

# Quick start guide to using digital experience insights (DEI) surveys

September 2025

This guide walks you through the **eight basic steps** for using the DEI surveys, from getting started to analysing your results. There is more detailed information on our [advice and guidance pages](#).

This guide covers the following:

- [Help and support](#)
- [Choosing your surveys](#)
- [Step 1. Complete the 'getting started' survey](#)
- [Step 2. Log into your Jisc online surveys account](#)
- [Step 3. Customise your survey\(s\)](#)
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- [Step 5. Engage your users](#)
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- [Step 7. Analyse and benchmark your findings](#)
- [Step 8. Respond and review](#)

## Help and support

In addition to this guide and help on the [digital experience insights service site](#), the Jisc online surveys platform which the DEI service is based upon, has a wealth of [help and support](#). If you need further help - please contact [help@jisc.ac.uk](mailto:help@jisc.ac.uk) (putting digital experience insights in the subject line for the most prompt attention).

## Choosing your surveys

There are surveys for each of the three different user groups: students/learners, teaching staff and professional services staff. For the student/learner and teaching staff surveys there are some differences in wording to reflect the two sectors (HE/FE) where the surveys are used.

The surveys all ask a similar set of questions, organised into four themes. Many questions are the same or comparable across user groups, and we show you how to compare your data across the user groups (surveys) in step 8.

Your organisation may have signed up for one, several, or all three of the surveys. If you offer both FE and HE provision, you may choose to run the sector specific surveys for students/learners and teaching staff for these discrete groups.



**FIGURE 1. THE THREE AUDIENCES AND THEMES OF THE DIGITAL EXPERIENCE INSIGHTS SURVEYS**

## Step 1. Complete the 'getting started' survey

Once you have sent us a purchase order, we will send you a link to our short 'getting started' survey. This ensures we have the correct details for things like your key contacts, the surveys you intend to run and when you hope to do so. This helps us to make sure that your surveys are set up and ready for you to use in good time.

## Step 2. Log into your Jisc online surveys account

You will receive an invitation to join the 2025/26 Jisc digital experience insights dashboard. Accept this invitation to access the current year's dashboard.

Go to the [Jisc online surveys](#) page. To sign in, enter your registered email address and click '**Send me a verification code.**' Check your email to find your 7-digit code. Enter the code and click '**Log in.**'

You will be taken to your dashboard, which will initially be blank. (If you have run digital experience insights surveys or used Jisc online surveys before, you may need to switch dashboards to ensure you are in the DEI 2025/26 dashboard. This can be done in the bottom-left corner of the screen.)

### SCREENSHOT 1. DASHBOARD

The screenshot shows the Jisc Online Surveys Dashboard. On the left is a dark sidebar with the Jisc logo and 'Online Surveys' text. Below the logo are navigation links: Dashboard (selected), Account, Help and Support, and News. At the bottom of the sidebar is a user profile for 'dominic.walker+1@ji...' with a 'Log out' button. The main dashboard area has a header with a circular profile icon containing '221', the title 'Dashboard', and the subtitle '24-25 Jisc Digital Experience Insights'. To the right of the header are three buttons: 'Import Survey' (with an upload icon), 'Download CSV' (with a download icon), and 'Create Survey' (with a document icon). Below the header is a filter section with 'Date created: Latest first' (a dropdown menu) and a search bar labeled 'Search for a survey...'. To the right of the search bar are two more dropdown menus: 'Status 4' and 'Owner Me'. Below the filter section is a table with the following headers: STATUS, NAME, OPEN DATE, CLOSING DATE, RESPONSES, and OWNER. The table is currently empty, and a message in the center of the table reads: 'No surveys found. Get started by creating a new survey.' with a document icon above the text.

## Step 3. Customise your survey(s)

You will see templates for the surveys you intend to run within your dashboard, typically within 5 working days of creating your user account. Please get in contact with us if you do not see any surveys after this point.

