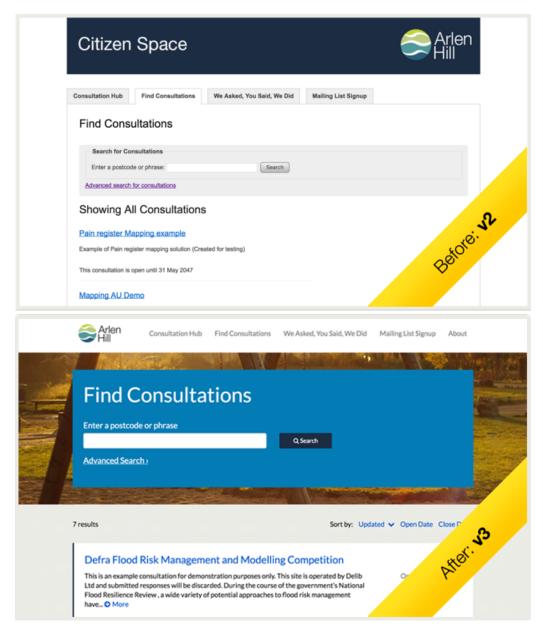
# Citizen Space v3

Site admin pack v0.2 September 2016



#### Introduction

Great news! We're moving you to v3 – our latest major release of Citizen Space.



We've created this site admin pack to provide you with an overview of the changes we've made, to hopefully pre-empt some questions you might have and to help support you in handling queries from your other Citizen Space users. You may want to upload this document to your in-app support page so it's easy for people to access. By all means, please do share it with your other admin users to make sure everyone has access to the same information.

# **Need more help?**

As ever, there's comprehensive help available on our online knowledge base – <a href="https://delib.zendesk.com">https://delib.zendesk.com</a> – or get in touch any time with your comments or questions.

# Contents

The backstory	2
The changes	2
v3 briefing: optimising for mobile	7
Making an online survey in Citizen Space	10

# The backstory

With 100+ customers, 5,000+ admin users and 10,000+ consultations, we've accrued lots of insight into what it's like to use Citizen Space.

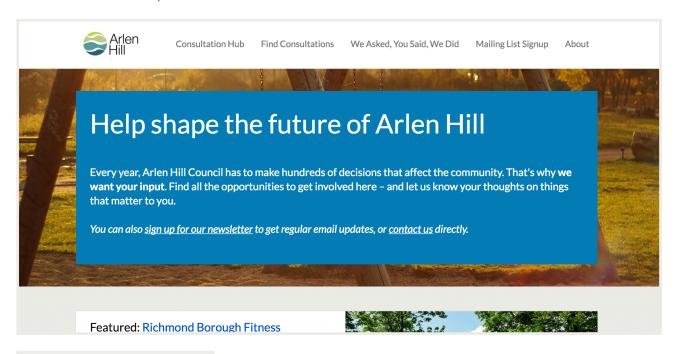
Our last major update was about behind-the-scenes improvements for admin users. This time, we focused on the 'front-end' – the part your participants see. We know that good design overlaps with participation rate and user experience, so it was time to turn Citizen Space from a functional product into a beautiful one. The result is v3.

# The changes

If you're at all familiar with Citizen Space v2, you'll immediately notice the differences when looking at a v3 site. There's a lot of them, though, so here's a little introduction to the major changes:

#### A visual overhaul

The most immediate thing you'll notice about Citizen Space v3 is that it looks totally different. This new skin not only makes Citizen Space more modern and aesthetically-pleasing; it's also built to be even easier to use on phones and tablets.





Try resizing your browser window, or visiting the demo site from a mobile device. You'll see that all the content rearranges dynamically so that it remains incredibly easy to read, navigate and interact with.

There's richer use of imagery throughout the site, and we've picked a new typeface that's pleasing to the eye (this matters when the majority of the content on your consultations is text).

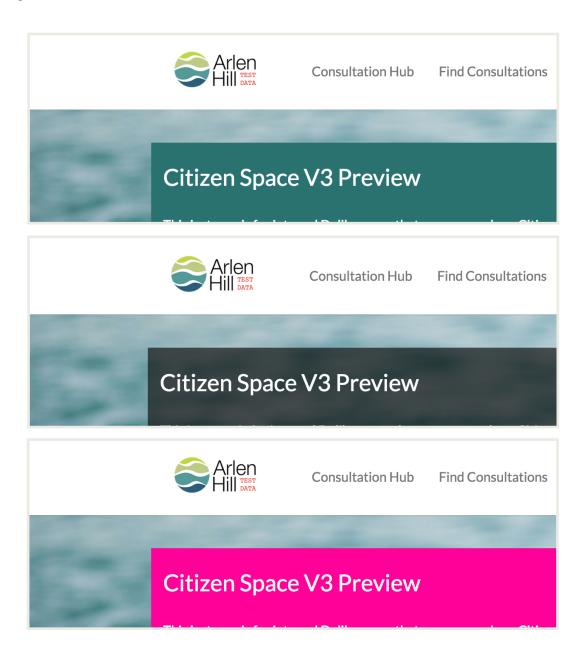
These changes aren't just to make it look cool – it's all about accessibility. From easy-to-read line lengths and spacing to mobile-friendliness – plus, of course, all the W3C guidelines – these design decisions make it as easy as possible for as many people as possible to use Citizen Space.

# More theming options

You also get a host of new ways to control what your Citizen Space looks like and to present engaging, attractive consultations.

Set a sitewide logo and wallpaper, for visual consistency across all your consultations.

Apply your brand colours across your whole Citizen Space site, so that it looks and feels like part of your organisation.



