

Revised 03-01-2005

E-Surveymaker.com Version 2.0

Administration Guide

Table of Contents

A. Overview	1
B. Registration	1
C. Add Survey	2
D. Edit Surveys	9
E. View Reports.....	10
F. My Account	12
G. Purchase Surveys.....	12
H. Technical Support.....	13
I. Custom Surveys and Additional Services.....	13

A. Overview

E-Surveymaker is a custom online survey building system that provides a Web-interfaced method of constructing online surveys — cost-effectively.

Interactive surveys have become the most effective means of canvassing and compiling data from a wide audience reach. A primary benefit of this method of polling is immediate access to information that can help you make an effective business plan and focus on mission-critical marketing strategies.

E-Surveymaker.com software includes survey creation and question editing tools, display and response processing programs, full reporting and graphing of survey results, raw response data exporting and downloading, and online technical support sections.

E-Surveymaker.com features two different types of accounts for users: E-Surveymaker Basic and E-Surveymaker Unlimited.

E-Surveymaker Basic

E-Surveymaker Basic allows surveys to be purchased individually for a flat fee and accommodates 1,000 responses per survey. Additional responses may be purchased in blocks for an additional fee. Please consult the E-Surveymaker.com Version 2.0 Web site, <http://www2.e-surveymaker.com/> for the current pricing for surveys and blocks of additional responses.

E-Surveymaker Unlimited

E-Surveymaker Unlimited allows unlimited survey creation and an unlimited number of responses per survey. E-Surveymaker Unlimited is purchased as an annual subscription.

B. Registration

In order to build and manage surveys, a user must register on the Web site. Registration involves the submission of contact information, selection of a suitable password, and submission of payment information. Current online registration requires the use of a credit card. For additional payment options the Telusys Sales Department can be contacted at 312-492-8808 x103 and at sales@telusys.net

Access to the Web site is controlled via e-mail address and password. If a requested password entered on the registration form is too similar or identical to an existing password, the registration system will not allow the password to be entered. Registrants should select an alternate password in that case.

After an account is created, a confirmation e-mail will be sent to the registrant's e-mail address indicating that E-Surveymaker is available for immediate use. The registrant will be prompted to sign in and begin using the program. If at any time a password is forgotten, the password reminder service can be utilized to request to have the password sent via e-mail to the user's registered e-mail address.

C. Add Survey

The first step in creating and using surveys is to add a survey. This is accomplished by clicking on the Add Survey navigation link, which will be displayed after signing in.

E-Surveymaker Unlimited users will automatically be able to add a survey at any time. E-Surveymaker Basic users must have previously purchased one or more surveys to be able to add a survey to their account. The initial E-Surveymaker registration allows a E-Surveymaker Basic user to add their first survey.

Main Survey Options

After clicking on the Add Survey navigation link, a blank survey creation form will be displayed. The user will be prompted to fill in the following information and options regarding the survey.

Survey Title

This is the title of the survey, which is displayed at the top of a survey before the survey questions. Survey titles can be a maximum of 200 characters in length.

Instructions for Users

Just below the survey title, instructions for the users taking the survey can be displayed. Text can be entered as standard text or HTML codes and links can also be placed in this text box. Instructions can be a maximum of 3,000 characters in length.

Survey Start and Stop Dates

If a survey should only be available with a certain range of dates, or with a specific start time and stop time, these options may be set. This feature may be activated by clicking Yes, and then specifying a specific start date and end date.

This information is not displayed to the survey respondent, it is only used to control whether the survey will be displayed to the respondent when they attempt to access the survey. If the survey has a specific start date or a specific end date, but not both, the administrator may set the start date with a very early date or the end date sufficiently set in the future to accommodate the range of dates within which someone may respond to the survey.

Controlling Access to Surveys

Surveys may be set to be accessible multiple times for a single respondent, or only once. Since E-Surveymaker does not collect personal information from respondents, the security is based on the individual's computer and Web browser.

If a survey is set to be taken only once by an individual, their computer and anyone else who uses their computer will be blocked from retaking the survey. The specific survey will not redisplay after the user has taken the survey once.

Survey Display – Single Page / Sequential Display

All survey questions may be displayed on a single Web page or displayed sequentially, with one question being displayed on the screen at a time. E-Surveymaker does not currently support the ability to have groups of questions displayed sequentially through a sequence of screens. An administrator could potentially send a respondent to another survey upon the submission of one survey, and in so doing, create a series of survey screens with multiple questions. Only individual questions may be displayed sequentially within a single survey.