### SCREENSHOT 2. THE SURVEY DASHBOARD - POPULATED WITH TEMPLATES

The screenshot shows the Jisc Online Surveys Dashboard. At the top left, there is a user profile icon with the number '221' and the text 'Dashboard' and '24-25 Jisc Digital Experience Insights'. On the top right, there are three buttons: 'Import Survey' (with an upload icon), 'Download CSV' (with a download icon), and 'Create Survey' (with a document icon). Below these buttons, there is a search bar with the placeholder text 'Search for a survey...' and a dropdown menu for 'Date created: Latest first'. To the right of the search bar, there are two more dropdown menus: 'Status' (set to '4') and 'Owner' (set to 'Me'). The main content area is a table with the following columns: STATUS, NAME, OPEN DATE, CLOSING DATE, RESPONSES, and OWNER. There are three rows of survey templates, each with a 'Draft' status, a title, a description, an open date of '30 Aug 2024', a closing date of '29 Sep 2024', and zero responses. The titles are: 'TEMPLATE Higher education student: digital experience insights survey 2024/25', 'TEMPLATE Professional services staff: digital experience insights survey 2024/25', and 'TEMPLATE Higher education teaching staff: digital experience insights survey 2024/25'. At the bottom left, it says 'Showing 1 to 3 of 3 results' and at the bottom right, it says '1'.

To customise your survey, click the survey title in your dashboard. This will take you to the **survey builder**.

### SCREENSHOT 3. THE SURVEY BUILDER

The screenshot shows the Jisc Online Surveys Survey Builder interface. On the left, there is a dark sidebar with the Jisc logo and 'Online Surveys' text. The sidebar contains a list of navigation items: Dashboard, Account, Help and Support, News, SURVEY, Build (highlighted), Distribute, Permissions, and Analyse. The main content area has a top navigation bar with 'Builder', 'Settings', 'Display', 'Logic overview', and 'Messages'. On the right side of the top bar, it says 'Saved at 3:06 PM' and 'Preview'. The main content area is titled 'TEMPLATE Higher education student: digital experience insights survey 2024/25' and has a subtitle 'No survey description set'. Below the title, there is a blue notification box that says 'This page has been locked by the survey admin. You can still edit unlocked questions, however certain actions have been disabled.' Below the notification box, there is a row of page navigation buttons: 'Page 1' (with a padlock icon), 'Page 2' (with a padlock icon), 'Page 3' (with a padlock icon), 'Page 4' (with a padlock icon), 'Page 5' (with a padlock icon), 'Page 6' (with a padlock icon), and 'Add new page +'. Below the page navigation buttons, there is a preview of the survey content. The preview shows a heading 'Help us to improve your digital experience' and a sub-heading 'HE Student (English)'. Below the sub-heading, there is a text box with the text 'We'd like to know more about your digital expectations and experiences so we can improve. Working with Jisc, we'd be grateful if you could spare the time to share your thoughts.' Below the text box, there is a paragraph of text: 'This survey will take about 10 minutes to complete. All the questions are optional, but please help us improve by answering as many as you can. All the data is anonymised so your identity is safe. Some questions may appear very personal. We use information such as age, gender and ethnicity to measure'.

Each of the surveys has an introduction page and six pages of questions that are locked. All locked questions and elements are denoted by a padlock icon. The locked parts of the survey ensure that all organisations distribute the exact same question set, so that the results can be benchmarked.

You should review and edit the text box on the bottom of Page 1. This offers you space to enter information on your organisational privacy policy if required.

## SCREENSHOT 4. PRIVACY POLICY BOX

Help us to improve your digital experience

FE Learner (English)

No Rule

We'd like to know more about your digital experiences so we have partnered with Jisc to run this survey and help us to improve. We'd be grateful if you could spare the time to share your thoughts.

The survey will take about 10 minutes to complete. It has four sections which ask about you and the technology you use, the digital systems we provide, how technology is used in your learning and how we support you to develop digital skills.

All the questions are optional and all the data is anonymised so your identity is protected. Some questions may seem personal and you can choose not to answer these if you prefer. Our aim is to be as inclusive and accurate as possible. We use information like age, gender, and ethnicity to measure how representative our data set is in terms of the wider sector. We also use it to identify and address any inequity that some participants may face. Answering as many questions as you can will give us a fuller picture.

