
LEADPRO 24|7

Online Survey Builder and Analysis Software

Survey Themes and Branding Quick Reference Document

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www.LeadPro247.Com

Note: The cloud based on-demand survey system is frequently updated to incorporate new features and enhance existing functions. Hence this document may not reflect the current system features and functions. Please check our blog resources or contact the support team for details.

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LeadPro 24|7 Online Survey System

LeadPro 24|7 Survey Builder is a web based (aka as cloud based) survey software system suitable for students, research institutions, universities, market research agencies, businesses of all sizes and non-profit organizations. The survey tool is available in three editions including a free version with comprehensive features. Surveys can be designed, created and deployed in minutes and the response data can be viewed online in real time. The survey solution is for customer surveys, employee feedback surveys, event evaluation surveys, patient surveys, market research surveys, academic research surveys, training and course evaluation surveys, etc.

Look and Feel and Branding

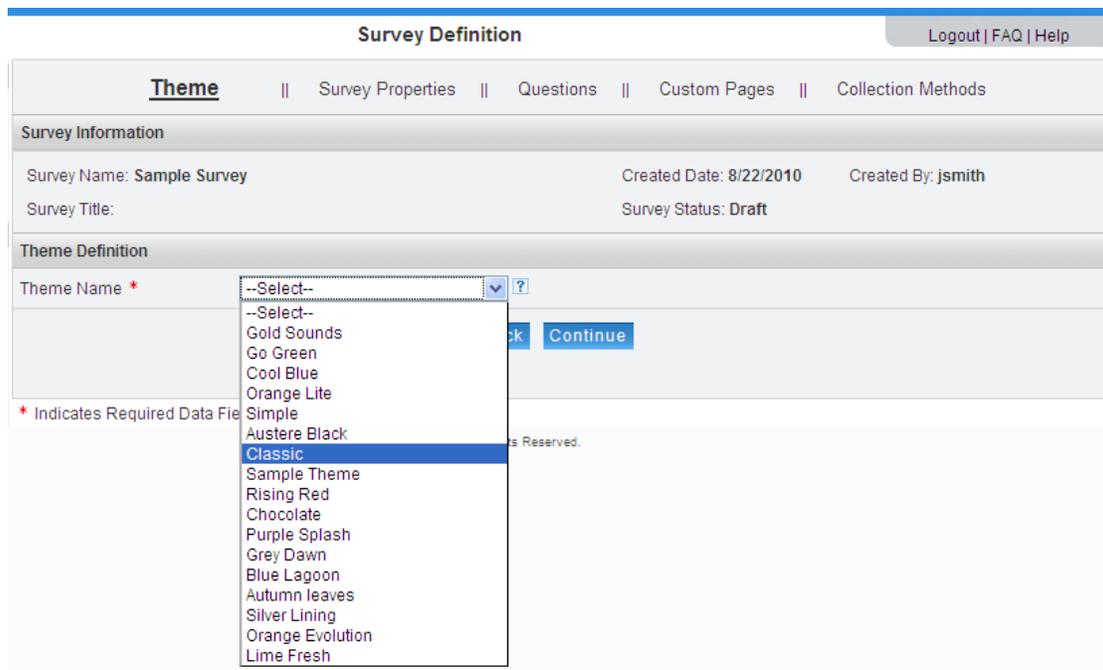
The survey pages can be fully customized and branded per user requirements. Pre-built themes can be applied and customized to required color for improving the look and feel.

Survey Themes

LeadPro 24|7 Survey Builder software solution includes comprehensive features to customize the look and feel of the entire survey. The system includes a set of predefined color themes. One of the themes can be selected, customized and applied to the survey in the Survey Definition and Maintenance module.

Selecting a Survey Display Theme

If you are starting a survey from the ground up, a **Look and Feel Theme** can be selected from the survey system. If you are editing an existing survey, the theme can be changed and customized at any point in time.



Once a theme is selected from the theme dropdown, the theme properties will be displayed on the page.

Customizing Theme Properties

The fonts, colors and styles can be changed for each of the theme properties. A color picker is provided to select the required color. The show and hide buttons against the respective property are used to display the color picker and hide the same.

The screenshot shows the 'Theme Definition' window for a survey theme named 'Go Green'. The window is divided into sections for 'Survey Background', 'Survey Title', and 'Page Title'. Each section has a list of properties with corresponding input fields and buttons. A 'Color Picker' dialog is open over the 'Survey Title' section, showing a color grid with '#ffffff' selected.

Property	Value	Action
Survey Background Color	#CCFF99	Edit...
Survey Title Font	Tahoma	
Survey Title Font Size	Larger	
Survey Title Font Style	Normal	
Survey Title Font Color	#FFFFFF	
Survey Title Background Color	#009900	
Page Title Font	Tahoma	
Page Title Font Size	Medium	
Page Title Font Style	Normal	
Page Title Font Color	#000000	Edit...
Page Title Background Color	#66CC00	Edit...