Automatic Question Numbering

E-Surveymaker will track your questions internally by automatically numbering them. If it is preferred to not have these automatically generated numbers displayed, the administrator can make this option selection. If the administrator decides to not have automatically generated numbers displayed, it is recommended that they place their own question numbers or letters inside the question text area, at the time they create their questions.

Font Style Selection

E-Surveymaker supports the use of various fonts during the display of a survey. Not all browsers and computers support all of the fonts listed. It is best to fully test and preview a survey with a particular font selection to achieve the best results.

E-Mail Response Notification

Survey response data, in addition to being stored automatically in a database format in E-Surveymaker, can also be e-mailed to the administrator. This occurs each time a survey form is submitted by a respondent. An e-mail address should be entered in this option if this feature is desired.

Response URL / Thank You Page

After a user has completed a survey they may either receive an automatically generated confirmation “thank you” message from E-Surveymaker or they may be sent to a Web location of the administrator’s choosing. Typically a Web location would be entered, specifying a “thank you” page that has been previously created and stored by the administrator on another Web server. The Web location must be entered beginning with the starting http:// . The Web location could also be the starting link of another E-Surveymaker survey if it is desired to have the user answer another group of questions. If a custom thank you page is **not** desired, this field should be left blank.

Custom Banner

At the top of the survey display page, an optional graphic banner can be displayed. The banner must exist on a Web site and should be a graphic in GIF, JPG, or PNG image format. The web location of the banner must be entered starting with http:// . Flash, Java, and streaming media can not be used for a banner. If this feature is **not** desired the field should be left blank.

Customized Survey Display Page

E-Surveymaker displays a survey in a default manner, with questions displaying on a white background if this option is not used. If the administrator is familiar with HTML, they may specify the starting HTML code for the survey display page and the ending HTML code for the survey display page. If this information is provided by the administrator, E-Surveymaker will only display the survey questions and the form submission buttons.

This feature allows an administrator with HTML knowledge the ability to totally customize and brand the way a survey looks and how it is displayed. The survey display page can be made to reflect the look of the administrator’s Website. Java, Flash, and other effects may be added by the user. The addition of code or links to Cascading Style Sheets can be used to customize the display of the questions, text, and form elements. There are countless customizations that can be made through the use of custom HTML code.

Starting code may be up to 5,000 characters in length, and ending code may be an additional 5,000 characters in length.

Contact Information / Anonymity of Respondents

E-Surveymaker has a built-in contact form that can optionally be displayed before the first question of a survey. A response to the contact form information can be set to be required or not required. The question fields displayed can not be customized. And administrator can create their own contact questions independently of this function if the default contact fields are not suitable.

At this time, the contact information and the ID field **cannot** be checked against a database of possible respondents. Contact the Telusys Sales Department, 312-492-8808 x103 or sales@telusys.net with any inquiries regarding the development of custom security mechanisms for surveys.

Creating and Managing Survey Questions

Survey questions and the choices and options associated with questions are entered one question at a time. These options are explained below.

Response Requirements

A response by the user to an individual question can be required, not required, or conditionally required or conditionally not required.

If a question is conditionally required or conditionally not required, the administrator must specify under what circumstances the question is required or not required. This is accomplished by requiring that the response to the current question is either required or not required if the answer to a previously answered question equals or doesn't equal a particular value.

It should be noted that the question number in the conditional section is the E-Surveymaker question number assigned to a question and **not** a question number or a question letter that the administrator may have typed in the question text area as a custom question number. Also, the value in the equals or does not equal text area **must match exactly** what was typed in as an option for the other question.

Finally, the conditional requirement can not be based on more than one possible response to another question. If another question had options A, B, and C, the administrator can make the response to the current question required or not required if one of the options A, B, or C was selected. The administrator can not indicate that the current question is required if either A or B was selected by the survey respondent.

Question Types

E-Surveymaker supports seven different question types. Other types of questions can be created by grouping together several of the basic question types. Question types include:

1. Multiple-choice with a single selection

The question is displayed followed by a list of options where the respondent must select a single choice.

2. **Multiple-choice with multiple selections**

The question is displayed followed by a list of options where the respondent may select one or more choices.