Please remember that if you do not wish to answer any particular question, you do not have to do so. Your answers are only submitted when you click **SUBMIT** on the last page.

By providing information in this survey you agree that Jisc process it as described in their standard [privacy notice](#). It will be used for the purpose of analysing overall responses to inform national research and development. It is not used for marketing purposes. Jisc will keep any personal data received for up to one year. Jisc will use anonymised aggregated data for analysis, public reports and presentations.

The information will also be used by us as explained in our equivalent privacy notice.

Add new item +

If you would like to add further organisation-specific questions, you can add a new page to the survey by clicking the **'Add new page'** button in the survey builder. Any data collected by these questions will not be used by Jisc.

## SCREENSHOT 5. ADD A NEW PAGE

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Add new page +

Be sure to give your new page(s) a title by clicking the pencil icon in the **Page Editor**.

## SCREENSHOT 6. NAMING YOUR NEW PAGE

And finally...

Enter your page description

Finish editing

You can add as many pages and questions as you like, but you should take into account how this might adversely affect your response rates.

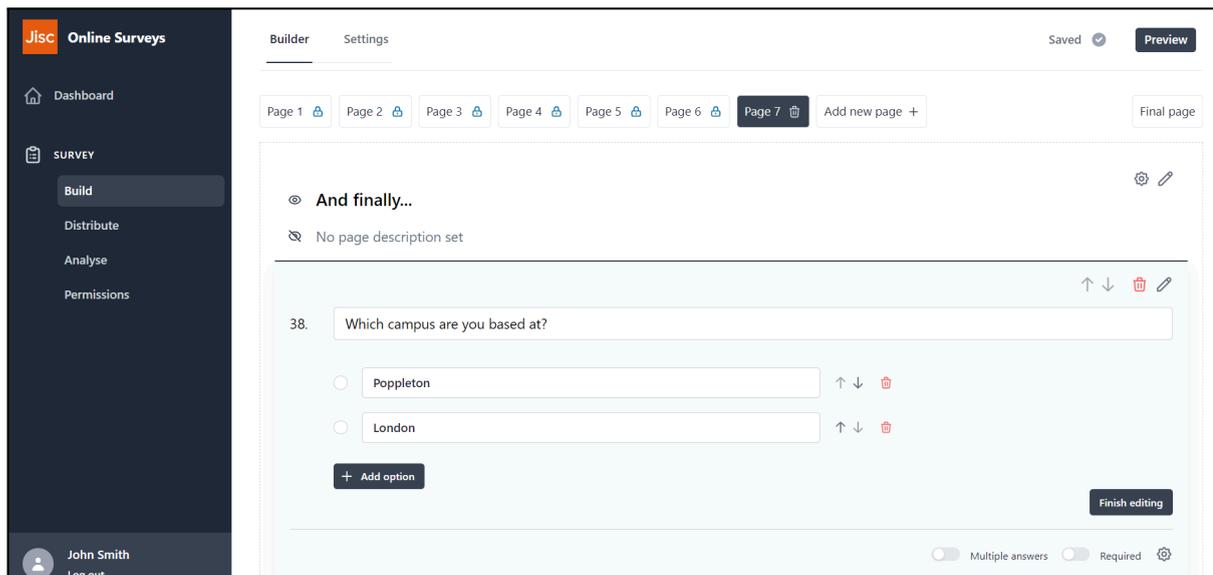
## Add your own questions

To add a question to your new page, click **'Add new item'** to the page. This will provide a list of question types. Guidance on each of these is available from the [Jisc online surveys help and support](#) page:

- **Choice:** a multiple choice question that provides answer options with radio buttons or checkboxes
- **Dropdown:** a multiple choice question that provides answer options in a drop-down list
- **Grid:** a tabular question that provides answer columns for multiple statement rows (e.g. a likert scale)
- **Rating:** a visual question that allows respondents to provide a rating along a defined scale
- **Ranking:** an interactive question that allows respondents to arrange a list of options in order of preference
- **Single line:** a single line free-text question for short open-ended answers
- **Multi-line:** a multiple line free-text question for longer open-ended answer

- **Date and Time:** a calendar and/or time picker
- **Note:** Allows you to add static text to the page, for instructions or context.

