Create and activate Surveys

About Surveys

Understanding how well users adopt your application is at the core of Userlane’s mission, and the ability to measure user satisfaction plays a key role in this.

This tool allows you to ask any question and publish multiple surveys simultaneously across different pages and user segments within your application.

With the new emoji-based scale, survey participants can easily provide feedback by selecting one of 5 emojis representing different sentiments. The leftmost emoji corresponds to the lowest rating, and the rightmost to the highest. This user-friendly, easy to use system allows for quick responses, encouraging engagement and a high participation rate.

Setup

Overall, the process is similar to setting up an NPS Survey or an Announcement.

To create a new Survey for your app, go to the Messages page in the Portal and click on 'Create a message', then choose the Standard Survey option.
Then enter your question and the score labels, as well as the 'Thank you' message for your users.

You can translate the Survey into other languages by switching the Language.

You can decide who should participate in the Survey by setting up a dedicated User Segment. If you want to display it on specific pages only, select a Page Segment. You can also specify the activation date of the Survey and how often you want to send reminders to users who haven't responded to it yet.
Create a Standard Survey

Define your question

Select a language

EN-US English

Add text to your Message

QUESTION:
What do you think about our new Survey feature?

LOWEST SCORE LABEL
Hate it

HIGHEST SCORE LABEL
Love it

COMMENT BOX LABEL
Add a comment

BUTTON LABEL
Submit

Add a message to thank your audience

THANK YOU MESSAGE
Thank you for your response!

Choose your audience

User segment: Everyone
Page segment: Everywhere

Schedule your Survey

Start date: Immediately
End date: 1 Sep 2023 12:00 AM +100
Reminder frequency: Every 3 days
Repeat frequency: Every 3 months

Publish your Survey

Thank you for your response!