

Designing Surveys for Mobile Devices: Pocket-sized Surveys that yield powerful results

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Selected findings

Meaning contacted ten providers of mobile survey software who are active in the market, and presented them with a questionnaire which asked them to disclose their compliance with the different capabilities we have identified as essential, as well as the range of devices they supported.

Two vendors declined to participate in the exercise, but eight responded, providing information on seven browser-based solutions and six mobile app solutions, as follows:

Vendor	Browser products	App products
Askia	Askiaweb	Askia mobile
CfMC	WebSurvent	
Confirmit	Confirmit	
Globalpark	Enterprise Feedback Suite	Globalpark Research
iPinion LLC	iPinion Surveys	iPinion Surveys
Kinesis Survey Techlogies	Kinesis Survey	Kinesis Survey
Survey Analytics LLC	Surveywipe & Surveypocket	Surveypocket
Techneos		SODA

Devices supported

Browser-based

	iPinion	Kinesis	Survey-swipe	CfMC	Askia web	Con-firmit	Global-park
Android	✓	✓	✓	✓	✓	✓	✓
BlackBerry	✓	✓	✓	✓	✓	✓	✓
Symbian	✓	✓			✓	✓	✓
iOS (Apple)	✓	✓	✓	✓	✓	✓	✓
Windows mobile	✓	✓	✓	✓	✓	✓	✓
WML	⌚	✓					✓
XHTML	✓	✓		✓	✓	✓	✓

Key:

- ✓ Currently supported
- ⌚ Due to be supported in the future
- (blank) Not supported

Apps

	iPinion	Kinesis	Survey pocket	TecneoSODA	Askia mobile	Global -park
Android	✓	⌚	✓	✓	✓	⌚
BlackBerry	✓		⌚	✓	✓	⌚
Symbian	⌚			✓	⌚	
iOS (Apple)	✓	✓	✓	✓	✓	✓
Windows mobile	⌚		⌚	✓	✓	

Key:

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- (blank) Not supported