

Survey Planning and Design

ClearPicture takes a collaborative approach to planning for the success of your survey. We conduct structured interviews with management, subject-matter experts and employee focus groups to develop a survey process that is specific to your goals. We then build your survey instrument based on the project specifications defined in the advanced survey planning stage.

Our advance survey planning and design includes the following services:

Survey Groundwork - defining survey specifications, including clear definition of the survey objectives and selection of the best questions and online administration tool design, parameters, timelines and milestones.

Communication Consultation - developing a strategy tailored to your company's overall values and existing communication vehicles to raise awareness and access, and foster a sense of trust in the survey.

Respondent Profiling - identifying the access media and distribution channels for survey respondents.

Identifying Reporting Requirements - planning data analysis by working to understand the requirements and preferences of the people who need to act on the results of the survey.

Conduct Focus Groups and Interviews - gather information and knowledge to help define survey categories and items.

Question Development - from the input gathered through interviews and focus groups, ClearPicture uses its expertise in survey design and its pool of survey items to build the questionnaire.

Survey Structure - determining what core and supplemental questions are relevant for each group of respondents based on their position in your organization.