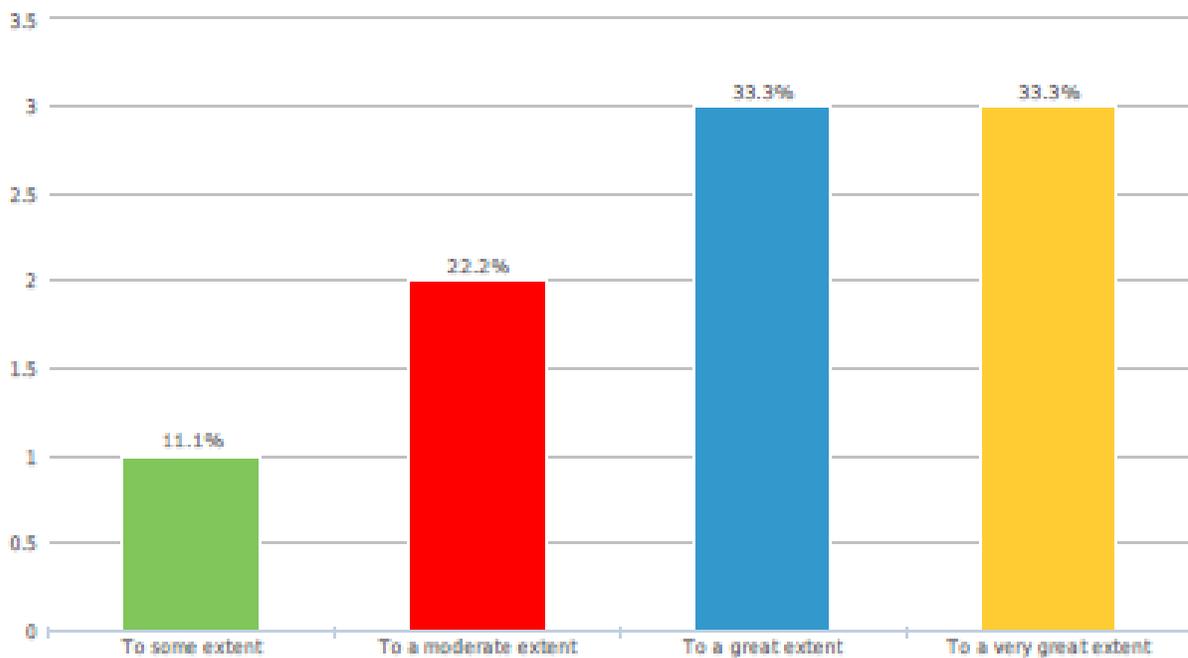
If there are Iwi Management Plans (IMP) over the area your entity operates in, are these IMP's taken into acccount in the way your entity operates?

Assessment of survey systems