



Case Example: *Parque das Aves*  
Bird Park in Brazil

# Challenges

- ***Evaluation and survey design:*** Lack of in-house evaluation expertise or capacity to develop evaluation systems, conduct analysis, etc..
- ***Year-round data collection:*** Desire to gather data year-round, not just when staff are available to do data collection.
- ***Foreign language capacity:*** A variety of languages spoken by visitors, with clusters around Portuguese (local language), Spanish and English. Desire to include voices of visitors speaking different languages in the evaluation.
- ***Timely data analysis and reporting:*** Wanted at least some basic results available on at least weekly basis to feed into operational decision-making. (not possible without dedicated evaluation staff)

# Overview of the Survey System

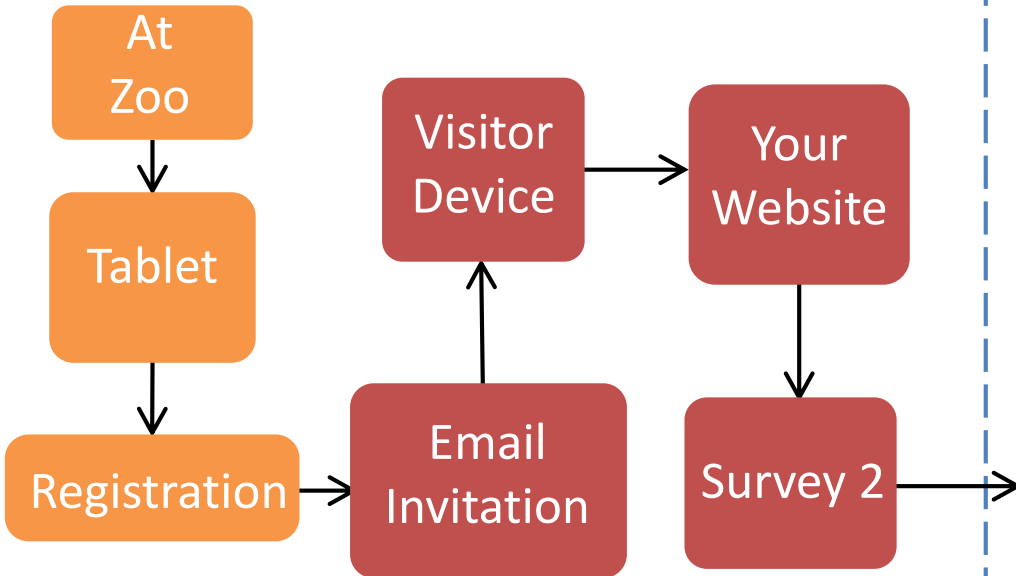
- ***Survey design:*** Research questions were developed with the organisation and tied to appropriate automated analysis.
- ***On-going data collection:*** Visitor research is now capable of running 365 days per year.
- ***Built-in foreign language capacity:*** Data collection is available with foreign language capabilities built into the survey system. Current capacity includes Portuguese, Spanish and English.
- ***Real-time data analysis and reporting:*** Results are automatically analysed in real-time and presented on the organisations customised Dashboard with data visualisations.

# At a Glance: QA Survey System Case Example

## Visitor Perspective

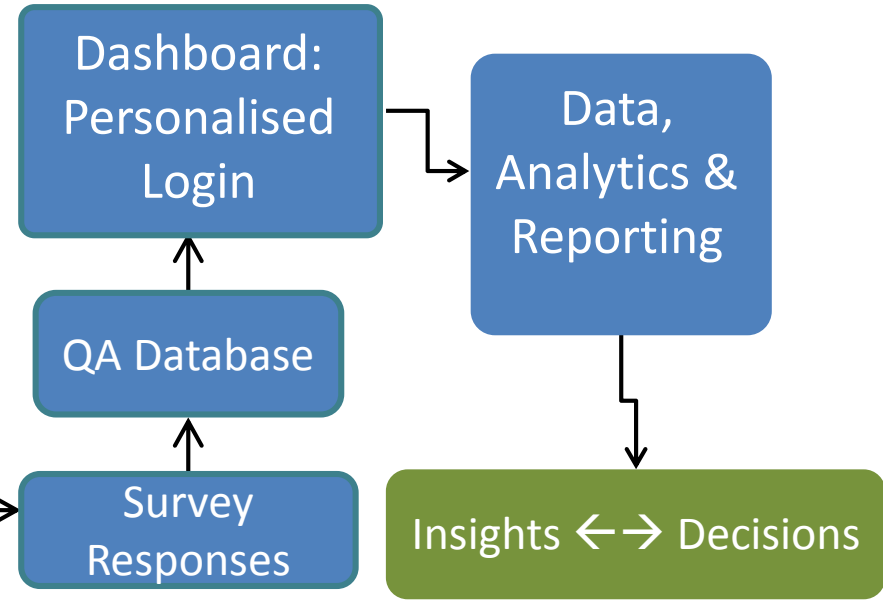
**Accessing participants at your attraction:**  
1. Survey 1 collects emails from visitors.

