



Figure 9.1 Fremantle City Council Website – www.fremantle.wa.gov.au

The Fremantle City Council in Western Australia has a poll on their home page and when users submit their selection they get to see the status of the poll results immediately, including their input. If you require more than closed answers (ie yes/no, multiple choice) then perhaps a questionnaire is required. This would normally comprise a number of questions, some of which require open-ended responses. Given that you are asking people to spend time providing you with feedback, you will probably need to offer an incentive such as a prize or a gift to all who complete the questionnaire. It is easier to offer a gift to everyone who completes the questionnaire than prizes to a “winner” because to do so may contravene laws in certain jurisdictions and you will have to organise things like cut-off dates, a method of selection and how to announce the winner. Giving away a gift, such as a screen-saver or small game that can be downloaded, avoids all of the complications of “prizes” and the cost to you is limited to the one-off cost of developing the gift (see note: page 124).

The following procedure may be followed by the website management team in constructing and delivering a poll or questionnaire:

- ◆ brainstorm with the management team what you want evaluated
- ◆ determine who should be surveyed and how to promote the poll or questionnaire
- ◆ determine the range of information to collect from respondents and the ways in which you want the data reported – eg cross-reference answers, compare female answers with male answers
- ◆ compose a draft set of questions, keeping the number of questions to a minimum and the wording brief
- ◆ test the questions out on a number of people
- ◆ upload the poll or questionnaire to the website and promote it as planned.