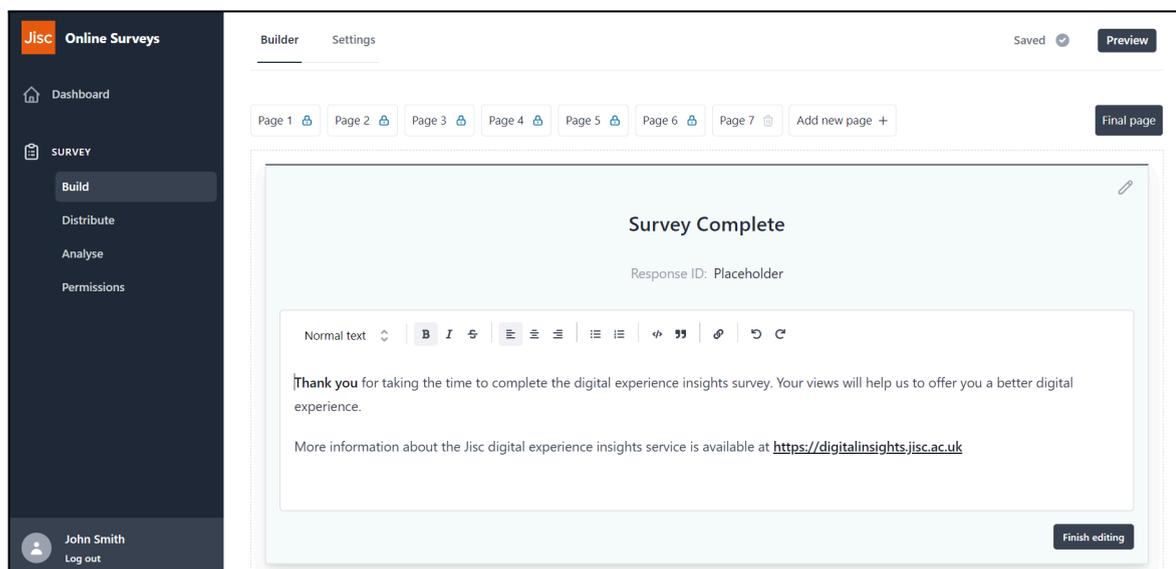
### SCREENSHOT 7. ADDING A QUESTION



### Customise your final page

Finally, customise the 'thank you' text on the final page of the survey. Include here any details of incentives, eg a prize draw.

### SCREENSHOT 8. CUSTOMISING YOUR FINAL PAGE



## Step 4. Check and launch

Once you have added your questions and customised the final page, be sure to use the **Preview** function to check that the content you've added works as expected.

You are now ready to use the Distribute tools. Click '**Distribute**' in the survey menu.

### Distribution Settings

You will first be shown the Launch settings in the **Distribute** section of the survey menu. Be sure to set an open and closing date ([see here for the windows permitted for each survey](#)). You should also set your '**expected responses**' number to help calculate your response rate.

## SCREENSHOT 9. DISTRIBUTION SETTINGS

The screenshot shows the 'Distribution Settings' page for a 'Digital experience survey' in a 'Draft' state. At the top, there are tabs for 'Launch', 'Access control', and 'Response digest'. The main content is divided into three sections:

- Your survey link:** A text box containing the URL 'https://app.onlinesurveys.jisc.ac.uk/s/os-service/t' with a character count of 1/64 and icons for copy, QR code, code view, and share.
- Response settings:** A section for managing response limits and expectations. It includes a 'Response limit' set to 20000 and 'Expected responses' set to 100, with a 'Save' button.
- Pre-population settings:** A section for creating unique survey links that automatically fill in answers or categorise responses. It includes a 'Manage pre-population parameters' section with an '+ Add parameter' button.

On the right side, there is a 'Schedule' section for controlling when the survey is available:

- Open date:** 6th October, 2025
- Open time:** 12:00
- Set close date:** A toggle switch that is currently turned off.
- Close date:** 31st October, 2025
- Close time:** 13:49
- A 'Save' button is located at the bottom of the schedule section.