**Participants Accessing Main Survey:**  
2. Email is sent to visitor for access to the main survey located on the website



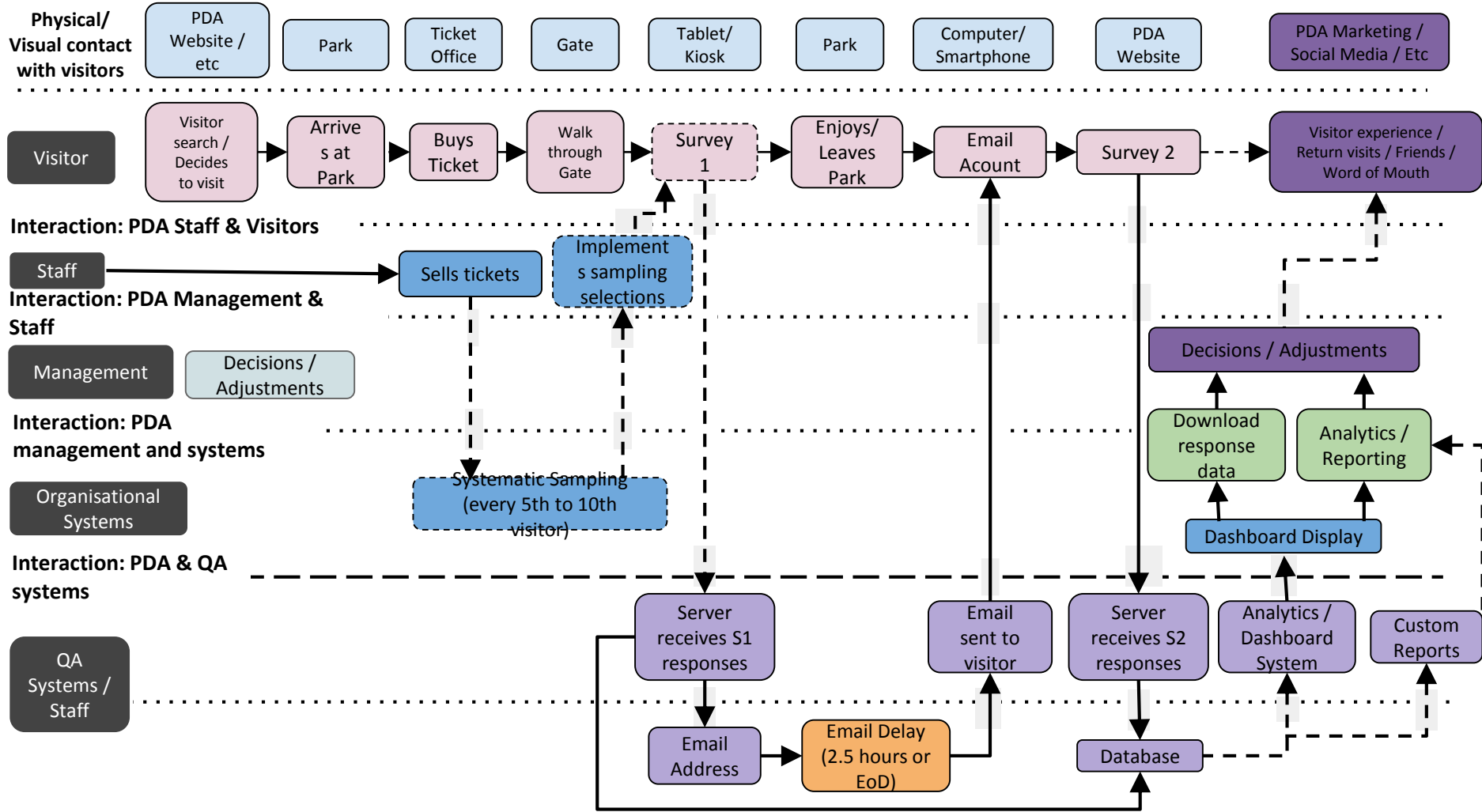
## Client Perspective

**Accessing Response Data, Analytics, Reporting:**  
1. Personalised login for dashboard.  
2. Visuals of Analytics and access to data



Real Case

# The overall process can be depicted. Visitor experiences and organisational processes have been mapped using systems design.



# Visitor Selection Process | Sampling

- A sampling and data collection method was designed specifically for the organisation.
- The sampling involves visitors being invited to fill in the survey at the entrance gate.
  - *Uses "Systematic Sampling" (e.g. Every 5<sup>th</sup> or 10<sup>th</sup> person or group invited to participate).*
- As visitors hand over their tickets, selected visitors are informed that they have been invited to participate in a survey on their experiences.
- After the ticket gate, visitors are pointed to the "Survey Kiosk" with the iPad tablet to fill in the survey.

Example goals with sampling:

- 1) Systematic sampling method
- 2) Reduce sampling bias risk
- 3) Avoiding bunching up visitors at entrance.

# Tablet to Collect Emails | Registration

Visitors complete registration survey on iPad. This short survey designed primarily to collect visitor e-mails.



Data collection process entirely in language of participant.

# Language Selection

Visitors select preferred language. Communications with that visitor follow chosen language in each subsequent step.

[LOGO]

Portuguese set as the default language in this case.

**Escolha o seu idioma para iniciar a pesquisa**

**Português**

Responda em Português

**Español**

Responda en Español

**English**

Respond in English

Visitor is taken to initial survey page once language is selected.

# Short On-Site Form (Survey 1)

Example of how the initial on-site survey page looks to visitors.



## Gracias por visitar el Parque das Aves!

Por favor, a continuación introduzca sus datos de contacto. Luego de su visita, le enviaremos un correo electrónico por su colaboración en compartir con nosotros su experiencia en el Parque das Aves.

Correo electrónico (e-mail)

Primer Nombre

Apellido

The 'Email' field is important, but It also has room for error. For this reason, it was the only required field. This is validated by the system.