The following screenshot shows the first top part of the survey theme definition properties.

The screenshot shows the 'Theme' interface for a survey named 'Sample Survey'. The interface is divided into sections for 'Survey Information', 'Theme Definition', and 'Survey Theme Properties and Attributes'. The 'Theme Definition' section shows the theme name 'Cool Blue'. The 'Survey Theme Properties and Attributes' section shows properties for 'Survey Background', 'Survey Title', 'Page Title', and 'Page Description'. Each property has a list of attributes with corresponding input fields and buttons.

Property	Value	Action
Survey Background Color	#FFFFFF	Show Hide
Survey Title Font	Verdana	
Survey Title Font Size	Larger	
Survey Title Font Style	Normal	
Survey Title Font Color	#FFFFFF	Show Hide
Survey Title Background Color	#0066CC	Show Hide
Page Title Font	Verdana	
Page Title Font Size	Medium	
Page Title Font Style	Normal	
Page Title Font Color	#000000	Show Hide
Page Title Background Color	#9999FF	Show Hide
Page Description Font	Arial	
Page Description Font Size	Small	

Survey Background property is used to specify the background for the survey questionnaire display pages.

Survey Title properties are used to specify the font, font size, font style, font color and the background color for the title. The survey title will be displayed on all pages of the survey questionnaire (unless turned off).

Page Title properties are used to display the page title for each survey questionnaire page. Page title is an optional parameter.

Page Description properties are also used in a similar fashion. Page title is also an optional parameter and defined for each page of the questionnaire. If specified, the description will be displayed on top of the respective questionnaire page.

The following screenshot shows the second part of the theme view / customization page.

The screenshot displays a theme customization interface with five sections, each containing font and color settings:

- Question Heading:** Font (Verdana), Font Size (Medium), Font Style (Normal), Font Color (#000000). Includes Show and Hide buttons.
- Question Description:** Font (Arial), Font Size (Smaller), Font Style (Normal), Font Color (#000000). Includes Show and Hide buttons.
- Question Rows:** Font (Verdana), Font Size (Small), Font Style (Normal), Font Color (#000000), Background Highlight (#CCCCFF). Includes Show and Hide buttons for Font Color and Background Highlight.
- Progress Bar:** Font (Arial), Font Size (Smaller), Border Color (#000000), Font Color (#000000), Bar Color (#CCCCFF). Includes Show and Hide buttons for Border Color, Font Color, and Bar Color.
- Exit Link:** Font (Arial), Font Size (X-Small), Font Style (Normal), Font Color (FFFFFF). Includes Show and Hide buttons.

Question Heading is the set of properties used to display the main question.

Question Description properties are used to display the optional description text for each question.

Question Rows properties are used to display the row title (or description) in the case of matrix (or grid) type of survey questions.

Custom Pages Definition

With the online Survey Builder software, pages such as Greeting / Introduction page, Survey Closed page, Thank You page, Screen Out page and Quota Over page can be completely customized. A built-in HTML editor helps to customize these pages. Custom pages are updated under the Custom Pages tab of Survey Definition module.

Survey Definition Logout | FAQ | Help

Theme || Survey Properties || Questions || **Custom Pages** || Collection Methods

Survey Information
Survey Name: Public School Survey Created Date: 4/22/2009
Survey Title: Public School Survey Created By: admin
Survey Status: Deactivated

Custom Pages

Include Opening/Intro/Greeting Page for the Survey?	<input checked="" type="radio"/> Yes <input type="radio"/> No	Include Survey Closed Message page?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Include Header (for all pages on the survey)?	<input checked="" type="radio"/> Yes <input type="radio"/> No	Include Footer (for all pages on the survey)?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Include Survey Over Quota page?	<input type="radio"/> Yes <input checked="" type="radio"/> No	Include Survey Screen Out page?	<input type="radio"/> Yes <input checked="" type="radio"/> No
Include Thank You/Survey Completion page?	<input checked="" type="radio"/> Yes <input type="radio"/> No		

Click on the following links View/Customize the respective page.

Page	View	Customize	Reset to Default
Opening/Intro/Greeting Page			<input type="radio"/>
Thank You/Survey Completion Page			<input type="radio"/>
Header Page			<input type="radio"/>
Footer - Password Page			<input type="radio"/>