3. **Likert Scale style questions**

Likert Scale questions are usually used in ranking situations where a survey respondent may indicate how strongly they agree or disagree with a statement. Typically, they are set up with numeric ranks ranging from 1 to 5 or 1 to 10. They work comparably to a multiple choice, single selection, question but the value that E-Surveymaker records as an answer is the numeric ranking associated with the choice the respondent selects.

4. **Single Line Text Input**

The question is displayed and then the user is prompted to enter a brief text response. Responses are limited to 200 characters.

5. **Numeric Text Input**

The question is displayed and then the user is prompted to enter a brief numeric response. The input must be a number, which can be an integer, or a number containing a decimal point.

6. **Drop Down List**

The question is displayed as a drop-down menu listing of all of the question choices. Respondent can select a single choice from the drop down menu.

7. **Memo**

The question is displayed followed by a text area where a respondent may enter a text response. Responses for memo questions may be up to 3,000 characters in length. Longer responses can be obtained by adding additional memo questions.

Matrix Questions

Although not an official question type, matrix questions can be created by utilizing the horizontal listing option and the grouping functions described in this administrative manual.

Ordinal Questions

The Ordinal question type is not an official question type, but ordinal questions, where a respondent must rank or place in order a series of items, can be simulated by using the horizontal listing and grouping options provided by E-Surveymaker in conjunction with a series on numeric input questions.

Vertical or Horizontal Question Listing

Questions may be listed either vertically or horizontally. In a vertical listing the question is first displayed and then the options or choices are listed out in a vertical stack. When specifying a horizontal listing, the question text is displayed in the first column, followed by the question choices in subsequent horizontal columns.

Optional Grouping of Questions

E-Surveymaker features a grouping function that can be used to group together a series of questions and to align the question choices and options. The grouping option functions differently under various circumstances depending on whether the administrator is working with a vertically listed question or a horizontal question.

If the administrator is working with a vertically listed question and specifies that the question is not part of a group, it will list normally, and will have a horizontal rule displayed before the question. If the administrator specifies that the question is the first member of a group a horizontal rule will also display before the question. If the administrator specifies that the question is a member of a group, a rules will not be displayed before the question. If the administrator specifies that the question is the last element of a group, a horizontal rule will display after the question. When working with vertically listed questions, questions are grouped together by separating groups of questions with horizontal rules. This creates a visual separation for sections of a survey.

If the administrator is working with horizontally listed questions the grouping function is also used to align the columns of the choices. The grouping function should only be used when working with a series of questions that have the same number of choices or options. If the number of choices, and consequently the number of columns, are not the same, the display of the survey overall may be misaligned. When working with a series of horizontally listed questions that should line up and be grouped together, it should always be remembered to indicate that the first question is the first member of the group, the next consecutive questions are members of the group, and the final question is the final member of the group. If a group is started by indicating that a question is the first member of a group, then the group must always be ended by specifying a subsequent question as being the last member of a group.

Number of choices for a question

In the space provided the administrator would enter the number of choices for multiple choice, Likert, and drop down list questions. For other question types this number is ignored.

Question Text

The text to be displayed for a question is entered in the question text area. The question text input is limited to a maximum of 500 characters. The question text may contain HTML coding if desired. When an administrator has indicated that E-Surveymaker should not display its own automatically generated question numbers, a question number or letter can be entered in the question text area before the question. There is no requirement that a question have a question number or letter, but it does provide a way to easily refer to a specific question if necessary.

Optional Text/HTML to Display

If special instructions, an additional message, or additional text is needed before a question, or after a question's choices, this input area may be used to enter that information. The administrator must select Before Question or After Question for the text listing.

Question Choices

For multiple choice, Likert, and drop down list question types, the administrator will be prompted to enter the text for each option or choice. The text for a choice or option is limited to 200 characters. If the administrator wishes to have a user prompted for additional input when a specific choice is selected, the Prompt User for Input option next to the choice may be selected. E-Surveymaker does not currently support prompting users for additional input for more than one choice in a single question.

Likert Scale questions require the input of a heading and a numeric value for each option. A commonly used scale is: Strongly Disagree, Disagree, Not Sure, Agree, and Strongly Agree with numeric values of 1, 2, 3, 4, and 5. The administrator can optionally not display the headers, display the first and last header, or display all headers. The numeric scale values can also optionally be displayed or not displayed when the survey is viewed.

