

How satisfied are you with the canteen at your school?

RAMBOLL

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Sustainable change.



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SurveyXact is part of Rambøll. It places high demands on our integrity, security, stability, methodology and experience.

SurveyXact fully complies with the EU General Data Protection Regulation (GDPR) and provides all the security documentation you need in the form of an ISAE 3000-II Statement of Assurance from PwC and the Data Processor Agreement that comes with your SurveyXact license.

All this is built into SurveyXact and is your guarantee of survey success.

DEAR READER

In this e-book we tell you how SurveyXact can safely and effectively support a survey of school canteen offers in any Danish municipality.

The case examined is a survey of student satisfaction with their school's canteen provision.

The book focuses on a canteen survey in a municipality and examines the problems that may be encountered in such a process. However, the book also touches on subjects that are relevant in other contexts and can therefore be read as an inspiration for other types of survey.

The following applies to this survey:

- The target group is children of school age who attend Middle School and High School
- The offer of the survey must be given to several schools in the municipality
- The school's administrators must receive the result digitally via a link

The challenge of such a survey is to reach the canteen's customers, the students, in the most effective way possible. Once the students have bought and ate their food from the canteen, they will have formed an opinion of the purchase and the food. It has become much easier to reach students digitally today than it was just a decade ago. Children often have their mobile phones to hand, allowing their data to be collected directly.

Collecting knowledge digitally and handling it is simple and easy in SurveyXact.

Happy reading!



WHO IS THE E-BOOK AIMED AT?

This e-book is primarily aimed at the users of SurveyXact in the municipalities in Denmark who work in the school sector, but it contains good advice for processes and considerations that apply to surveys in general.

It can therefore also be read by other SurveyXact users who have an interest in getting some inspiration to sit in the respondent's place and prepare a survey that precisely fits the target audience.



PROCEDURE:

The process will be reviewed in the following steps:



01 ESTABLISHING A FOUNDATION FOR THE SURVEY

The purpose of the survey is to ensure high satisfaction with the schools' canteens in the municipality.

In the introduction, we have already established a framework for the survey. In this context, the following questions have been prepared to help establish a good foundation on which to expand.

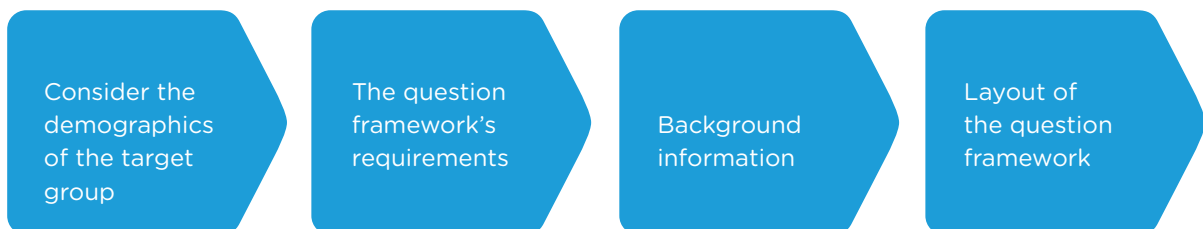
It involves being able to understand the different situations that may arise in the process, as it benefits the survey to be alert to possible scenarios. One example of a question could be to ask whether the students have their mobile phones on them when they are in the canteen or if they are only available on these when the students return to the classroom. Another example could be to ask whether it is important for the students' response rate that the results are communicated back to them either via Aula or in class.

- Which schools will be included in the survey?
- Which schools have a canteen system?
- Creating a schedule.
- Is there anything particular that should be taken into account?
- Who approves the question framework?
- Who is the contact person per school and responsible for implementing data collection?
- Distribution plan for school contact persons.
- Consider what situations the students are in when answering the questionnaire.
- Compose a communication plan for children in schools (preparing flyers, banners, maps, texts for Aula, etc.)
- Who will see the results at each school and centrally?
- Examine and match expectations for displaying the results.