## Access control

You can distribute your survey in a number of ways. Click the 'Access control' tab to customise how your survey will be distributed.

## SCREENSHOT 10. ACCESS CONTROL

The screenshot shows the 'Access Control' page for a 'Digital experience survey' in a 'Draft' state. On the left is a dark sidebar menu with the following items: Dashboard, Account, Help and Support, News, SURVEY (with sub-items: Build, Distribute, Permissions, Analyse). The main content area has tabs for 'Launch', 'Access control', and 'Response digest'. The 'Access control' section contains three distribution options:

- Public:** Represented by a group of people icon. Description: 'Anyone can respond to your survey if they have the url'. This option is highlighted with a yellow border.
- Password protected:** Represented by a lock icon. Description: 'Restrict access to your survey with a universal password'.
- Email list:** Represented by an envelope icon. Description: 'Create and manage an email list then distribute your survey via email through our application or your own email tool'.

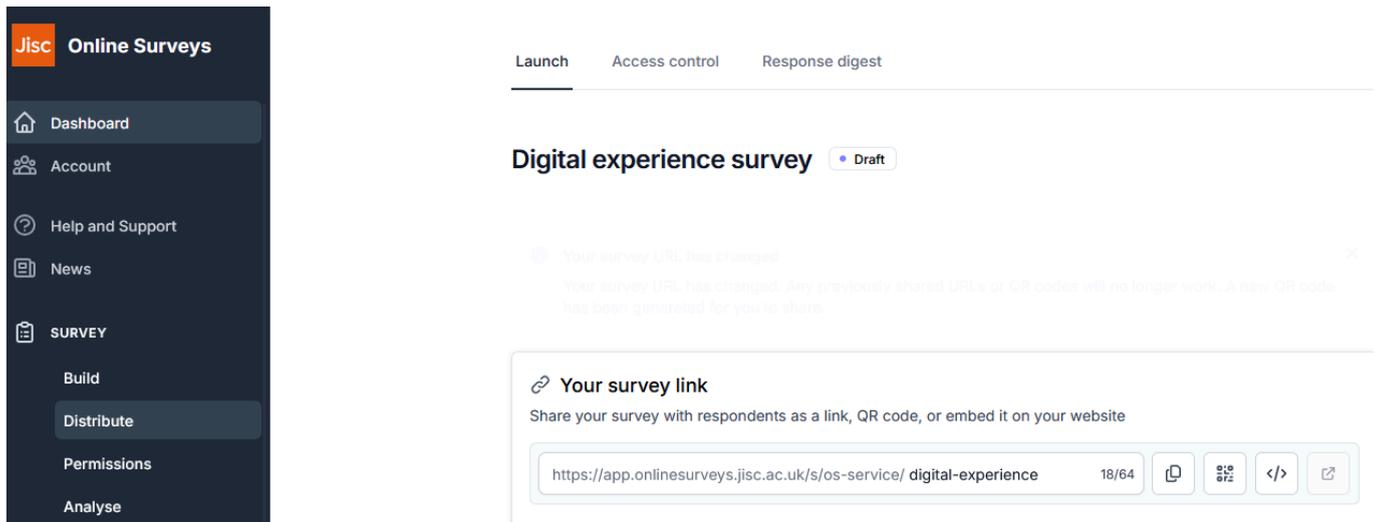
The default is for your survey to be accessible by anyone who has the link (ie '**Public**'). If you wish, you can set a password ('**Password protected**'), or use the more advanced **Email list** distribution settings. For more information on this see our guide on [Using insights surveys](#).

## Launching your survey and accessing your survey's link

Finally, return to the '**Launch**' tab in **Distribute**.

On this page you will find the link for your participants to access your survey. The last part of the URL is unique to your survey and can be edited by clicking into the '**Your survey URL**' text box. You can change the last part of the URL only (be sure not to edit this after distributing it to your participants).

## SCREENSHOT 11. EDITING THE SURVEY URL AND LAUNCHING THE SURVEY



Double-check any changes you've made in the Survey Builder and the Distribution settings. When you're ready, click **'Launch survey'** to change your survey status from "draft" to "open". (If you set an open date in the future, then the status will change to "scheduled".) You can then distribute the survey URL to your participants.