Completing a Survey

When creating a survey, the administrator will continue, question-by-question until the final question has been entered and then they will click on the Finish Survey button to complete the survey. After the administrator finishes the survey they will be presented with a link to the survey. The link can be copied and placed on a Web page or sent to potential survey respondents via e-mail. It is important to

accurately place the link on a Web page or in an e-mail message making sure that the entire link does not become broken or split into multiple lines due to word wrapping or other text processing problems. Additionally editing of a survey is possible via the Edit Surveys option.

D. Edit Surveys

Surveys and survey questions can be edited at any time. It is strongly recommended that all editing occur before a survey is made live and before responses are received. Any changes made to a survey that has already started the response data collection process may invalidate the survey statistics, response counts, and response data. Deletion of questions, changes to response choices, or other major changes will have an impact on the survey results.

Selecting, Deleting, Duplication of Surveys

After clicking on the Edit Surveys link the administrator will be presented with a listing of all previously created surveys. E-Surveymaker Basic users have the option of deleting or editing an existing survey. E-Surveymaker Unlimited users also have the added ability to duplicate a survey. Duplicating a survey creates a copy of the survey, its options, and all of its questions. A survey may be edited by clicking on the Edit link corresponding to an individual survey.

Warning: There is a confirmation screen when deleting a survey but after the deletion is confirmed the survey is permanently removed and there is no undo function to restore a deleted survey.

Editing a Specific Survey

Selecting the Edit link will display a link to take the survey, a listing of all of the questions for the survey, and the main survey options. Individual survey questions may be edited or deleted. Additionally, a new question may be added before any existing question or at the end of the survey.

A survey option is displayed controlling whether a survey is offline or online. This feature allows the administrator to temporarily or permanently enable or disable a survey from being accessed by respondents. If a survey is set to be offline, respondents will receive a message that indicates that the survey is not available when they attempt to access it.

E-Surveymaker Basic Publish Feature

E-Surveymaker Basic users will be presented with an option to publish their survey. Publishing a survey, eliminates the “under development” message that appears at the start of a survey, clears any test responses, and begins the actual usage of the survey. Certain editing features for adding or changing questions, questions types, and question choices become disabled after a survey has been published and made live.

Publishing simply involves typing the word “publish” in the text box provided. This action should only be taken after a survey has been fully previewed and tested by the administrator. After a survey is published, editing and typographical corrections are still possible but the survey can no longer be changed to a great degree.

Editing Sequences for Sequential Surveys

If a survey is set for sequential question display or changed to sequential question display the administrator will be presented with a screen to indicate the flow of the questions. If desired, the survey questions can be displayed in a numerical order, or they can follow the sequence indicated by the administrator. Currently, E-Surveymaker does not support conditional question branching.

Editing Questions

When an administrator clicks to edit an existing survey question they are presented with all of the previously entered options for the selected question. All options can be changed as often as needed.

The question editing screen differs from the question creation screen encountered when a survey is first created, in that checkbox options will be displayed for selecting question choices that are to be deleted. Additional choices may be added by specifying a different number in the Number of Choices for this Question text field.

E. View Reports

The **View Reports** area of E-Surveymaker provides access to survey reports, statistics, and response data. Reports can be accessed at any time and present current live totals, averages, minimum and maximum values, as well as other pertinent statistics. This administrative area also provides direct viewing of survey responses and downloading of survey response data.

View Survey Statistics

The main **View Reports** screen provides a running total of the number of responses for each survey. By selecting a survey and then clicking on the View Survey Statistics button an administrator can view a detailed, question-by-question report of the survey responses. Selecting the optional Display Bar Charts checkbox enables or disables the inclusion of full-color three-dimensional bar charts with each report. The report screen is not customizable.

Download Raw Survey Response Data

By selecting a survey and then clicking on the Download Raw Survey Response Data button an administrator can download or export the survey response data to their computer.

Options include the ability to generate an ASCII tab delimited file or an ASCII quote/comma delimited CSV file. Most Microsoft Office applications, including Excel and Access can import the data exported from E-Surveymaker. Other applications and statistics package can also import the response data for further analysis and data-mining. It should be noted that the first record of an exported file contains the field names.

Information can be downloaded in one of two formats. The first option includes all of the E-Surveymaker survey fields in each record. Contact information can optionally be included in the record. Individual survey choices for multiple-choice items can have their own data column in the record or they may be combined into a single field for each question. The second format includes one response per record. Questions that have a single input will have their own data record and questions that have multiple possible choices will have a record for each choice selected by the respondent.