02 THE QUESTION FRAMEWORK

The question framework is developed with regard to four considerations:

- 01.** To take account of the age of the target group. As it is children of school age who have to answer the questionnaire, it is a good idea to evaluate the questionnaire in relation to children in Middle School and High School.
- 02.** To ensure that the question framework allows the desired objective to be achieved. It must contain the questions for which a response is required.
- 03.** To consider what information we can add to the survey without the children having to supply this on the form – therefore reflections on background information.
- 04.** To select the appropriate layout. Which layout is best for the survey and who should be the sender?



Children as respondents

The target group in this survey is children in Middle School and High School. The main reason for limiting the target group to older children is because the children's reading skills are more advanced which means they are better able to understand what is being asked and more capable of completing the questionnaire correctly.

When drawing up questionnaires for younger children, there are other considerations to be taken into account.

What to consider in relation to the target group:

- Do the children have their mobile phones with them when they are in the canteen?
- Should there be an alternate way to respond to the questionnaire? For example, should the QR code be inserted on the canteen's website, displayed in the classroom or on the students' intranet?
- How are the children motivated to respond to the questionnaire?
- Complexity of the question framework. The children have a short time to answer the questionnaire, so the form must be very short and contain just a few questions that are formulated very simply.
- Limit open questions to a minimum if these are to be included at all.

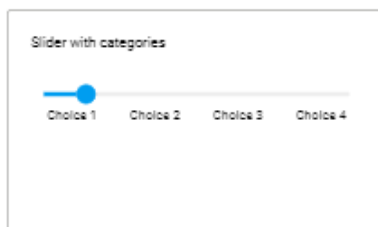


Questions with smileys

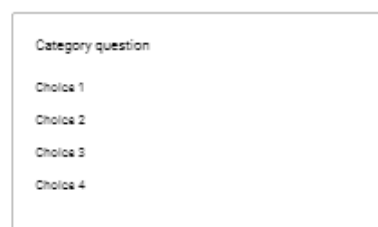
When configuring questions, it is possible to select different question types and setup options. The satisfaction question is a category question where the categories are mutually exclusive. It can appear as a slider (with or without smileys) or a regular list view/grid view on the mobile phone (with or without smileys) – or alternately as a dropdown menu.

A configuration box for a dropdown menu question. It has a title "Dropdown menu" and a single input field with a "Choose" button and a downward arrow.

Dropdown menu

A configuration box for a slider question with categories. It has a title "Slider with categories" and a horizontal slider bar with a blue dot. Below the bar are four labels: "Choice 1", "Choice 2", "Choice 3", and "Choice 4".

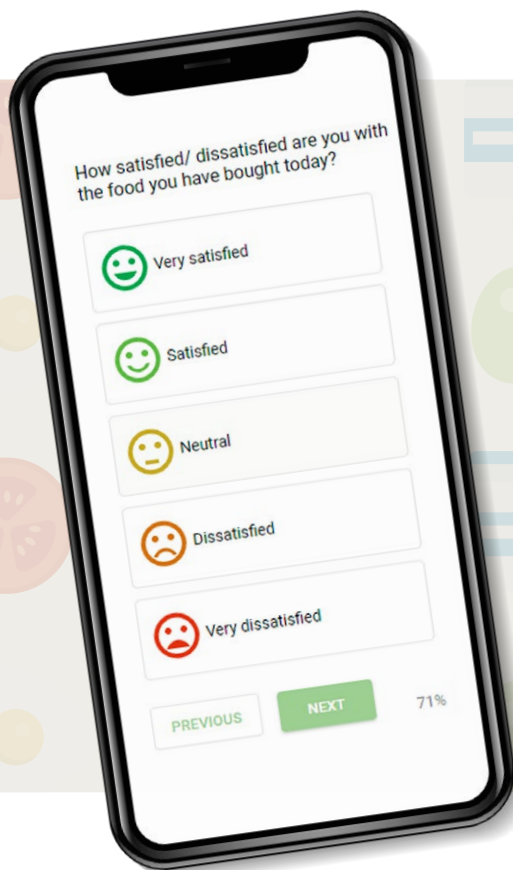
Slider with categories

A configuration box for a category question. It has a title "Category question" and four vertically stacked input fields labeled "Choice 1", "Choice 2", "Choice 3", and "Choice 4".