There's also a whole range of per-survey theming options. For example, for each consultation, you can choose to use one or more logos or a unique banner or a simple block colour or the sitewide wallpaper. This means you can tailor the presentation of individual surveys – especially useful on projects with their own branding, or where you're working with a number of partner organisations.









**Strategy Review Consultation** 



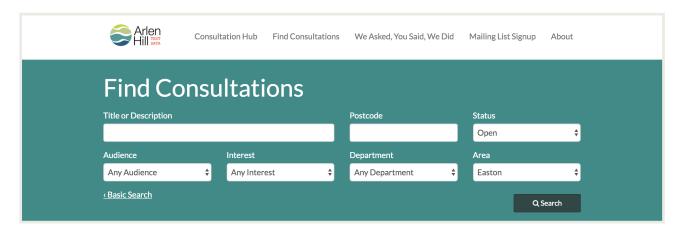


Strategy Review Consultation

From top to bottom: single logo; multiple logos; full-width banner; sitewide wallpaper; no image

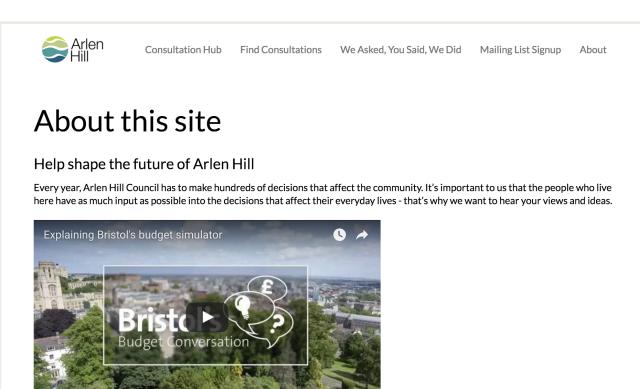
# Improved search, sort and filter

It's now super clear and easy for your participants or users to search for a specific consultation, including an advanced search with filters, and some quick, simple sort options.



#### A whole new page

An About page for your site! And it's entirely customisable. Get as creative as you like: videos, images, formatted text, embedded maps, slideshows, and choose how to structure the page. Provide loads of helpful background information for anyone who lands on your Citizen Space site.



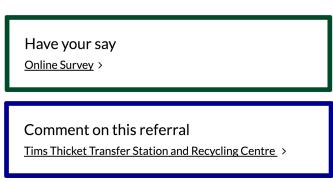
Arlen Hill's Citizen Space site is a hub for all the community consultations run by the council. Use 'Find Consultations' to search for a consultation on an issue that matters to you, or browse through all the open consultations. Let us know your thoughts on things that matter to you as a citizen.

# Improved navigation

V3 sports some new features to help people find their way around the site quickly. We've made the survey title visible on each page, so your users don't forget where they are.

Useful info in the sidebar tells people how far through the survey they are, when it closes and other useful information, like relevant contact details.

Plus unmissable, customisable call to action buttons:



# Page 2 of 4 Closes 7 Aug 2016 This service needs cookies enabled.

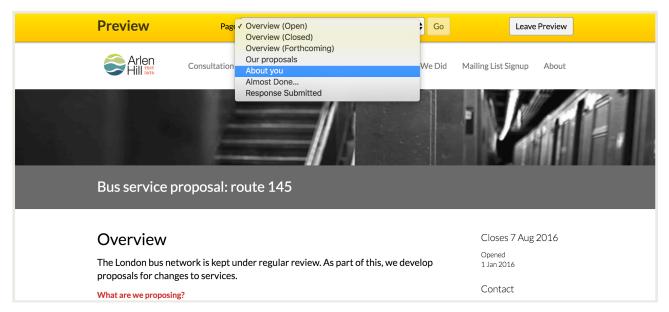
#### Improved surveys

There are lots of other little tweaks in v3 that will make your surveys even better.

Questions in surveys now have improved line lengths. And your images and other embedded media will resize fluidly with the browser window size, making sure everything's always easy to view.

# Improved preview

You can now preview every page of your consultation, including the 'response submitted' page, and a handy drop-down menu enables you to see what it'll look like when it's an open, closed or forthcoming consultation. You can also switch quickly between any page of your consultation using the preview drop-down menu.



#### The future

We're really pleased with Citizen Space v3, and we think you will be too. We've made all these changes with the aim of increasing accessibility, minimising friction and maximising participation, making it easier for you to create engaging consultations.

# v3 briefing: optimising for mobile

One of the major themes in v3 has been making it even easier for people to use Citizen Space on their smartphone or tablet. v3 has a fully-responsive design, meaning content rearranges dynamically to fit different screen sizes. Still, some of the art of making great mobile consultations is down to you as site admins. Here's a few principles and practical pointers to help you get started, taken from our online knowledge base (https://delib.zendesk.com)

One aspect of good consultation design that is only getting more important is ensuring that your survey works well for mobile users.

With more than two-thirds of UK adults owning a smartphone, and mobiles overtaking computers as the preferred way to access the internet, it's crucial to get in the habit of considering mobile users.

How easy it is to complete your consultations from a smartphone or tablet will make a huge difference to your participants – and, by extension, your response rate.

In this article, we've collected some principles and practical pointers to make sure your consultations are optimised for mobile.

#### Rule #1

As ever, the first rule is 'think of the audience' – so let's start by looking at an example of a bad mobile consultation, to help appreciate how that can feel for users. Try visiting our specially-made 'terrible mobile survey' from your phone and see how you find it: <a href="https://demo.citizenspace.com/realistic-looking-examples/72d39e48/">https://demo.citizenspace.com/realistic-looking-examples/72d39e48/</a>

(**Warning!** One of the deliberate mistakes with this survey is that the images are *enormous* – so make sure your phone is connected to a wifi network, as otherwise you'll annihilate your data allowance!)

