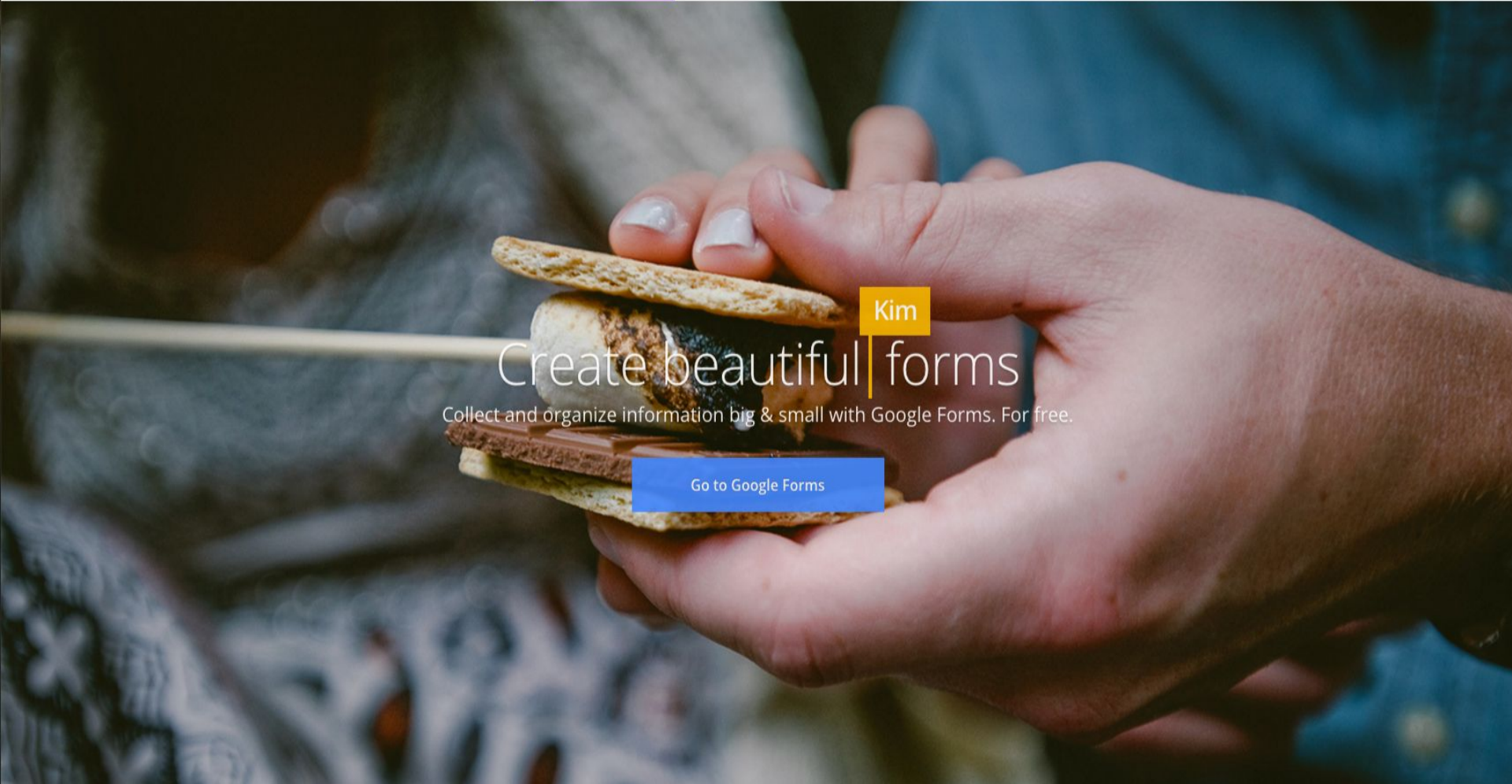


# Redesigning Google Form Responses

Sage Isabella



Kim

# Create beautiful forms

Collect and organize information big & small with Google Forms. For free.

[Go to Google Forms](#)

# Problem

- Google Forms Responses is limited in the way that it displays data
  - No user control over the type of chart
  - Does not recognize quantitative data and rechart
  - Cannot reorder data for better understanding
  - Cannot change scale to see data better
  - Cannot isolate certain data
  
- Google Forms Responses is limited in data interaction
  - One cannot interact with data on responses although you can hover to learn more
  - There is an individual view and summary view but the two share no interaction
  - Would be nice to be able to filter responses based on others who filled in a response

# Prior Work

- C. Weaver, D. Fyfe, A. Robinson, D. W. Holdsworth, D. J. Peuquet, and A. M. MacEachren. Visual analysis of historic hotel visitation patterns. *Information Visualization*, 6(1):89–103, Feb 2007.