Category question

In this survey, it would be advantageous to configure the satisfaction question with smileys so that children can quickly decode the positive and negative response. This also simplifies the response to the questionnaire itself.

A category question with smileys looks like this on a mobile phone:



Content of questions

The question framework must contain the information to be answered and surveyed.

If, for example, the aim is to divide the students' responses by grade level, it is of course important that this question is considered.

The aim may also be to survey whether frequent purchasers are more satisfied than purchasers who do not buy as often and a question of this type should therefore also be included in the question framework.

In addition to questions for the benefit of the analysis and the satisfaction questions, there may also be a desire to have an open question at the end of the question framework, where the students can indicate suggestions for improvement. This can help ensure that students have the opportunity to add comments on items on which they want to focus.

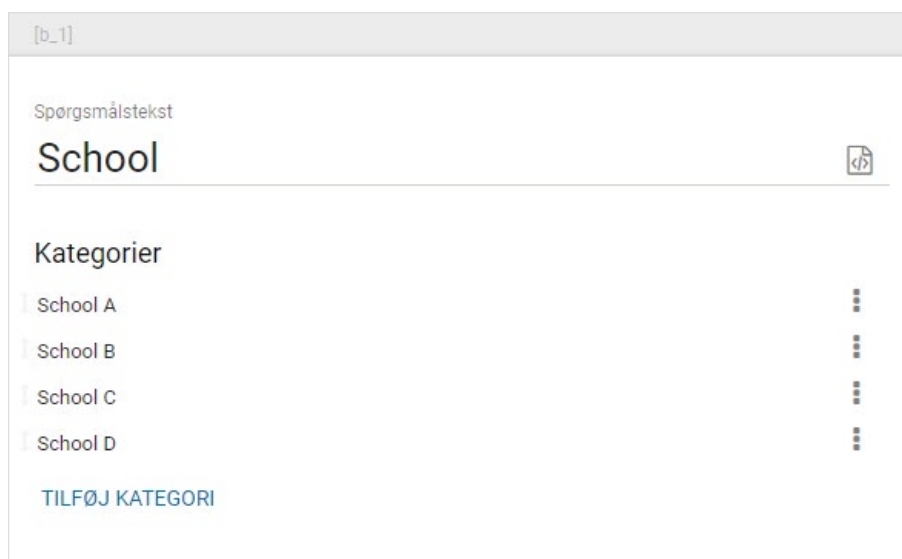
The question framework:

- The student's grade level
- General satisfaction with the canteen (closed question)
- Purchase frequency for the individual student. (closed question)
- Daily purchase
(e.g. hot meal – vegetarian meal – salad bar – snacks) (closed question)
- Satisfaction with today's purchase (closed question)
- Suggested improvements (open question)

Background questionnaire

Background information provides the ability to differentiate and divide the results so that reports can be drawn up for each school without the student having to fill in the school they are attending.

An example of background information in SurveyXact:



[b_1]

Spørgsmålstekst

School

Kategorier

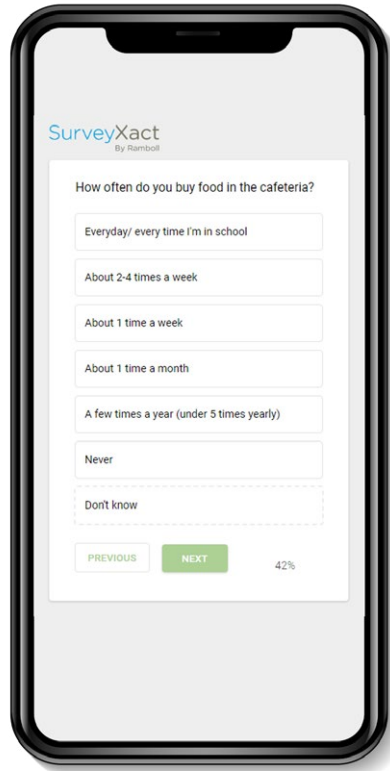
- School A
- School B
- School C
- School D

TILFØJ KATEGORI

Layout of a questionnaire

SurveyXact offers different types of layout templates. They are all designed as mobile first templates, so they are responsive to screen size and simply require the respondent to insert the municipality's logo and select the question framework's colors.