## Step 5. Engage your users

In your communications, explain how taking part will benefit participants and assure them that their answers are private and anonymous. Some respondents may be concerned about adding personal information such as age, gender, ethnicity and whether they have a disability. We ask these questions and use this data to identify whether any particular groups experience things differently and to address any issues that may arise but respondents can choose not to answer any questions that make them feel uncomfortable and still complete the survey.

Consider who can help to champion and promote the survey eg senior leaders, NUS/guild, library and learning resource teams, staff networks and interest groups. What existing communication channels, digital noticeboards and social media accounts do you have available that would reach the right audiences? Do key stakeholders in your organisation like student and tutorial services would benefit from being aware and, in turn, help you to promote the surveys?

Make it easy for users to complete the survey, or having volunteers or interns take the survey to users (eg on tablets). Some examples of how others have engaged respondents in their surveys can be found in our [case studies and user stories](#) including:

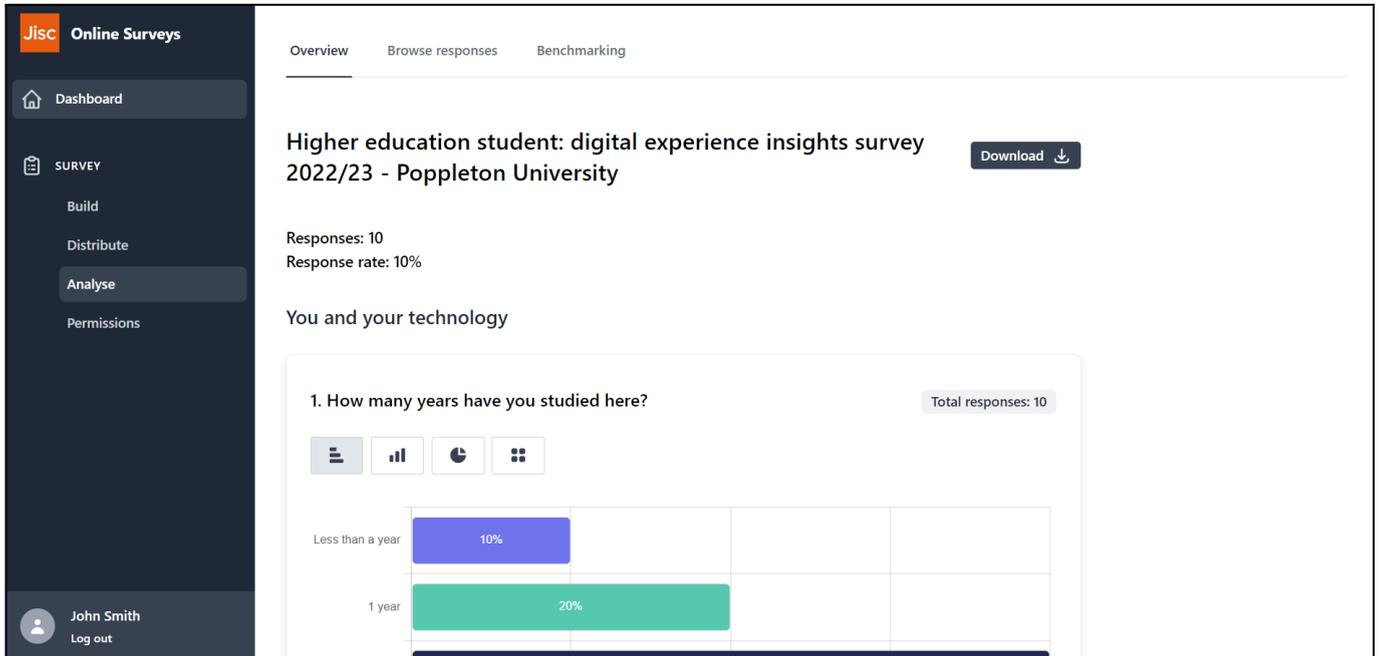
- Using digital signage and social media to advertise the surveys (see our [poster templates](#))
- Setting aside time in teaching/tutorial sessions for students/learners to take the surveys
- Offering vouchers for coffee or seasonal treats (mini easter eggs/lollipops)
- Situating volunteers/interns with tablets in frequently visited places like the library/refectory to invite participants to take the survey there and then

We recommend that a fairly short response window is usually enough - say two-three weeks. Some organisations like to keep their surveys open for longer and align to an organisational initiative like a strategic review or digital transformation project.