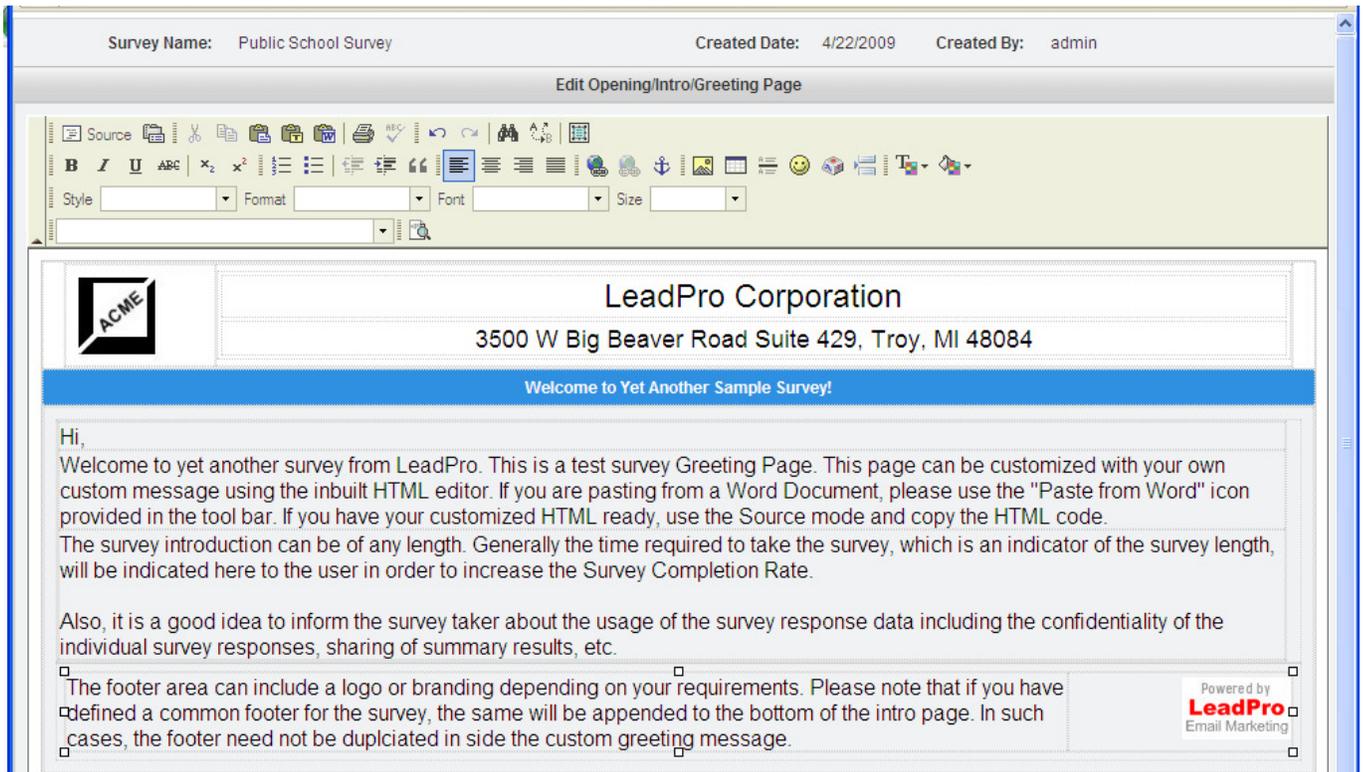
Required pages can be selected and the customized using the Customize link against the respective page. Note that clicking on the Reset to Default button will reset the customization carried out, if any.

Introduction / Welcome Page

Introduction page is used to welcome the survey respondent and provide background information about the survey. This is most critical page to get a quality response from the audience and achieve a better survey completion rate.

Provide a brief background of the survey along with the objective. An estimate of the time required to complete the survey should be specified. The next important information is to inform the respondent about how the results will be used and how it will be shared with other respondents and others. A communication address and contact information will also be helpful to increase the trust factor. Survey builders are strongly encouraged to use these best practices while designing the surveys.

The following screenshot shows a sample introduction page inside the built-in HTML editor.



After customizing the contents, the page should be Saved using the Save button provided at the bottom of the WYSIWYG editor. You may also design the page in an external HTML editor and then paste the code into the system editor; in such cases, paste the external code in the Source mode (link at top-left corner of the tool bar area).

Thank You / Completion Page

As the name implies, this page is used at the end of the survey. A customized Thank You page will increase the user experience and reduce the anxiety on the part of the respondent. Thanking the respondent for the time spent in completing the survey will increase the probability of future participation in surveys conducted by your organization.

Survey Closed Page

In the online surveys scenario, there is always a possibility of potential survey participants coming to the website after the survey period is over or sufficient number of responses has been received. In such a scenario, the system will display the Survey Closed page. A meaningful message on the page would be ideal. If Quota restriction is specified, the system will automatically direct the participants to this page.

Survey Screen Out Page

When a survey screen out condition is specified in the survey questionnaire, the system will redirect the participant to this page.

Survey Header Section

A survey header can be appended in all pages of the survey questionnaire. This can be customized in the system HTML editor and saved.

Survey Footer Section

Similarly, a footer section can be defined and added to all pages of the survey questionnaire.

Customization of all these survey components can be leveraged to provide a full branding experience to the survey respondents.

Response quality and survey completion rates can be significantly increased by using the themes and customization features of the Survey Builder software tool.

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