## Data-Gathering Project Plan

**Need to plan:**

Once your form is live on the web changes are very difficult or practically impossible, because the consistency or completeness of your data is jeopardized.

### What should the end product of the project be? From whom, and why do you plan to collect data?

- Begin with the end in mind: decide exactly what data you wish to collect, and in what form. You should seek this, and no more.
- Consider a few demographics - age, academic class, etc - to get a sense of how different groups respond. This provides social context for your data.
- But avoid too many questions - ask only what’s useful to your purposes.
- Clear (piolated) questions help avoid ambiguity, and are essential for getting good data.
- Learn to use conditional logic to avoid asking irrelevant questions.
- Multiple choice questions supply the best data for math calculations. But be careful that your answer choices encompass all that’s appropriate and not redundant.
- How motivated will respondents be to fill out your form? Do you have an incentive plan?

### How will form reach respondents?

- How will respondents get to or receive access to your form?
- How strict are your anonymity requirements?
- Do you want to send follow-up communication, or at least track participation?
- How many respondents do you seek or anticipate? What distribution regime can you realistically manage?

### Budget time to learn tools for all stages/steps. Learn them before making survey form available to respondents.

- Learn all features of your survey tool that you’ll need.
- Learn to use software (and math functions) outside the survey application, which you need for calculations and reporting.

### Pilot!

- Have sample similar to respondents provide feedback on form experience: accessing form, form UX, question clarity and appropriateness.
- Use dummy data to work through all calculations and reporting.
- Generate a mock product before the real product.
- Then you know what to do with the real data and more importantly, that you’re collecting the correct data for your purposes.

### Responsibilities

- What full-time employee(s) will be employed on the project?
- Keep a journal or documentation for the project.