- Individual
- Pareja
- Familia
- Grupo turístico

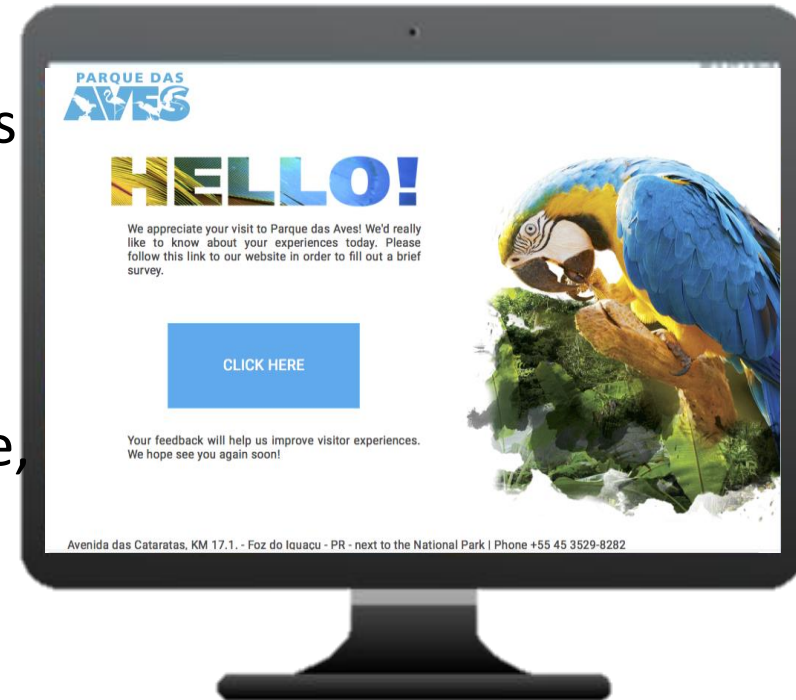
Enviar

Emails for visitors are queued by the system once this form is complete.

# Emails to Visitors | Invitations to Survey

- Visitors receive an email from the organisation automatically.
- Email invites them to participate in the main survey.
- Emails are sent out at end of business each day, 2 hours after last entry.
- Based on language selection, visitors are sent communications in one of three languages: Brazilian Portuguese, Spanish and English)

Branded emails are sent from organisation's email address.



# The Main Survey (Survey 2)

- Participants taken to main survey via link in email.
  - The survey and website connect with a unique ID for each visitor. This keeps Registration and the Main Survey data connected in the database.
- Once the link is used by the visitor the system deactivates access to the survey through that link.
  - This serves to protect the data collection process and enhance data integrity (avoiding duplicate entries, for example).

# Survey 2 | Device Accessible

Visitors able to access the e-mail invitation and complete the main survey from any internet enabled device (responsive design).



Personal computer



Tablet



Laptop



Smartphone

# Survey 2 | Device Accessible

The main survey is fully responsive to any screen size.

6. During your visit today, did you talk to any Parque das Aves staff?

Select

Please indicate your level of agreement with the statements in the survey below.

|   | Strongly Disagree     | Disagree              | Somewhat Disagree     | Neutral               | Somewhat Agree        | Agree                 | Strongly Agree        |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 7. I was generally satisfied with my experience at Parque das Aves. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. I felt bored during my visit at Parque das Aves.                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. I was generally comfortable during my visit.                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. Parque das Aves is clean  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. There were good options for having a rest during my visit       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 12. Parque das Aves is good value                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 13. Visiting Parque das Aves was a poor use of my time.             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*Likert-Scale on a Large Screen; Shown as 'multiple choice' options.*

Your Experience

6. During your visit today, did you talk to any Parque das Aves staff?

Select

Please indicate your level of agreement with the statements in the survey below.

7. I was generally satisfied with my experience at Parque das Aves.

8. I felt bored during my visit at Parque das Aves.

9. I was generally comfortable during my visit.

10. Parque das Aves is clean

11. There were good options for having a rest during my visit

*Likert Scale on a Small Screen; Shown as 'drop down' options.*

- ✓ Select
- Strongly Disagree
- Disagree
- Somewhat Disagree
- Neutral
- Somewhat Agree
- Agree
- Strongly Agree
- Not applicable
- Select

