

# KEY SURVEY & MOBILE PLATFORMS



According to recent statistics,  
**4.0 billion people**  
use a mobile phone  
to browse the web

THE IMPACT OF MOBILE BROWSING ON THE WORLD AS WE KNOW IT IS MONUMENTAL AND WE'RE ONLY BEGINNING TO UNDERSTAND IT.

IN LIGHT OF THIS REVOLUTION, WORLDAPP IS AGGRESSIVELY TRACKING THE SPACE TO ENSURE ITS SURVEYS ARE COMPATIBLE WITH MOST POPULAR DEVICES (ANDROID, IOS, BLACKBERRY).

Surveys created by Key Survey are based on industry standards: HTML, CSS and JavaScript and are rendered well in almost any browser including the mobile browsers. The surveys will also resize automatically to fit the mobile screen without the font size being too small and without requiring users to zoom in to read the questions.

Key Survey provides a plug-in that replaces all of the standard radio buttons and checkboxes with touch screen finger friendly buttons that make very easy to select the option on the screen.

Although most of the survey layout themes available in the Theme Library will render well on mobile screens, to ensure the best mobile survey experience we recommend to use one of our Mobile friendly survey layout themes. Starting with one of the Mobile friendly themes, it allows customizing the colors, fonts and graphics, adding your logo or changing buttons: most of the changes will not have a negative impact on the survey that is rendered on the mobile screen.

Here are a couple of tips that can help you make sure the surveys are easy to take using a mobile device:

1

Keep the questions and answer options short where possible. A lot of text may not fit nicely on the screen and will require the user to scroll, and scrolling on a mobile device is not a convenient thing.

2

Display one question per page. Have users go back and forth between the survey pages instead of scrolling.

# KEY SURVEY MOBILE FEATURES:



## 8 question types:

pick one with other, check all with other, dropdown box, single line, multiline, rate different, numeric allocation with automatic calculations, photo questions.



## Validation:

Must answer (hard and soft)

Mandatory answer options

Conditional must answer

Requirements to select between X and Y answer options

Format validation (standard and custom RegEx formats)

Custom error messages for format validation.



## Logic:

Skip

Branch

Branch on range

Advanced



**Template responses** to prevent re-entering the same data multiple times



**Unlimited number** of completed and incomplete responses per surveys stored locally on a mobile device

3

Avoid heavy use of graphics.

Due to the screen resolution limitations larger images may look too small on a mobile screen.

4

Avoid the use of complex question types, such as 3D Matrix, since it most probably will not fit the mobile screen.

5

Use HTML buttons instead of Image buttons since HTML buttons resize better on the mobile screen.