## How this Project Differs

- Actually about designing visualization system for hotels. Useful in that it is a design paper where flaws were identified, a design was made, tested and iterated on. More closely follows my project than research that focuses on one aspect of design
- No work could be found actually challenging or working on improving Google Forms (or other online form making platforms)



SEND



QUESTIONS

RESPONSES

137

Age (137 responses)

20

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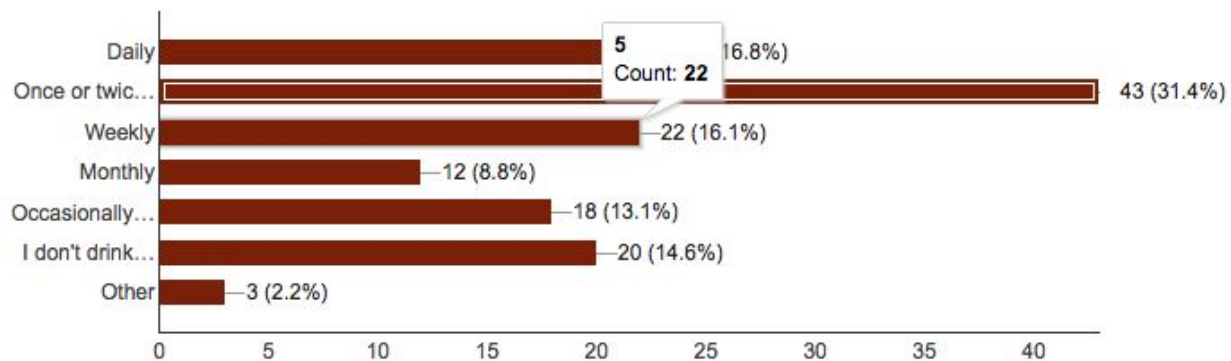
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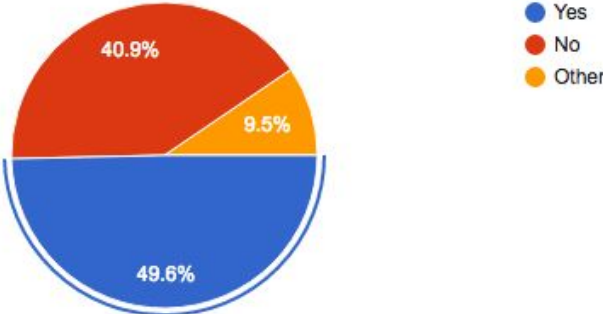
20

## How often do you buy coffee from coffee shops? (137 responses)



Would you be willing to test an augmented reality application we are developing around this topic?

(137 responses)



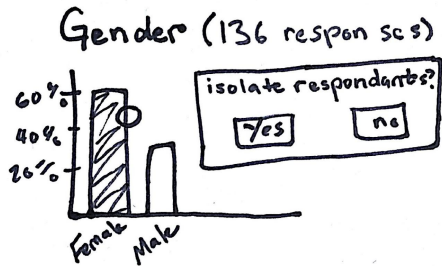
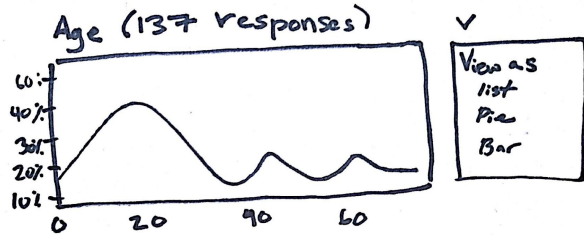
If so, leave your email here! (76 responses)

# Motivation

- Barrier to analyze is high for people unaccustomed to technology
- Quicky manipulating data is useful for understanding data before doing further research
- People deserve a tool that can realistically fit their needs
- These little things have been bugging me for a while

# Current Progress

← Know Your Merchandise 👁️ ⚙️ SEND :



How often do you buy coffee from coffee shops?

- Most work has been in research and narrowing elements to change
  - Method of changing chart type
  - No more default pie charts
  - Ability to see data in relation to people who answered certain questions
  - Recognize quantitative data and graph in point chart
  - Option to reorder data by scale
  - How to not overwhelm/isolate users who don't care about these features

# Questions

- Relevant Literature?
- Do you use Google Forms?
- What would you change about the Response feature?
- What is a rigorous enough test? 5 Users? 10 Users? A survey
- What is a sufficient Wizard of Oz-ed application to test development?
- Any obvious flaws in my thinking?
- How to balance between simplicity and user control?