Select

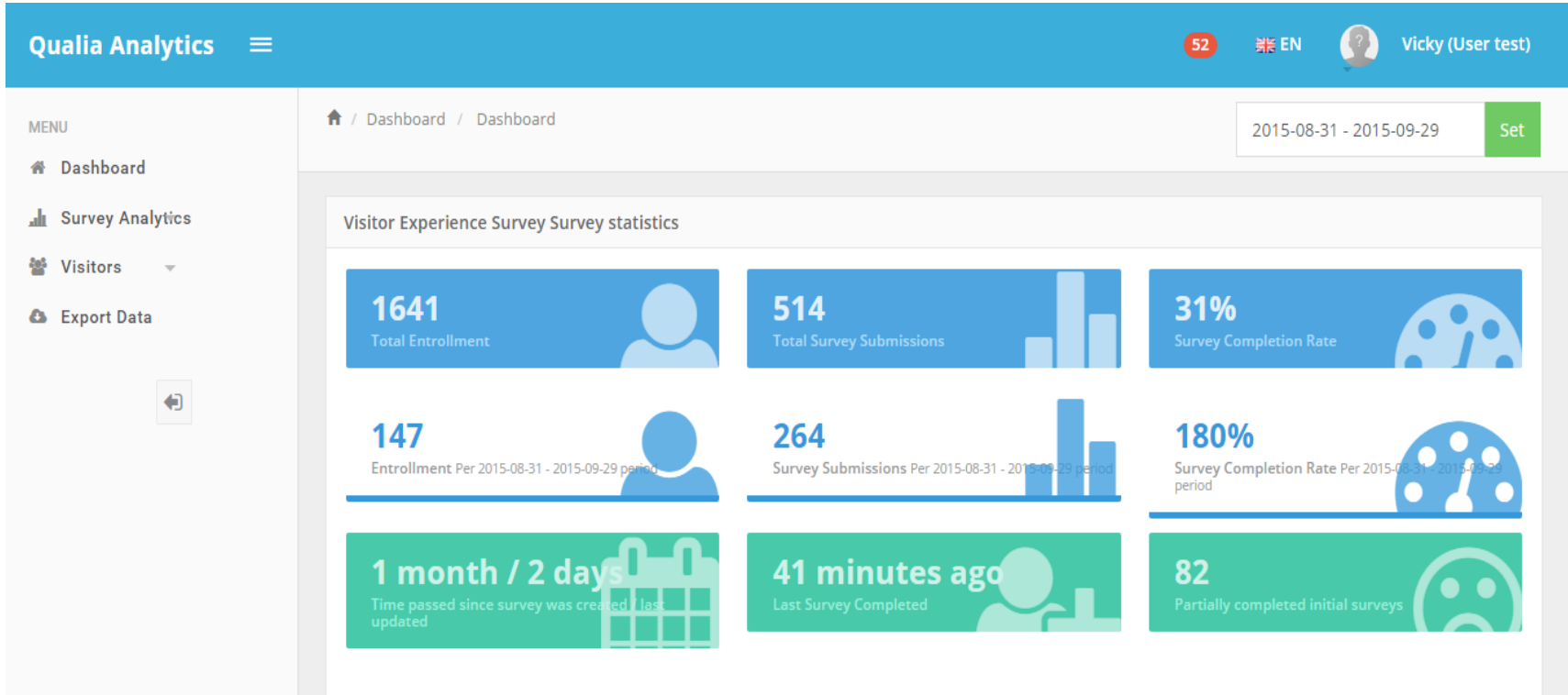
Select

# Access Analytics & Data in Dashboard



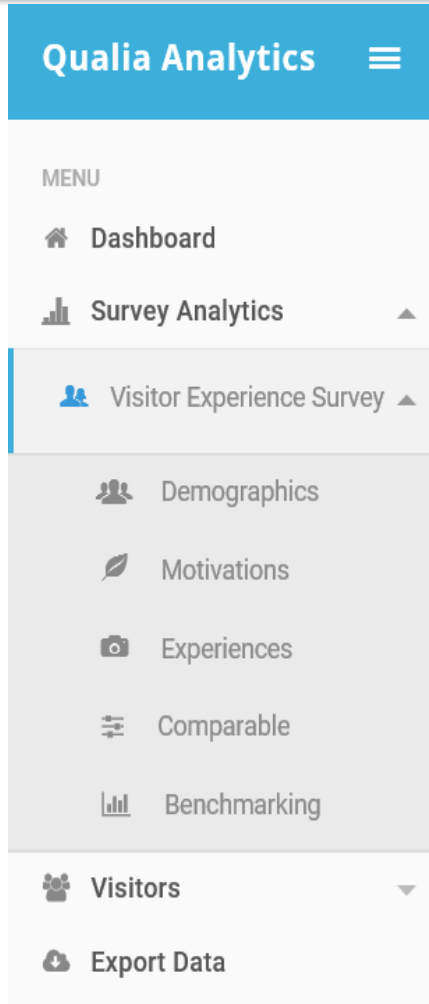
- Results accessible in Dashboard as surveys are completed.
- Organisational users access through log-in screen.