#### Make it easy

You might have noticed some of the factors making the 'bad' example frustrating to complete: pages taking a long time to load, important information being difficult to read on a small screen, certain embedded media not working properly etc etc. These are all good things to try to avoid when making your surveys!

Because, as with all consultation design, the key to mobile optimisation is to make it **as easy as possible** for your participants to respond.

For instance, in general, do try to:

- **Keep the file size (of images and documents you upload) small**. No one likes burning up their monthly mobile data allowance!
- **Keep questions as simple as possible**. For example, try not to use too many free text questions, especially when a radio button or matrix format could do a similar job. (It's far easier to select an option on a touchscreen than to type out a long, free-form message.)
- **Keep the number of pages/clicks to a minimum**: for mobile users, a single page with a lot of scrolling is much easier to navigate than clicking through 5 separate pages and it's no hardship for desktop users, either.
- **Keep actions as prominent as possible**: aim for short and direct wording in your questions and any introductory copy; think about putting additional information in Fact Banks (which fold away, taking up less page space) and so on. In general, you want to keep the main actions ('answer this question', 'submit response' etc) as visible as you can on the page.

# Test, tweak, test again

As with cooking, it's important that you keep trying what you're making throughout the process to see if it's working as intended.

Not sure if your survey is sufficiently easy for mobile users to complete? Visit it on your own smartphone and see how it feels. Worried that ranking question won't display properly on a small screen? Ask that colleague with the iPad (there's always one, right?) to load up the page and see how it looks. Learn to love the 'Preview' mode!

# Some super-practical pointers

# Think about image size

Images look great but they can sometimes be very large files – and mobile users don't like large files. So it's important to hit the right balance when it comes to pictures: they need to be big enough to look good, small enough to not chew through loads of bandwidth. See <a href="this article for more details on recommended image sizes">this article for more details on recommended image sizes</a>.

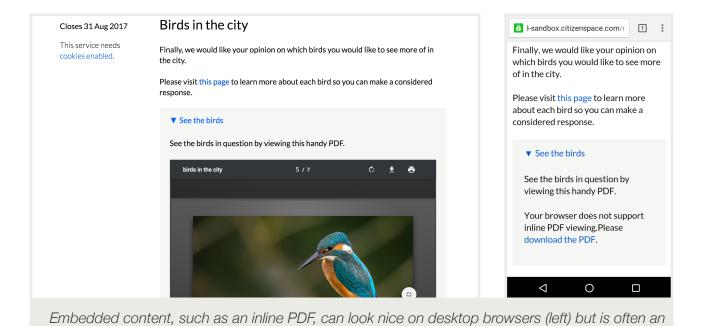
#### Be careful with embedded content

inconvenience for mobile users (right).

Embedded content (e.g. images, videos or PDFs that you put into your Citizen Space pages or questions) can sometimes behave differently on mobile devices. In particular, embedded PDFs will not display on the page – instead, users will be given a link to download the file. (This is not a Citizen Space-specific trait, it's just how mobile browsers work.) This means that, ideally, you **shouldn't rely on embedded PDFs to provide key content in your consultation.** 

Wherever possible, look for ways to put supporting material and other important content into the main body of your survey – preferably, on the same page as any questions it relates to, so that users can easily access all the information they need as they're entering their answers.

For example, rather than embed a single, long PDF on the overview page of your survey, you can copy and paste the relevant words/sections directly into the appropriate question page.



# Use lots of dropdowns/Fact Banks

You may sometimes find yourself with lots of content that you want to include in the main body of your survey – but you also don't want to present participants with a wall of text that takes 10 minutes just to scroll through.

That's where Fact Banks come in.

Fact Banks are 'collapsible' areas above each question where you can provide further relevant information. This means users can click on them to expand the Fact Bank, see all the information it contains and then fold it away again when they're done. This means you can provide heaps of supporting material whilst keeping your pages neat and tidy, with the questions front-and-centre.

See our article on how to use Fact Banks for more detail.

# Help people navigate

Mobile users will often be responding on the go, or when they have limited time, and they usually won't be predisposed to navigate lots of different pages/supporting documents before responding. The more it can be a single, seamless, 'straight line' experience, the better for a mobile user.

Some simple ways you can help with this include:

- State up-front (in the consultation overview page) how long you expect it to take to complete the consultation.
- Where possible, tell people how many questions there are to answer.
- Use clear survey titles that describe the subject under consultation. Titles are displayed throughout the survey, so they can help people keep their bearings/not lose their train of thought!
- Make sure each page/question has enough information to help people understand what they're replying to. For example, try not to ask a vague question like 'what are your preferences about this?' where the only point of reference is back on the consultation overview page.
- It's also worth noting that every Citizen Space survey includes a 'save and return later' feature as standard, which allows participants to pause part-way through a response and complete it at some other time. It might be worth drawing attention to this for mobile users in particular, as it can allow them to, for instance, revisit a particularly detailed survey from a desktop computer at home or work.

# A quick recap

- Always think of your audience
- Make it as easy as possible for your respondents to take part
- Test often
- Don't worry! This stuff can sound like a lot to take in, or a lot to do, at first but it'll quickly become second-nature and just a regular part of your consultation design process. And your consultations will be more effective as a result.

# Making an online survey in Citizen Space

A quick start guide (for v3) v0.5 September 2016



# Introduction

So you've just been asked to create an online consultation...but you've never used Citizen Space before. Don't worry! This quick start guide will walk you through the basic steps of building an online survey in Citizen Space.