It is important for the survey that the respondent can see the questionnaire clearly and distinctly. Selecting a high-contrast color is therefore one of the considerations you can make in relation to WCAG – web accessibility.







WCAG (Web Content Accessibility Guidelines)

is an international standard for web accessibility which, since 2008, has aimed to give everyone, regardless of impairment or disability – the same opportunities to access the internet.

Read more on the subject on the SurveyXact website:

<https://www.surveyxact.dk/wcag/>

This explains in more detail how to comply with the four principles on which WCAG standards are based:

01. Perceivable 
02. Operable 
03. Understandable 
04. Robust 

03 THE COLLECTION PROCESS

After the questionnaire has been prepared and tested, the next step is the collection process.

For this survey, we have neither email nor mobile phone contact details for the respondents. If you do not have contact details for the respondents, you can use the self-registration collection method.

Self-registration is a link or QR code giving the student the option to submit a response each time they press the link or use the QR code.

Since the primary target group is school children in Middle School and High School who have the option of responding via their mobile phones, the collection method will involve self-registration via a QR code. This means that students can submit their responses via their own mobile phones.

The QR code can be read via the students' own mobile phones:



This method allows each school, for example, to distribute via the class teacher and the canteen.



Collection by the class teacher/in the classroom

The QR code is displayed in the classroom. It may be the class teacher that helps students answer the form and presents the QR code to them. The QR code can also be displayed in the classroom, e.g. on a poster, so that it is visible to all students.



Collection by notices in the canteen

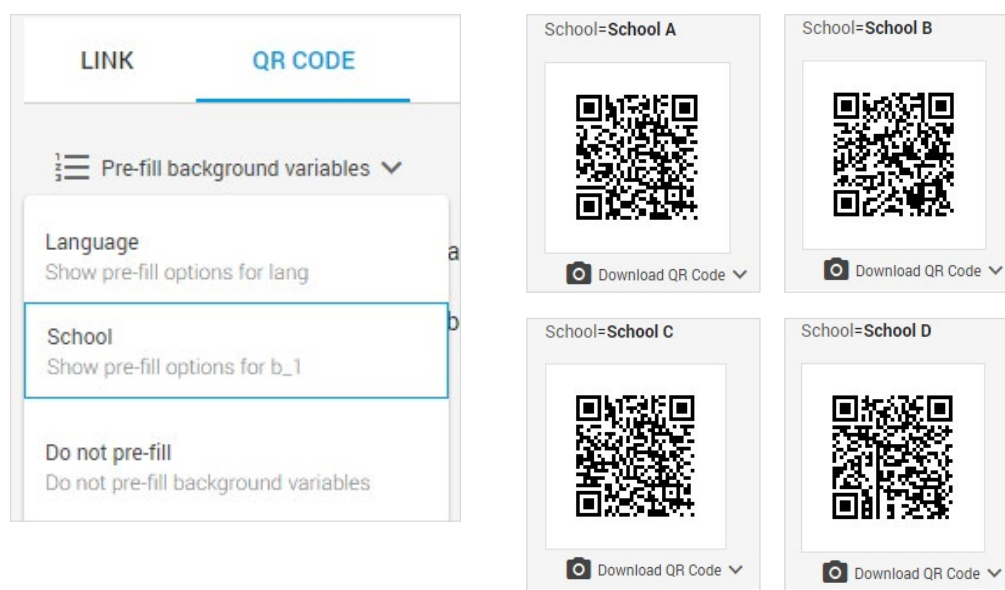
The QR code is displayed in the canteen. In this case, it will be more up to the students to respond to the questionnaire, which is why it is a good idea to consider where the QR code will be most visible. For example, a poster can be hung up or a tablet positioned next to the payment solution or at the canteen exit. The children can also be handed a flyer with the QR code, allowing them to respond to the questionnaire after they have eaten.