# Dashboard



Access your data at any time through the dashboard

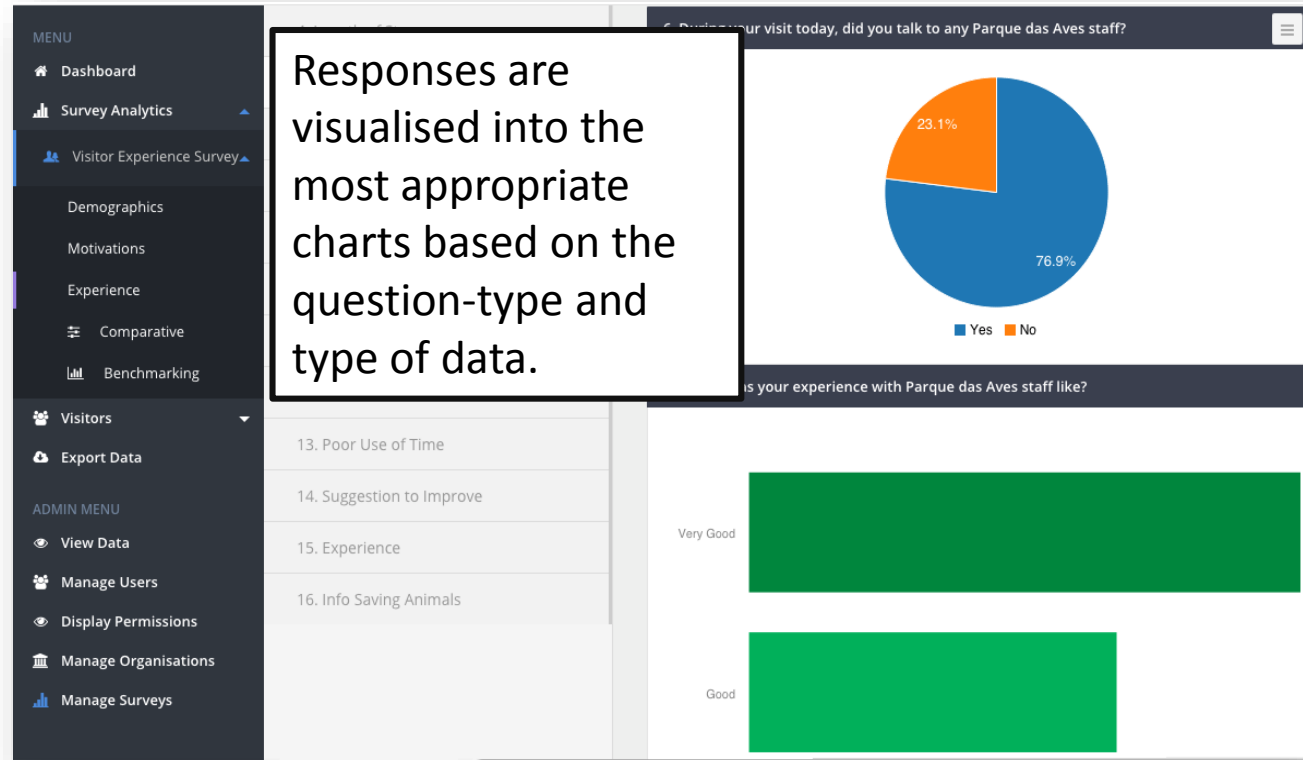
# Automatic Analysis (structured in advance)



Analytics that have been decided in advance are automatically generated and available on the dashboard under 'Survey Analytics' in the menu at any time

# Access your Data | Dashboard Overview

- Analytics visible on Dashboard display for available surveys.
- Sidebar contains active surveys and data analytics.
- Questions located in appropriate sections.
- Comparative analysis and benchmarking available here.



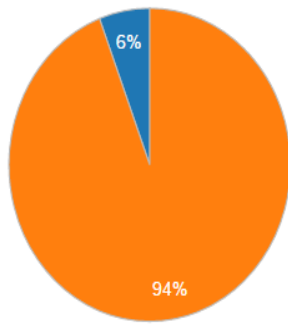
# Pie Charts

Qualia Analytics ☰ 52 EN Vicky (User test)

MENU 🏠 / Dashboard / Visitor Experience Survey 2015-08-31 - 2015-09-29 Set

- Dashboard
- Survey Analytics ▲
  - Visitor Experience Survey ▲
    - Alone or with others
    - Gender
    - Nationality
    - Proximity to PDA
    - Languages
    - Education
  - Demographics
  - Motivations
  - Experiences
  - Comparable
  - Benchmarking
- Visitors ▼
- Export Data

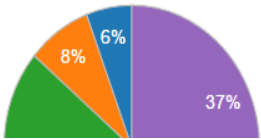
**5. Did you attend Parque das Aves:**



| Category          | Percentage |
|-------------------|------------|
| Alone             | 6%         |
| With other people | 94%        |

■ Alone ■ With other people [See details](#)

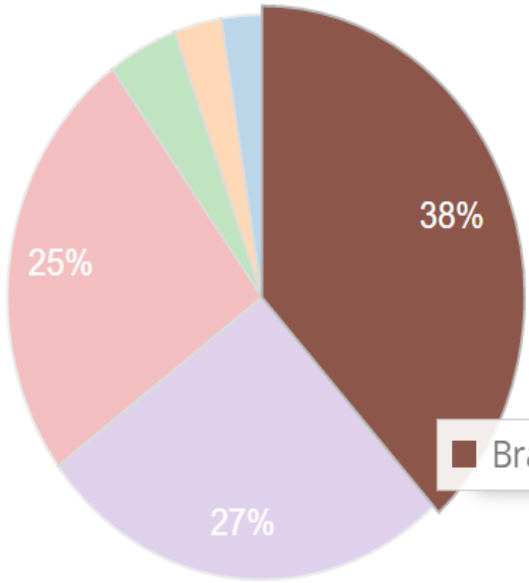
**» Who did you visit with?**



| Category   | Percentage |
|------------|------------|
| Category 1 | 37%        |
| Category 2 | 8%         |
| Category 3 | 6%         |