NB: this guide is not an exhaustive manual. It doesn't go into every detail or demonstrate every possibility. It's designed to be used in conjunction with the Citizen Space knowledge base, which gives more detail on particular processes, is frequently updated and is fully searchable. Access the knowledge base at <a href="https://delib.zendesk.com/home">https://delib.zendesk.com/home</a>

# Look out for the yellow boxes!

Each one contains links to more detailed instructions and information on a given topic in the knowledge base. http://bit.do/citizenspace

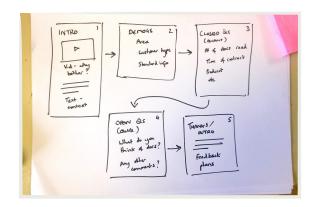
# **Contents**

Where to start  Have a plan in mind first  Access the admin system	<b>2</b> 2 2
Creating a consultation  Add a consultation Setting up your consultation Fleshing out the consultation Edit consultation details	<b>3</b> 3 4 5 6
Building the survey itself Creating your survey Online survey settings Pages, Questions and Answer Components Adding a Page Adding a Question Adding one or more Answer Components	<b>7</b> 7 8 9 10 11
Preparing for preview Repeat as required Preview, preview, preview Publish!	<b>13</b> 13 14 16
Troubleshooting	17

# Where to start

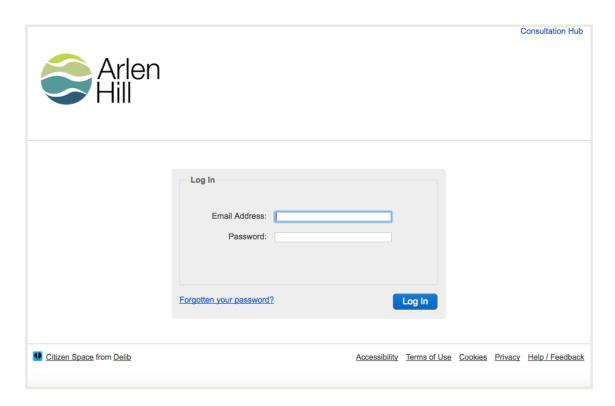
# Have a plan in mind first

Before you even log into Citizen Space, it's probably a good idea to have a clear sense of what you want to end up with. Citizen Space is a very powerful and flexible system; it has a lot of options and possibilities; It's designed to do what you want it to do. That means you need to know what you want it to do! It can often work well to have a picture in your head, or on paper, of the consultation you're trying to create before you start. Then you can use Citizen Space to realise that online.



# Access the admin system

First, log in to your Citizen Space admin area. (The address will probably be something like yourorganisation.citizenspace.com/login)



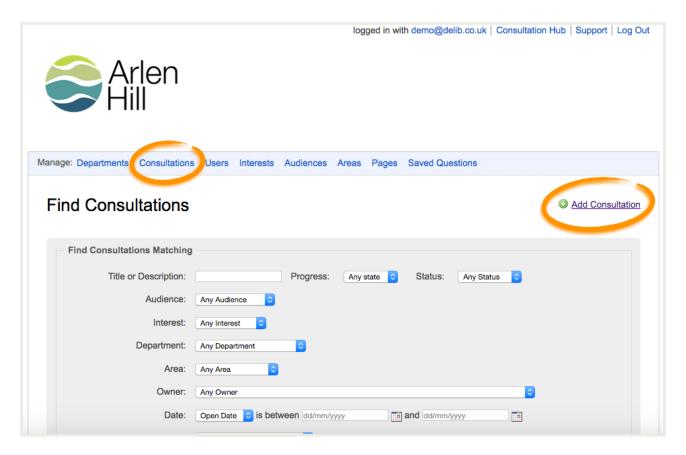
**Having difficulty logging in?**Check the steps at <a href="http://bit.do/cs-login">http://bit.do/cs-login</a>

# **Creating a consultation**

# Add a consultation

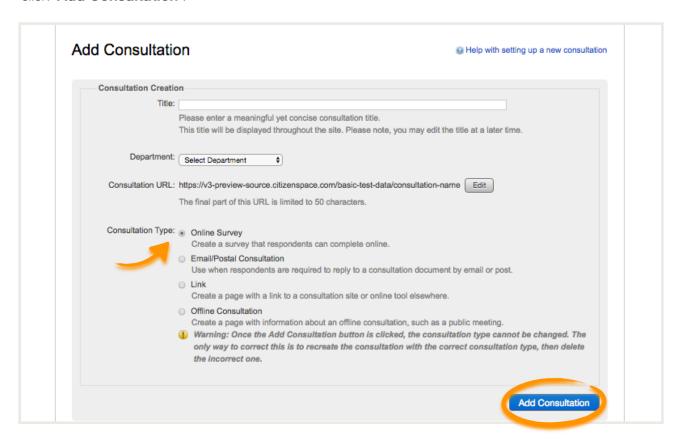
The admin area is where you can manage all the different components of your Citizen Space. For now, though, we're only interested in creating a new online consultation – so go to the **Consultations** section. (If you're not there already, just click 'Consultations' in the 'Manage' bar near the top of the page).

The all-important 'Add Consultation' button is near the top-right of the Consultations page. Click it!



# Setting up your consultation

The 'Add Consultation' screen is where you set up the bare necessities of your consultation. The key thing for now is that we want to create an **Online Survey** – so make sure that option is selected under 'Consultation Type'. When you're happy with your consultation title and so on, click '**Add Consultation**'.