Data can be downloaded by specifying a date range, or all new responses can be downloaded since the last download.

After an administrator sets the download options and clicks on the Download Data button, a window will open up on the Web browser asking whether the information should be saved or opened. The information should be saved to the administrator's computer and imported or opened within other desktop applications for further analysis.

View Individual Survey Response

By selecting a survey and then clicking on the [View Individual Survey Response](#) button an administrator can view individual survey responses. This is accomplished in one of two ways. The administrator may specify a response ID, found in the response e-mail messages sent to the administrator, or the administrator can perform a search for responses that were received during a specific date range. When performing a search for responses based on a time period, matching responses will be displayed in a table format for the administrator. By clicking on a response ID the details of the survey response can be viewed and printed.

Clear Survey Statistics/Responses

By selecting a survey and then clicking on the [Clear Survey Statistics/Responses](#) button an administrator can permanently clear the survey statistics and responses that have been received for a survey. This is usually useful for the purpose of clearing out test responses or when renewing or reusing an existing survey for a new purpose.

E-Surveymaker Basic users are not allowed to clear the statistics or responses for a survey after it has been published and made live.

F. My Account

The **My Account** area of E-Surveymaker is utilized for keeping administrative contact information up-to-date. The administrator may also update the account password in this area.

G. Purchase Surveys

E-Surveymaker Basic users may purchase additional surveys by accessing the **Purchase Surveys** area. A purchase may include either the purchase of a new survey or the purchase of an additional block of responses to an existing survey. Response blocks may currently be purchased in blocks of 1,000, 2,000, 5,000, or 10,000 responses.

H. Technical Support

Technical support as well as instructional information can be obtained in the **Support** area of the site. Administrators should include as much detail as possible to Telusys Technical Support staff for the quickest and most accurate response to their query. Up to 24 hours should be allowed for an e-mail response for all non-emergency support issues. Technical support is also available by phone at 312-492-8808 x101 and by e-mail at support@telusys.net .

I. Additional Services and Custom Surveys

Telusys provides a wide range of software and services to help our clients meet their business objectives. All Telusys products are backed by a 99.99% uptime guarantee and 24X7 customer support.

If custom security or a custom survey application is desired Telusys can build solutions to client specifications for a charge. Additionally, Telusys offers complete survey building and management solutions for client's that require a completely outsourced solution. Contact our sales department for details or to obtain a quotation, 312-492-8808 x103, sales@telusys.net .

Find Out About Additional Telusys Services

SmartSite — Web Site Builder — Now you can build an entire Web site, on-the-fly, just as easy as you build a survey using E-Surveymaker! Add employee or member directories, bulletin boards, calendars, photo albums, e-mail accounts and more using the SmartSite. Register now for the SmartSite.

<http://smartsite2.telusys.net/>

TCSC — Online Payment System — The Telusys Customer Service Center provides a powerful method for online purchases. TCSC's easy-to-use interface accommodates a variety of product offerings such as: online registrations, products and services for sale. These functions are managed through the secure Administration program. Register now for TCSC.

<http://www.telusys.net/tcsc/>

TCE — Continuing Education Quiz System — The Telusys Continuing Education (TCE) system provides a complete online Continuing Education and Certification Quizzes and Exams system. TCE provides secure quiz management with a completely integrated account and payment system for

students, real-time credit card processing of registrations, and full reporting and statistics. Register now for TCE.

<http://www.telusys.net/tce/>

Tel/Serv — Blast E-Mail System — Tel/Serv incorporates full list-serve functionality — with one twist...you can manage the mail list directly from a Web interface via your administrative account. It supports on-the-fly additions of new e-mail addresses, mail groups, and delivery times and has full message tracking statistics via Stat-Track. Users can subscribe or unsubscribe to mail lists via e-mail or through the Web. Please use our Contact Form to sign up for this service.
<http://www2.e-surveymaker.com/contact.html>

Jobbank Network — Professional Job Bank Program — Create a instant revenue stream with Jobbank Network! A customizable home page promotes your organization to visiting job seekers and employers. The Jobbank's primary focus is to bring together the job seeker and the employer, creating an online community that benefits both parties. It's easy-to-use, and extremely professional. Please use our Contact Form to sign up for this service.
<http://www2.e-surveymaker.com/contact.html>