# Pie Charts

## 34. Which languages can you understand?



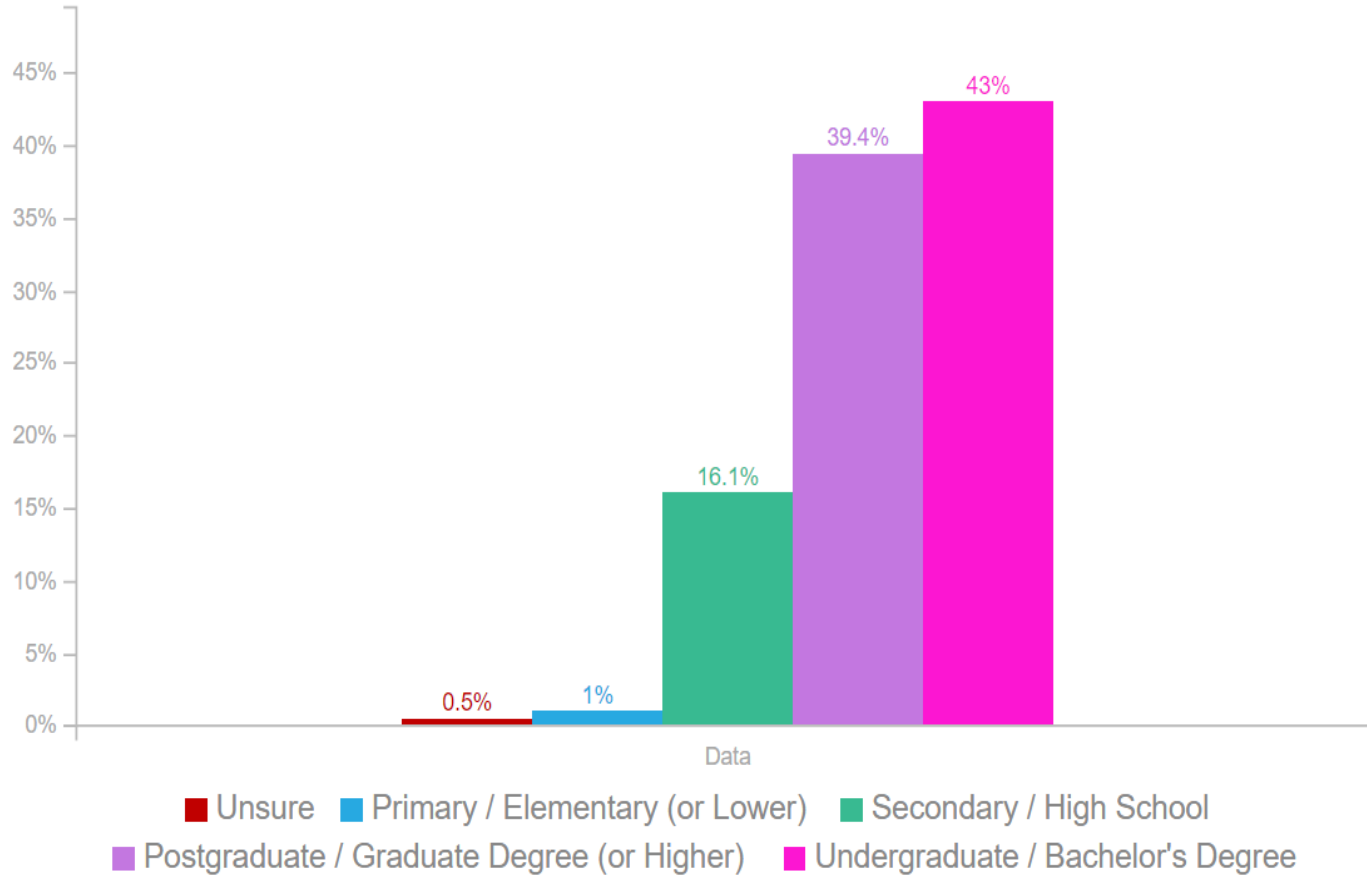
Hovering the mouse over areas of the pie chart shows the number of participants who gave a particular response

■ Brazilian Portuguese 164

■ German ■ Other selected ■ French ■ English ■ Spanish ■ Brazilian Portuguese

[See details](#)