# Not sure what all these options mean?

Learn more about the different consultation types: <a href="http://bit.do/consultation-types">http://bit.do/consultation-types</a>

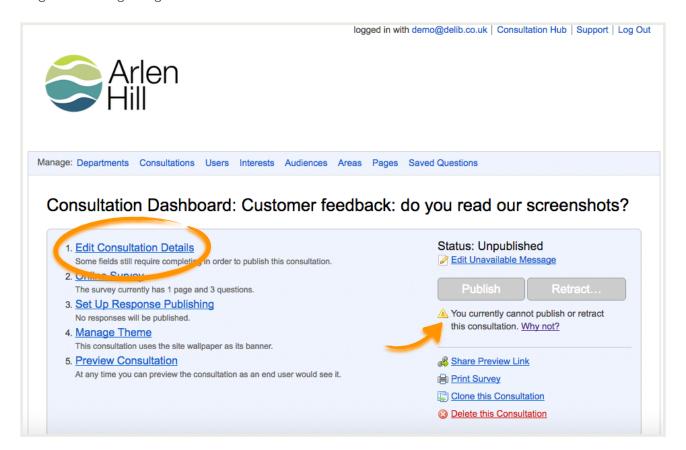
Get the lowdown on editing consultation URLs: <a href="http://bit.do/editing-the-URL">http://bit.do/editing-the-URL</a>

# Fleshing out the consultation

Alright! You should now be at the 'Consultation Dashboard' screen. This is the hub for everything to do with this particular consultation.

You'll notice that you can't yet publish this consultation. That's because we haven't entered enough of the details or content yet. So let's get started with doing that now.

The steps for fleshing out your consultation are listed at the top left hand side of this screen. Let's begin at the beginning: click on **1. Edit Consultation Details**.



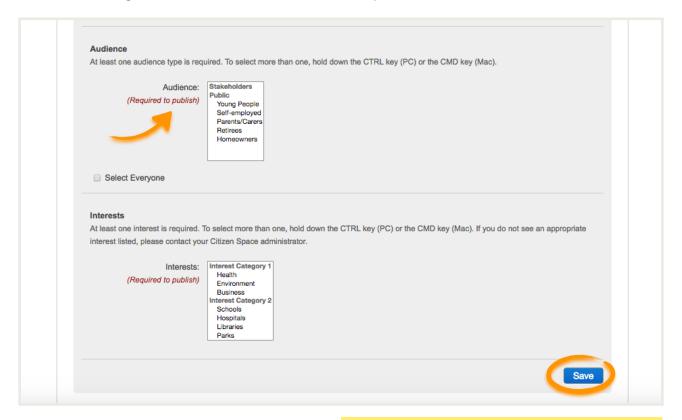
# **Understanding the dashboard**

Find out more about the different information included in the consultation dashboard: <a href="http://bit.do/cs-dashboard">http://bit.do/cs-dashboard</a>

#### **Edit consultation details**

This section is where you enter everything *about* your consultation – not the survey questions themselves, but the big picture information: 'what's the reason for the consultation, who's it for, when is it open?' and so on.

You'll see that some of the fields here are marked 'Required to publish'. Make sure you've at least filled in something for all of these sections. You can always come back and amend or add to this later.

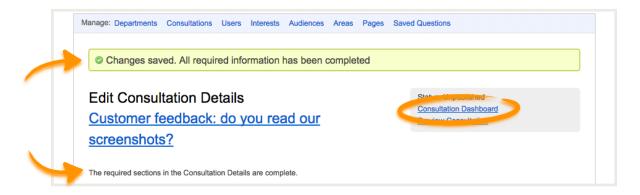


# **More detail on Consultation Details**

If you're not sure what some of these options do, have a look at steps 8-21 here: <a href="http://bit.do/detailed-instructions">http://bit.do/detailed-instructions</a>

When you've set up the essential details, hit **Save** at the bottom of the page. You should see a reassuring 'Changes saved' message – and hopefully a notification that 'the required sections in the Consultation Details are complete'.

Now you can head back to the **Consultation Dashboard** to create your survey questions.

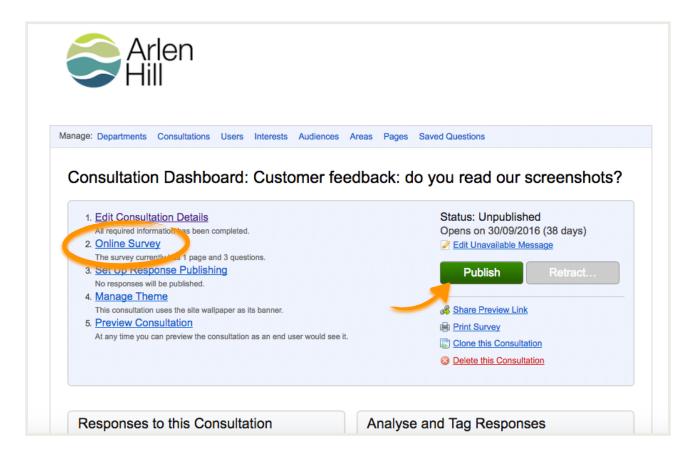


# **Building the survey itself**

# **Creating your survey**

Back at the Consultation Dashboard, you should see that you're now able to **Publish** this consultation (because we've filled out all the 'required' details). But we don't want to do that yet! We've still got to add the actual survey questions.

