

# Power and flexibility in the creation of your questionnaires

askiadesign, one application to create multilingual and multi-version questionnaires which can be applied to any field data collection: CAPI, CATI, CAWI. You build the structure of your questionnaire, its logical routings and you can customise all data-entry screens. You can modify a questionnaire, add questions or change their position, even after interviewing or data entry has started without affecting the coherence of the data. It's 'feature complete' and it's easy! A new user can create their first survey within a day, while an expert user can leverage its power, speed and features to deal with the most complex surveys.

## Types of questions and responses

Our application handles all industry question and response types. A questionnaire can contain an unlimited number of questions, responses, routings and screens.

You can rotate or randomize chapters, questions and loops, as well as response items. You can define custom entry codes and exclusive response items. Create multi-version questionnaires aimed at different respondent groups by assigning a version to questions, loops and/or items.

- Chapters and all types of variables
- Loops (grids / tables / battery questions)
- Custom entry codes
- Semi-open, Exclusive and Scaled responses
- Version management

## Routings and controls

Conditional question routings are easy to define, even when they depend on several questions' responses.

Condition your logical routings with calculations based on real-time interview data. Values or specific parameters can be applied to questions.

External applications can be launched during interviewing.

Data can be imported, exported or updated between the questionnaire and external databases during fieldwork

- All logic routings
- Display a message
- Ignore responses; Change order; Make invisible
- Set value(s) to a question
- Start a SQL query, or an external program
- Set any interviewing language
- Specify the character set(s) to be used
- Specify the current version
- Send an email

## Screen and question presentation

Whether it's for paper, CAPI, CATI or CAWI, you have full control over the questionnaire's layout, from fonts to colours, logos and styles; you can integrate any type of multimedia or web content. The screens' layouts are WYSIWYG, and they are based on templates, thereby increasing your staff's productivity when producing recurrent surveys.

A questionnaire's layout can be modified at anytime.

You can merge several questions, or even question tables, onto one screen.

- WYSIWYG layouts
- Automatic generation of screens
- Modify any screen or cell properties
- Copy and paste layout
- Merge several questions onto one screen
- Integration of multimedia resources
- Layout templates library
- Instant CATI and CAWI testing

## Ease of use

Create multilingual questionnaires by simply adding languages and importing the corresponding text translations, even when dealing with non-Latin character sets.

You can export or import your questionnaire to/from Word; copy and paste long lists of response items from a Word document, email, etc... Copy and paste questions, routings and screens within askiadesign.

Save questions, routings, screens and templates to a library.

Keep track of work and amendments on shared projects, via Revision history notes.

- Multilingual questionnaires in any language
- Integration of Unicode character sets
- Import & Export between Word askiadesign
- Private and shared network libraries
- Copy and paste questions, routings and screens
- Revision history notes between co-workers