Whether posters are hung up, the QR code is displayed via a tablet or the children are handed a flyer with the QR code, discussion of the survey is important in order to raise awareness and thereby increase the number of responses.

Splitting the QR code

If the municipality wishes to distribute the survey to several schools and thereby survey the canteens of several schools in the same survey, this can be done by splitting the QR code so that each school gets its own QR code. This allows the students' responses to be divided based on the school they are attending.

The division is performed using a background variable created for this purpose. In this example, it is called b_1.



Anonymous response

The self-registration method makes it simple for respondents to answer the questionnaire anonymously, as none of their contact details will be imported into the questionnaire.

A self-registration link is, by definition, an anonymous collection method.

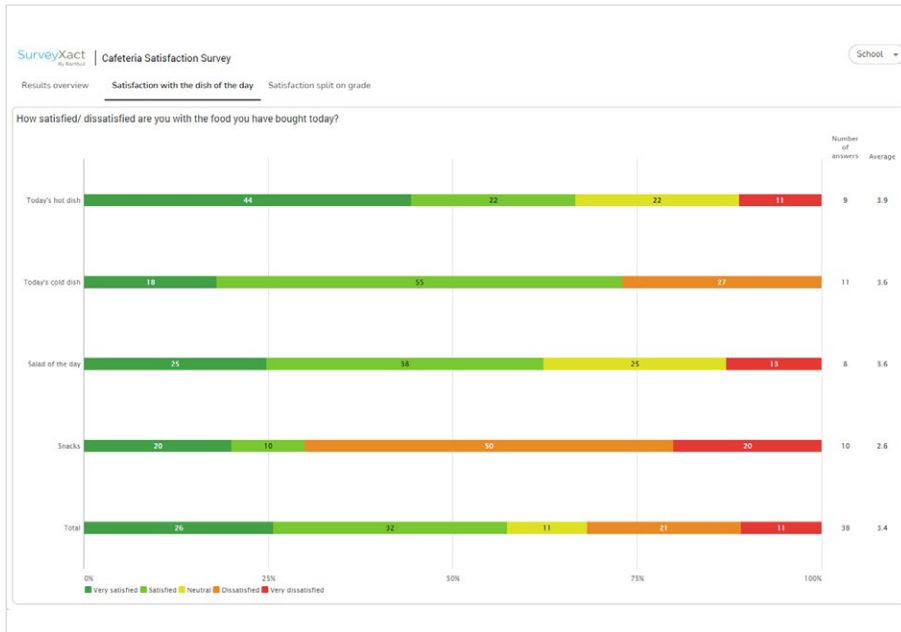
04 RESULT & COMMUNICATION

The results can be presented in different ways.

The two main groups are:

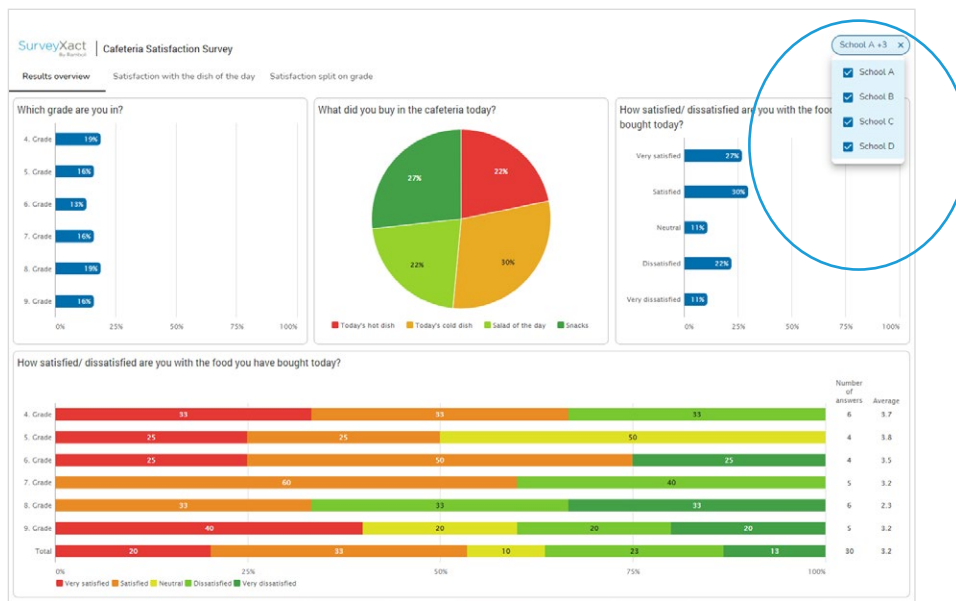
- Dashboard view
- Report view

The following example demonstrates how the result can be communicated via a dashboard where the question "How satisfied/dissatisfied are you with the food?" is divided by the question "What did you buy in the canteen today?". To the right of the number of responses is an average calculation of the students' answers, where "very satisfied" has the value 5 and "very dissatisfied" has the value 1.



Dynamic display of different schools

Since the survey contains background information about which school each response relates to, it is possible to divide the responses at school level or make a dashboard for each school so that they can track canteen satisfaction levels themselves.



The results for each school can be communicated locally and can be digitally and dynamically produced so that the people the dashboard is shared with have the opportunity to work with the results.

Communication of the results



THE FOLLOWING SHOWS WHAT CONSIDERATION CAN BE GIVEN TO REPORTING THE RESULTS.

Participation of the students. Use the results as a basis to focus on school meals at the school and in the classroom. For example, students could be given the opportunity to comment on the results. This gives an insight into the best ways to try and create a good canteen. If necessary, show the results to the student council and ask them to comment. In order to increase the involvement of the students, the results can be divided into grade levels. Extending the period in which the survey runs can also increase the number of students willing to participate in the survey.

Decision-makers for school canteens. The decision-makers can be very helpful in obtaining a report with results. If decision-makers are responsible for several schools, the report may contain all the questions divided by the individual schools. If necessary, attach a description of the survey frameworks so that the results are read in relation to these, rather than in light of the recipient's own assumptions and requirements.

School management and the canteen. Communication of the results to the school management and the canteen is important for each school. This allows them to customize the canteen within their frameworks. Together with the students, this can create a common understanding of the wishes and needs of the school in question.

Results on Aula Communication of results on Aula to the students' parents helps to improve transparency of the canteen offering. Showing the results to parents also obliges administrators to focus on the canteen offering, whether there is room for improvement or whether the satisfaction level is high. Let the results be part of a comprehensive presentation on the school's canteen along with the objectives and frameworks.

ADVANTAGES OF USING SURVEYXACT FOR A DIGITAL CANTEEN SURVEY

By using SurveyXact to conduct a digital canteen survey, a number of advantages are achieved:

ADVANTAGES

CLARIFICATION

Security & GDPR

SurveyXact ensures that the children's responses are processed securely.

Mobile first

The standard layout functions of SurveyXact are developed from a mobile first perspective. This means that all question types are responsive and can be adapted to different screen sizes based on the screen size of a mobile phone.

Communication of results

SurveyXact offers all customers qualified support to their users, and all customers are linked to a SurveyXact consultant so that the communication of results can be shared and methodological considerations discussed in the user's surveys.

Efficient

The collection is carried out uniformly for all schools without placing high demands on either the cost component or the time spent in the individual schools.

Anonymous

SurveyXact ensures that the collection is 100% anonymous.

Quick results

The result is available in the reports immediately after the questionnaire has been answered. They can therefore be presented and displayed on an ongoing basis, divided into days, weeks or months, if so desired.

Ongoing changes and adjustments

SurveyXact provides the opportunity to make changes and adjustments to the questionnaire on an ongoing basis without affecting previously collected data.

It is always possible to add an extra question, extend the survey to include an additional school or something else entirely.

WCAG

SurveyXact ensures that users have the opportunity to meet the requirements laid down in the WCAG guidelines.