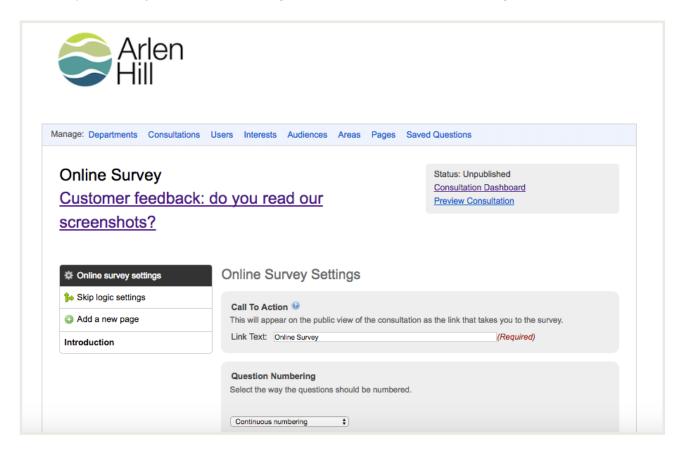
To create your consultation questions now, click on step 2. Online Survey.



# Online survey settings

This will take you to the 'Online Survey' settings page. This lets you set lots of nifty details for your survey, like how the questions are numbered, what message people receive when they complete the consultation and so on. Feel free to tinker with these now if you want to; you can also come back and tweak them later. But the main thing we want to do immediately is **start creating the survey**.

Just before we launch into that, there are three key concepts you need to understand about how Citizen Space surveys are structured: **Pages, Questions** and **Answer Components**.



#### So many settings

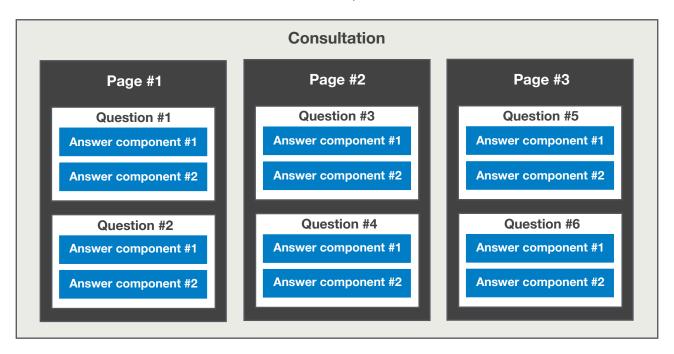
What does 'progression format' do? <a href="http://bit.do/progression-format">http://bit.do/progression-format</a>

What numbering options do I have? <a href="http://bit.do/numbering-options">http://bit.do/numbering-options</a>

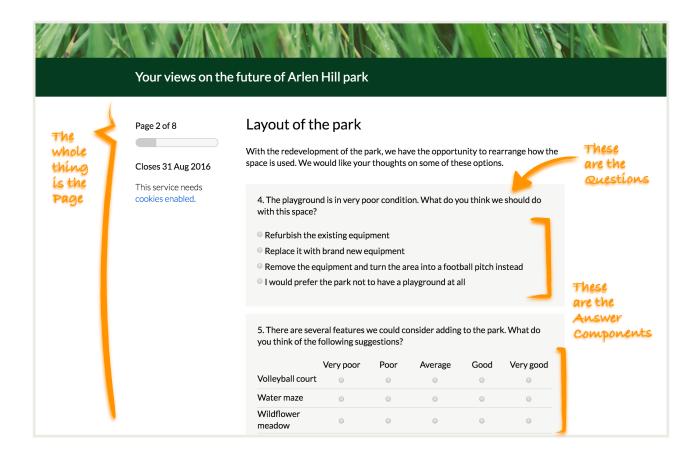
How does the completion message work? <a href="http://bit.do/completion-message">http://bit.do/completion-message</a>

# Pages, Questions and Answer Components

In Citizen Space, a Consultation is made up of Pages. Each Page contains a number of Questions. Each Question can contain a number of Answer Components.



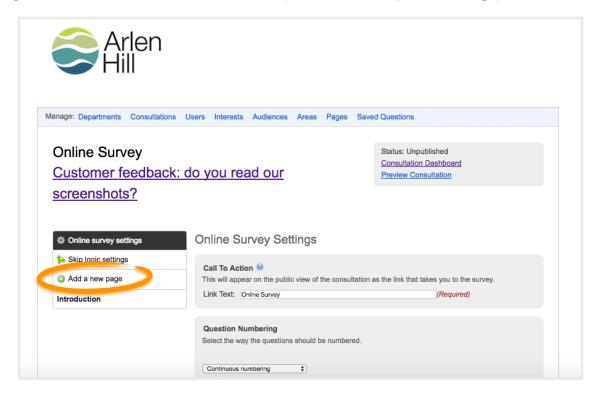
To visualise that in practice, here's a typical Citizen Space survey 'front end' (the bit the public sees).



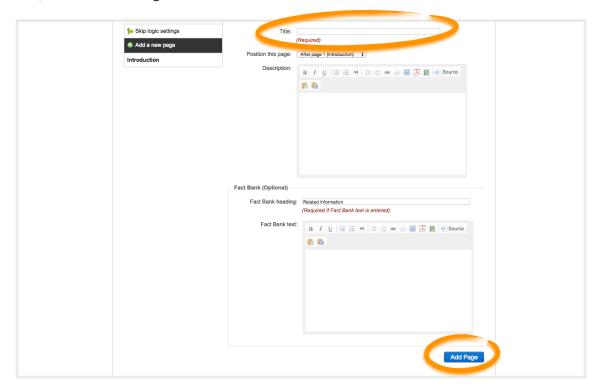
# **Adding a Page**

Hopefully, understanding Citizen Space's structure makes it easier to build your consultation.

If you look again at the Online Survey screen, you can see that your survey actually already has an 'Introduction' page. (This page is included by default in every new Citizen Space survey – you can change its content, Questions and Answer Components however you like, though).

