RAM TOOLS EDITION

Survey Designer

The **Survey Designer** is WFPs web-based tool allowing users in the field to build tailored monitoring, market and assessment surveys based on standardized content.

WHY USE IT?

Being able to collect data and analyze it based on common tools, methodologies and standardized content is essential for **quality evidence generation**.

To provide standardized questionnaires, Survey Designer draws **standard content** from the *Codebook*, where it is stored. The *Codebook* is a database of harmonized questions and answers for assessments and monitoring surveys that builds on WFP standard corporate modules and indicators (i.e., Corporate Indicator Compendium), and on other humanitarian sector content (e.g., Nutrition, WASH, Protection etc.).

Survey Designer helps Country Offices reduce time and effort to develop questionnaires for data collection exercises. It sets the stage for analysis of aggregate data and trends over time from country to global levels. Survey Designer can also be used by international organizations, governments and universities for **standardization** and accessibility of data for its wider use, opening the road to a future of the platform as **public good**.

HOW IT WORKS

With Survey Designer, in four steps users can build their questionnaires ensuring **compliance with corporate standards and requirements**.

WFP World Food Programme

SAVING LIVES
CHANGING LIVES

WITH THE SD you can...

Improve data quality when it comes to survey design, data collection & analysis

Save time and resources

Assure alignment to WFP corporate requirements and standards

Contribute over time to the creation of standardized data for aggregated and comparative data analysis

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1 First, a survey title is given, and the survey category and type is defined. Survey categories are available for monitoring, market and vulnerability assessments and for each there are multiple survey types.

2 Second, the questionnaire is built by selecting relevant questions, modules or indicators to include through a **drag and drop** function to place modules into their best order. Each indicator and module link directly with the RAM knowledge management platform, the Resource Centre, where additional guidance, methodologies and useful links are available.

3 Third, a **preview** of the complete questionnaire allows to check content and make necessary adjustments. The language of publication can also be chosen, selecting from English, French, Spanish and Arabic.

4 Fourth, the questionnaire is ready and may be either automatically sent to the preferred
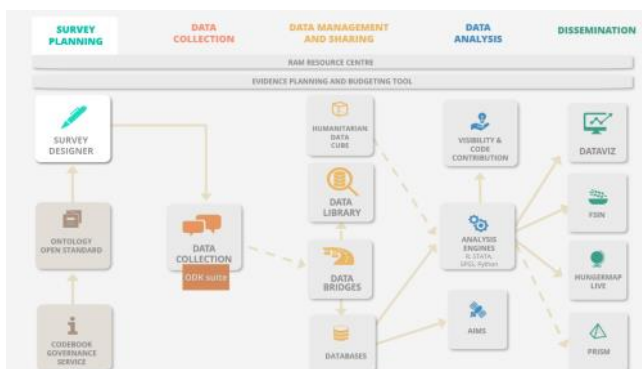
December 2022

data collection tool, i.e. **ODK-based tools** (such as MoDa or Kobo) or downloaded to Excel (in XLSForm).

INTEGRATED PROCESS FROM DATA COLLECTION TO VISUALIZATION

Committed to reinforcing data management, analysis, and availability, as well as ensuring optimal data utilization in decision-making, RAM promotes a culture of evidence that is supported by digital solutions from data collection to visualization. This integrated **process** is built through the RAM Information Management (IM) ecosystem for evidence generation, of which Survey Designer is part.

The RAM IM ecosystem is designed to be **automated**, **flexible**, **scalable** and **sustainable**, meeting the need to manage an increase in the generation and availability of data. It allows for the interoperability and standardization of systems that facilitate the tasks of data collection (**Survey Designer**), data storage (**Data Library**) and integrated data analysis (**Data Bridges**). The analysis process is also facilitated and supported by scripts on **Github** that are available on dedicated pages in the **RAM Resource Centre**. Finally, results can be visualized on **DataViz**, in the form of reports and interactive dashboards.

New features in 2023

1 Monitoring–specific features will be enhanced in the Survey Designer platform.

2 The Survey Designer webpage and questionnaires will be translated in Spanish, French and Arabic.

3 Monitoring surveys will be uploaded on Data Library through Data Bridges.

4 In the Survey Designer landing page, "How to guide" will be included under the "Help" button.

WHERE TO LEARN MORE

If the Survey Designer has sparked your interest and you would like to learn more, keep an eye out for new support materials coming your way: webinars in January 2023, e-learning, guidance tools and more.

Access here the Survey Designer User Manual, which will help building a survey through a guided, efficient, and conscious selection of content.

For technical queries and other questions, join the **Survey Designer Community** on Teams, or contact **global.surveydesigner@wfp.org**.

To keep up to speed with the latest RAM updates, receive a curated digest of RAM's resources and news by **subscribing** to the RAM Newsletter **here**.