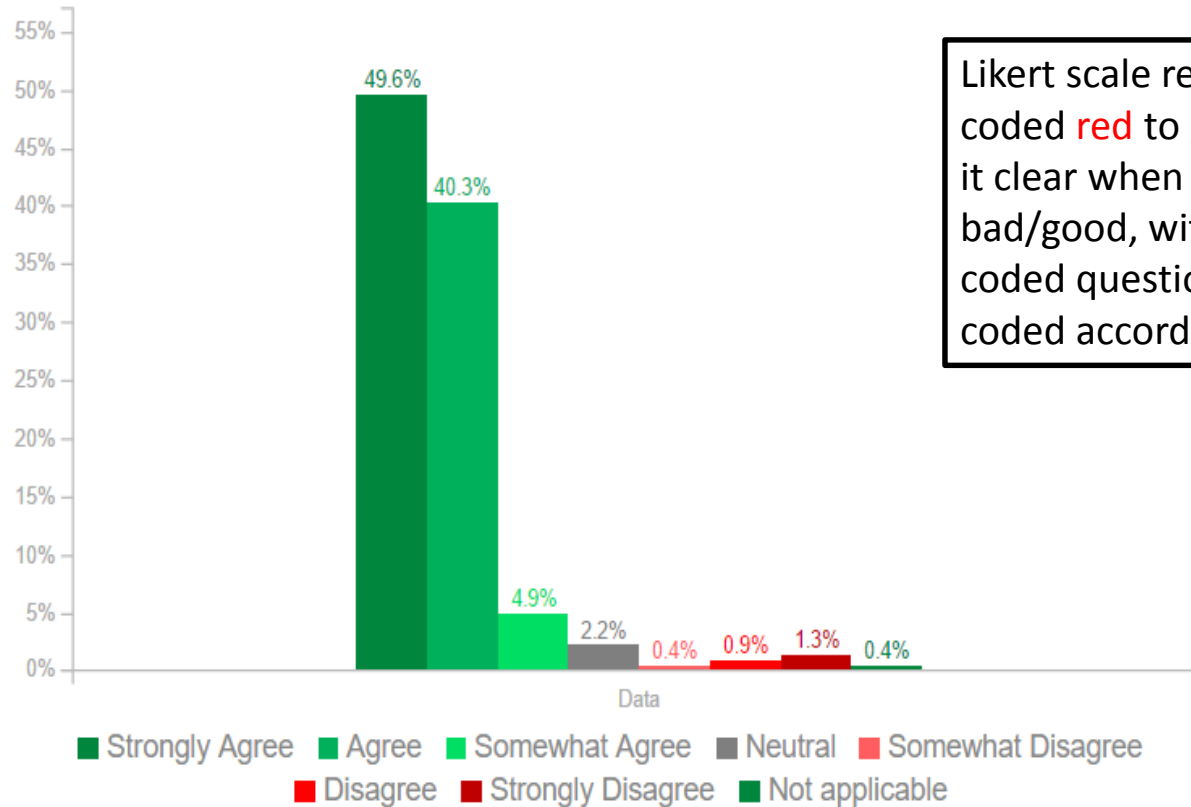
# Bar Charts



[See details](#)

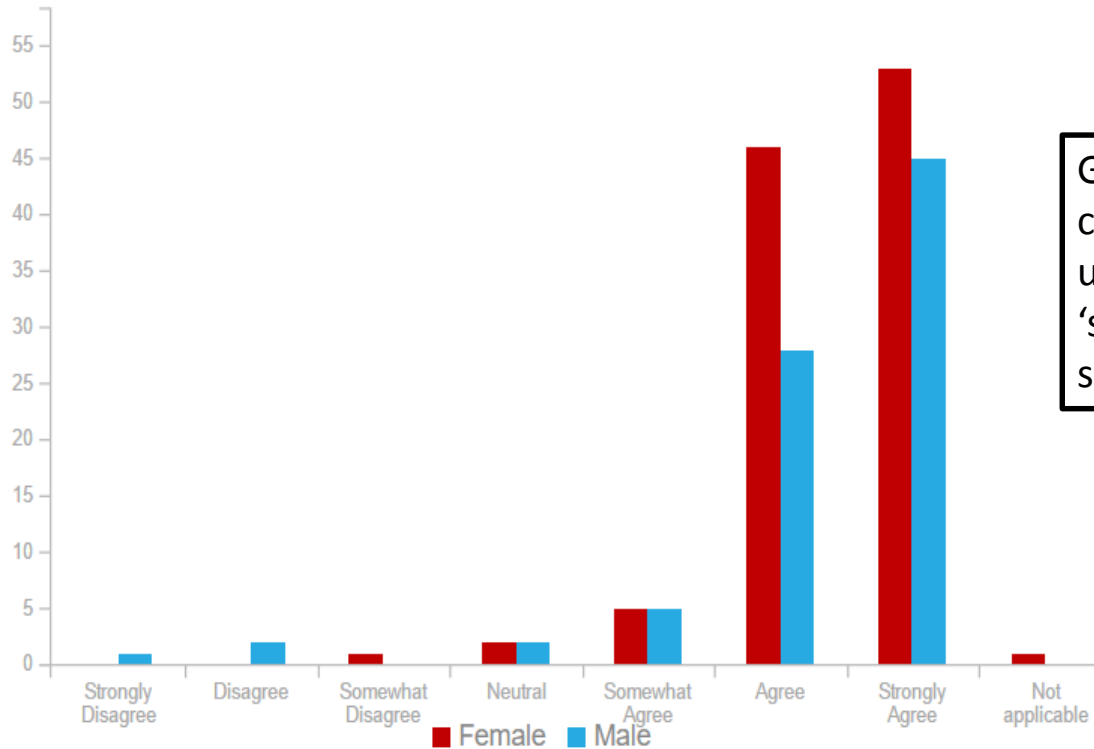
# Histogram

9. I was generally comfortable during my visit.



# Crosstabs

Compare 30. Gender against 9. I was generally comfortable during my visit.



Graphs are built from cross-tabular analysis set up in advance. Clicking 'see details' will then show a chi squared table

# Comparisons

✎ Compare Gender against Comfort during visit

×

## Chi Square Table

| Observed values   | Female | Male | Total |
|-------------------|--------|------|-------|
| Strongly Disagree | 0      | 1    | 1     |
| Disagree          | 0      | 2    | 2     |
| Somewhat Disagree | 0      | 1    | 1     |
| Neutral           | 2      | 2    | 4     |
| Somewhat Agree    | 5      | 5    | 10    |
| Agree             | 28     | 46   | 74    |
| Strongly Agree    | 45     | 53   | 98    |
| Not applicable    | 0      | 1    | 1     |
| Total             | 108    | 83   | 191   |

6.877

Chi Square

7

Degrees of freedom

# Benchmarking

Benchmarking will be set up on a customised basis, depending on client requirements.

Examples of benchmarking analyses include: comparing results for the week or month on a variable to year-to-date.