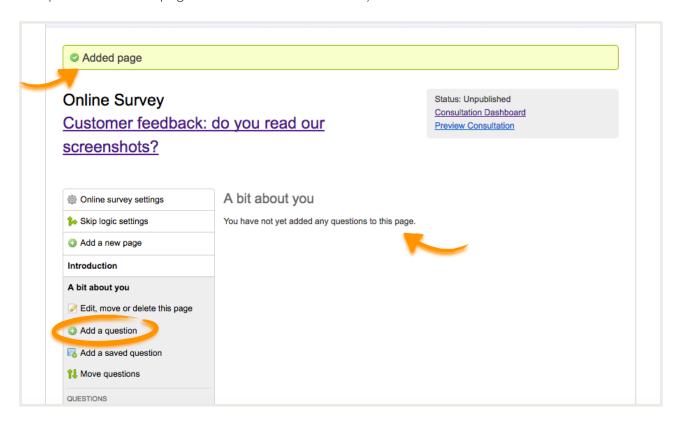


For now, let's just click **Add a new page**. On the 'Add page' screen, enter a title and any extra info you want; then hit '**Add Page**'.

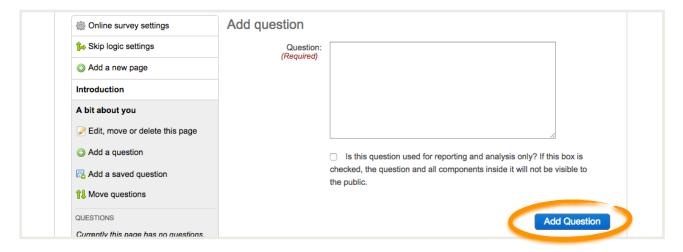


# **Adding a Question**

OK, so we now have a nice new Page – but it doesn't contain any questions yet. Let's address that immediately: click **Add a question** in the left-hand sidebar. (This sidebar lets you quickly navigate all the questions within a page – once we've added some!)



On the 'Add question' screen, enter the text of your question (don't worry about answers, extra information or anything else at this stage – just the question text). Then hit '**Add Question**'.



# Questions, questions What are 'saved questions'? <a href="http://bit.do/saved-questions">http://bit.do/saved-questions</a>

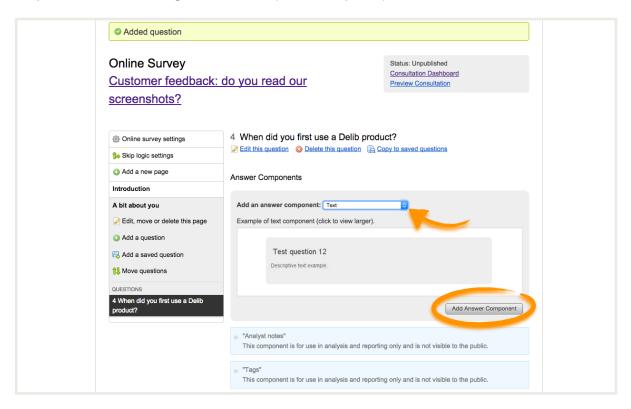
What are 'analyst questions'? <a href="http://bit.do/analyst-questions">http://bit.do/analyst-questions</a>

#### **Adding one or more Answer Components**

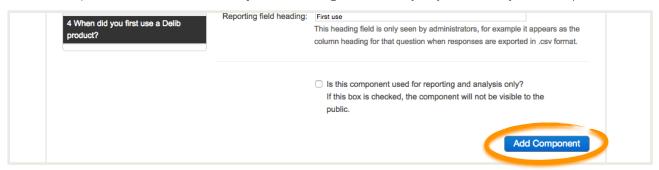
Now that we've got a question, we need some way for people to answer it! This is where the rubber really hits the road: let's add an **Answer Component**. As you can see, there are quite a lot to choose from: do you want people to pick one option from a dropdown, or to tick multiple checkboxes; to identify a point on a map, or just to write a free text answer?

Don't worry if you're not sure which type of answer component is the one you want – you'll get a preview of each component to see an example of it in action when you select it from the dropdown.

When you've identified the right answer component for your question, select it and click 'Add'.



Fill out the various options for your chosen answer component (each type will have a slightly different set of fields) and then click **Add Component**. Congratulations: you just added your first question!



#### More about answer components

What are the different answer components? <a href="http://bit.do/answer-components">http://bit.do/answer-components</a>

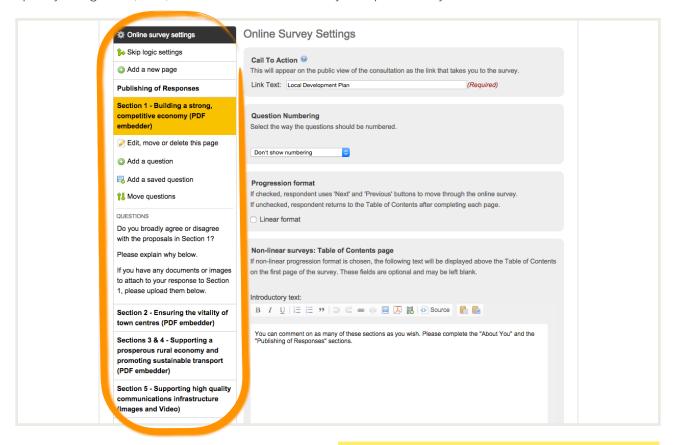
How do I include more than one answer component in a single question? http://bit.do/multiple-answers

# **Preparing for preview**

## Repeat as required

You've now gone through all the essential steps for creating the core components of your consultation. To complete your survey, simply add more Pages, Questions and Answer Components as necessary.