## Step 6. View your data live

You can view data as it comes into your survey by using the 'Analyse' page in your survey. Click on '**Analyse**' in your survey's menu.

### SCREEN SHOT 12. SUMMARY DATA IN THE ANALYSE PAGE



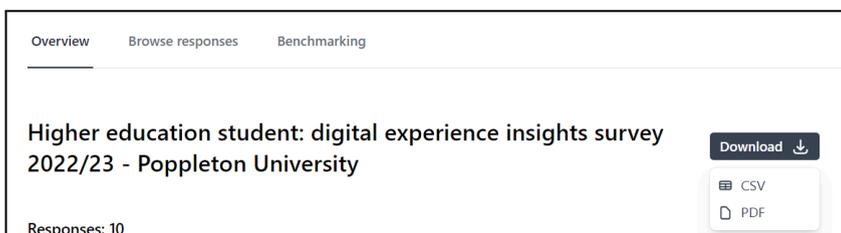
You can also 'Browse responses' individually using the relevant tab.

## Step 7. Analyse and benchmark your findings

You can download your overview as a PDF, or you can download your response data in a CSV or SPSS file.

Look out for our [webinars](#) with examples of the methods we, and others, use to analyse the quantitative and qualitative data (usually held in spring and summer months but recordings of previous year's webinars are also available).

### SCREENSHOT 13. DOWNLOADING YOUR RESPONSES



When a survey closes, we recommend that you use the mapping document of questions spanning all surveys to compare response data across the different user groups/surveys (you will have received the mapping document when you subscribed to the service). Use this, together with the Excel files and PowerPoint templates from the [resources page](#) on the service website to quickly generate charts and present your data.

Free text questions provide a rich local picture. Short responses can be visualised using a word frequency analysis or 'word cloud' tool. There are several freely available ones online such as TagCrowd. Longer answers can be

coded into common themes using a simple spreadsheet approach or with a dedicated package such as QDA Miner Lite, MAXDAQ or NVivo. If your organisational policies allow you may also consider using tools such as Copilot or Dovetail. Note, in the event you think a free text result might identify someone, we advise you to redact it immediately and not to analyse it or pass it on.

A few weeks after the Jisc close date, you will receive another email telling you that your benchmarking group(s) are available. For most questions, you can compare your findings with the average for your benchmark group. Click 'Benchmarking' in the menu at the top of your Analyse page to choose and view a benchmarking report.

#### SCREENSHOT 14. BENCHMARKING

The screenshot shows the Jisc Online Surveys interface. The left sidebar contains navigation options: Dashboard, SURVEY (Build, Distribute, Analyse, Permissions), and a user profile for John Smith. The main content area is titled 'Digital experience insights 2022/23: Higher education student' and shows 'Surveys in this group: 5' and 'Total responses: 21'. A question '1 How many years have you studied here?' is displayed. Below the question is a table comparing the survey results with a comparison group and the total.

Option	Your survey (10)		Comparison (11)		Total (21)	
	Raw	%	Raw	%	Raw	%
Less than a year	1	10%	0	0%	1	5%
1 year	2	20%	5	45%	7	33%
2 years	4	40%	5	45%	9	43%

You may also find our short animated guides on [how to access the analyse dashboard](#) and [how to use the DEI analysis templates to present your data](#) helpful.

## Step 8. Respond and review

We recommend that you involve your users in responding to the findings and designing any changes that are needed in response. For example, you could gather a review panel to look at the data and help to:

- Check your process
- Explain any findings that are unexpected or different to the benchmark
- Identify quick-win issues and priorities for longer-term action
- Help to communicate and promote the findings; decide who needs to see and action them

We strongly recommend you share key results with your users soon after analysis, a 'you said, we did' approach often works well.