# Individual Responses

52 EN Vicky (User test)

Dashboard / View Visitors 2015-08-31 - 2015-09-29 Set

### View Visitors

Search:  Export Data Print

| ID | Survey Completed | View | Name | Email | Visitor type | Language | Date Enrolled      |
|----|------------------|------|------|-------|--------------|----------|--------------------|
| 1  | No               |      |      |       | Individual   | PT       | 14 June 2015 13:25 |
| 2  | No               |      |      |       | Individual   | PT       | 15 June 2015 16:39 |
| 3  | Yes              | Show |      |       | Individual   | PT       | 15 June 2015 17:04 |
| 4  | Yes              | Show |      |       | Family       | PT       | 15 June 2015 17:09 |
| 5  | No               |      |      |       | Individual   | PT       | 15 June 2015 18:25 |
| 6  | No               |      |      |       | Individual   | PT       | 16 June 2015 17:09 |
| 7  | No               |      |      |       | Individual   | PT       | 16 June 2015 17:10 |

Individual level data can also be viewed

# Export Data

52 EN

Dashboard / Download Data

2015-08-31 - 2015-09-29 Set

Generate a data file

Survey: Select

Type: User friendly Version

Question names: Full question names

Generate a data file

Data can easily be exported under 'Export Data' on the menu

# Access to Data | Individual Visitors

The screenshot displays a web application interface for managing visitor data. On the left is a dark sidebar menu with the following items: MENU, Dashboard, Survey Analytics, Visitors, Visitor Experience Survey Visitors, Export Data, ADMIN MENU, View Data, Manage Users, Display Permissions, Manage Organisations, and Manage Surveys. The main content area features a table with columns: First name, Last name, Email, Language, Individual, Couple, Family, Tour Group Visitor, Completed survey, and View. The table contains 14 rows of data. A text box is overlaid on the table, stating: "Visitors' information displayed with individual-level data. See responses from one visitor by clicking 'View'".

Export to CSV Print Search:

| First name | Last name | Email | Language | Individual | Couple | Family | Tour Group Visitor | Completed survey | View |
|------------|-----------|-------|----------|------------|--------|--------|--------------------|------------------|------|
|            |           |       | PT       | No         | Yes    | No     | No                 | Yes              |      |
|            |           |       | PT       | Yes        | No     | No     | No                 | Yes              |      |
|            |           |       | ES       | No         | No     | Yes    | No                 | Yes              |      |
|            |           |       | PT       | Yes        | No     | No     | No                 | Yes              |      |
|            |           |       | PT       | No         | Yes    | No     | No                 | Yes              |      |
|            |           |       | PT       | Yes        | No     | No     | No                 | Yes              |      |
|            |           |       | ES       | No         | No     | Yes    | No                 | Yes              |      |
|            |           |       | PT       | No         | No     | Yes    | No                 | Yes              |      |
|            |           |       | PT       | Yes        | No     | No     | No                 | Yes              |      |
|            |           |       | PT       | No         | No     | Yes    | No                 | Yes              |      |
|            |           |       | PT       | Yes        | No     | No     | No                 | Yes              |      |
|            |           |       | PT       | No         | No     | Yes    | No                 | Yes              |      |
|            |           |       | PT       | No         | Yes    | No     | No                 | Yes              |      |

Visitors' information displayed with individual-level data. See responses from one visitor by clicking "View".

# Access to Data | Data Range and Download

Raw data file accessible at any time with **Export** options. You simply select date range and an automated e-mail is sent with an Excel file attached.

The screenshot shows a web interface for generating a data file. It features a 'Survey' dropdown menu with 'Select' as the current option. To the right, a 'Range' input field contains the date range '08-04-2015 - 2015-05-15'. A green button labeled 'Generate a data file' is positioned to the right of the range input. Below the range input, a calendar widget is displayed, showing two months: April 2015 and May 2015. The calendar has a list of date range options on the left: 'Today', 'Yesterday', 'Last 7 Days', 'Last 30 Days', 'This Month', and 'Last Month'. A 'Custom Range' button is also present. The calendar grid shows dates from April 30 to May 31, with the date '20' in April highlighted in blue. Below the calendar, there are 'FROM' and 'TO' input fields with the values '0008-04-20' and '2015-05-15' respectively. At the bottom of the calendar widget are 'Apply' and 'Cancel' buttons.

Generate a data file

Survey

Select

Range

08-04-2015 - 2015-05-15

Generate a data file

Today

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Custom Range

FROM TO

0008-04-20 2015-05-15

Apply Cancel

| Apr 0008 |    |    |    |    |    |    | May 2015 |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|
| Su       | Mo | Tu | We | Th | Fr | Sa | Su       | Mo | Tu | We | Th | Fr | Sa |
| 30       | 31 | 1  | 2  | 3  | 4  | 5  | 26       | 27 | 28 | 29 | 30 | 1  | 2  |
| 6        | 7  | 8  | 9  | 10 | 11 | 12 | 3        | 4  | 5  | 6  | 7  | 8  | 9  |
| 13       | 14 | 15 | 16 | 17 | 18 | 19 | 10       | 11 | 12 | 13 | 14 | 15 | 16 |
| 20       | 21 | 22 | 23 | 24 | 25 | 26 | 17       | 18 | 19 | 20 | 21 | 22 | 23 |
| 27       | 28 | 29 | 30 | 1  | 2  | 3  | 24       | 25 | 26 | 27 | 28 | 29 | 30 |
| 4        | 5  | 6  | 7  | 8  | 9  | 10 | 31       | 1  | 2  | 3  | 4  | 5  | 6  |

# Data Integrity & Security Measures

Because the survey is web-based, we developed security measures to ensure data integrity and localisation of data collection.

- Access to the registration page requires authentication.
  - This ensures that only approved devices (and visitors) can access the survey.
  - Without authentication, access to the first survey is not possible.
1. Login details are provided to the organisation.
  2. A cookie is installed to the specific device to allow ongoing access.
  3. Logging on to the device (in this case, a tablet) is only needed once.