As you do so, you'll see them appearing in the left-hand sidebar of your survey. From here, you can quickly navigate to, edit, move around or delete any component of your consultation.



#### Modifying parts of a survey

How do I move or add pages? http://bit.do/survey-pages

How do I reorder questions? http://bit.do/reorder-questions

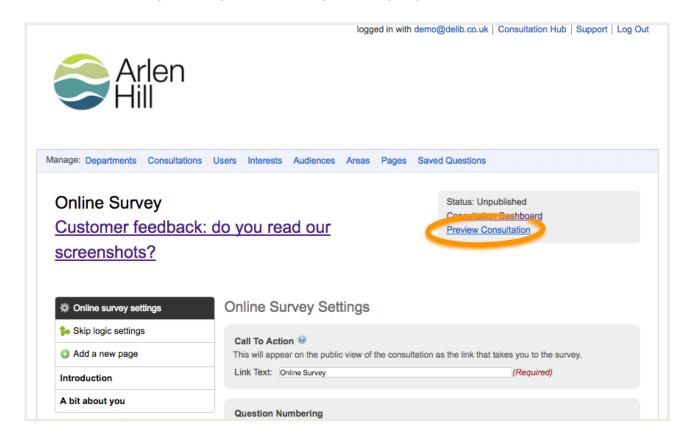
# What if I want a non-linear survey?

We have a comprehensive guide to skip logic:

- Part 1: quick start guide to skip logic <u>http://bit.do/skip-logic-1</u>
- Part 2: designing a skip logic survey http://bit.do/skip-logic-2
- Part 3: questions that support skip logic http://bit.do/skip-logic-3
- Part 4: editing skip logic rules http://bit.do/skip-logic-4
- Part 5: analysing skip logic surveys http://bit.do/skip-logic-5

# Preview, preview, preview

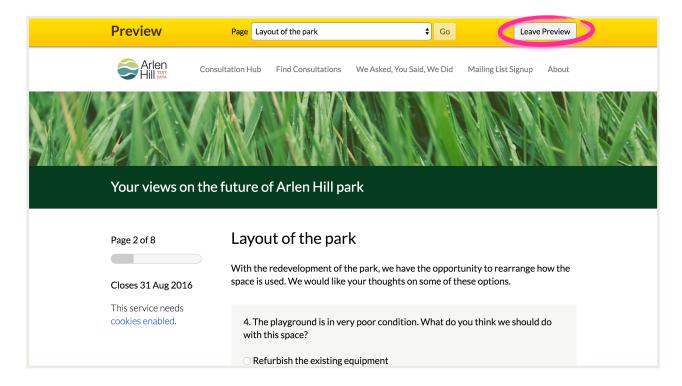
At any point, you can preview your consultation to see how the whole thing would look to a participant. The '**Preview Consultation**' button is always at the top right hand side of the admin interface. **Use this option** *frequently* **before publishing any consultation!** 



Use Preview mode to make sure that the flow of the consultation is working as you expect it to, that the questions are set up correctly, that any extra information is displaying as intended and so on.

If at any point you spot something you'd like to change, just click **Leave preview** at the top of the screen to return to the admin interface. You can make any amendments you need to and then return to preview mode to double-check them.

Learn to love Preview mode!



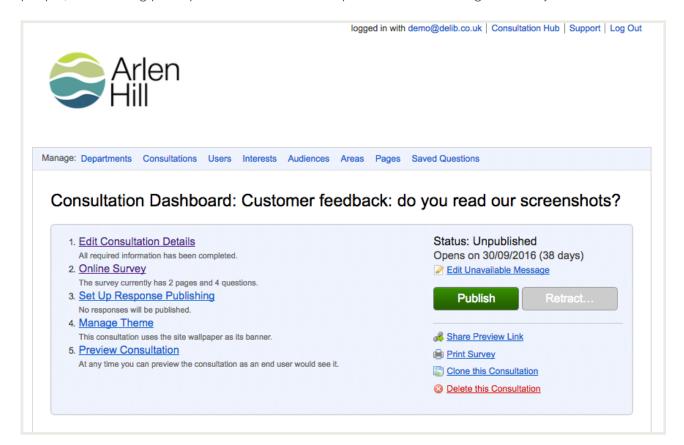
# **Preview options**

How do I send a preview to a non-Citizen-Space-administrator for sign-off? http://bit.do/preview-signoff

#### Publish!

When you're absolutely sure that you're happy with your consultation, you're ready to publish. Return to the **Consultation Dashboard**, take a deep breath and hit that big green '**Publish**' button.

Congratulations: you just published your first consultation! If, for any reason, you suddenly need to withdraw or amend the survey, just hit the big red '**Retract**' button. But hopefully all is well – and you can now go and see the consultation in the front end of your Citizen Space instance, send the link to people, start inviting participants and watch the responses come flooding in. Good job!



# **Publishing problems?**

If you're having trouble setting a consultation live, check the steps here first: <a href="http://bit.do/publishing-problems">http://bit.do/publishing-problems</a>

# **Troubleshooting**

Remember, if you're looking for help that's not covered by this guide, you can always try Zendesk. (NB – don't search too specifically. A search for 'users' will probably get you to something helpful faster than 'how do I create an analyst-only user type for my consultation?')

If you're still stuck, or something seems to be playing up, you can always get in touch with us direct:

- **1800 034 129** Australia
- 1855 207 0161 Canada
- **0845 638 1848** UK
- **1888 966 9677** USA
- **0800 446 167** New Zealand
- Worldwide +44 1173 812 989 | info@delib.net