

Video Title: Optimize the Impact of Google Forms with Conditional Questioning

Target Audience: Department Managers & Team Leads - College educated business professionals with 8+ years experience, good mix of males and females, mostly in their late 30s-early 40s.

Learning Objectives:

1. Create conditional questions to effectively personalize employee input.

Seat Time: 5 minutes

Outline:

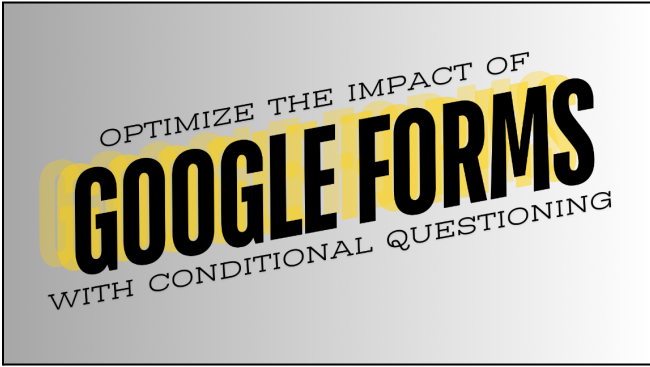
- Welcome
- What are Conditional Questions?
- Example & Value
- How do you Create Conditional Questions in Google Forms?
- How do you Preview & Test Conditional Questions?
- Tips for Optimizing the Impact of Conditional Questions
- Summary

Color Palette:



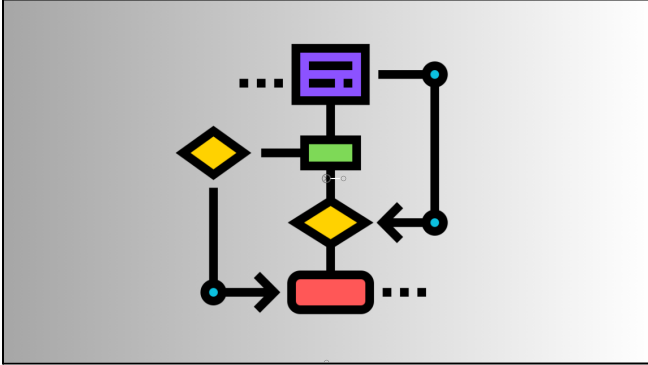
Global Comments:

- Project Dimensions FHD (1920x1080)
- “Synth Wave Special” will play as background music at approximately 11%.
- Use custom color theme throughout (see Color Palette on storyboard cover sheet); white font on colored background/ black font on white background.
- Text in [brackets] should not appear on the slide [or be recorded in voiceover (VO)]

Scene # 1	Title: Welcome
Thumbnail	FX / Action / Animation / Media / B-Roll
	Utilize <i>Scale</i> behaviors, modifying the tension to 6 during the <i>In</i> behaviors and modify the speed on the <i>Out</i> behaviors to 50%.
On Screen Text (OST)	Script / Audio
Optimize the Impact of Google Forms with Conditional Questioning	Welcome everyone! I am excited for you to join us today. We will be discussing how to optimize the impact of google forms through conditional questioning.

Scene # 2	Title: What are Conditional Questions?
Thumbnail	FX / Action / Animation / Media / B-Roll
2a - Subtitle 	2a - Subtitle Utilize <i>Sliding</i> behaviors for 2a - Subtitle. 2b - Branching Icon Slow <i>Zoom In</i> on 2b - Branching Icon. <i>Fade out</i> on 2b.

2b - Branching Icon



On Screen Text (OST)

Script / Audio

2a - Subtitle

What are Conditional Questions?

2a - Subtitle

So, some of you may be wondering, what are conditional questions?

2b - Branching Icon

Simply put they show or hide specific questions on your google form based on previous responses.

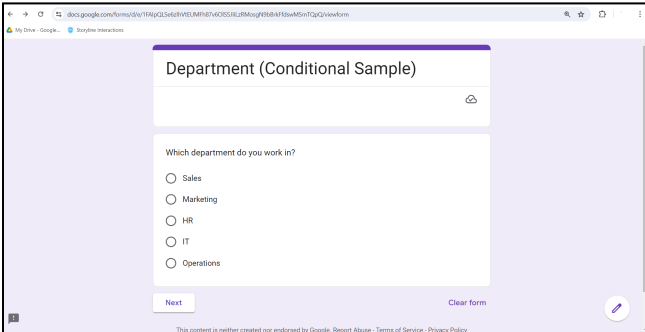
Scene # 3

Title: Example & Value

Thumbnail

FX / Action / Animation / Media / B-Roll

3a - Screen Recording



3a - Screen Recording

Fade in on 3a - Screen Recording.

Screen recording of a sample google form with conditional questions.

- Move the cursor to select “Marketing” and “Next” with script [2].
- Move the cursors to select “Back” and then “IT” and “Next” with script [4].

Zoom in/out on the section title “Sales/Marketing” with screen recording/VO.

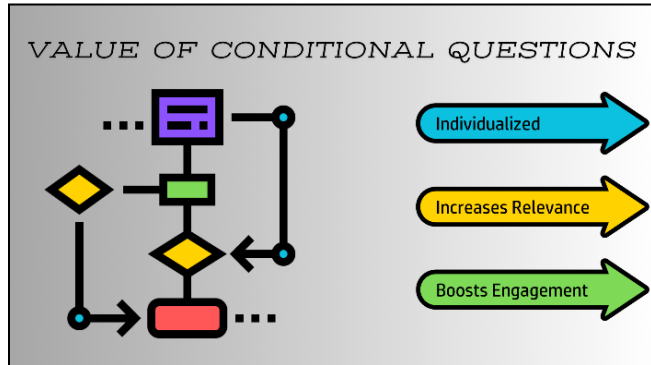
Zoom in/out on the section title “HR/IT” with screen recording/VO.

Fade out on 3a - Screen Recording/*Fade in* on 3b - Value Statement.

3b - Value Statement

- Callout arrows will utilize *Sliding* behaviors and appear with voice over audio.

3b - Value Statement



- Modify *During Style* to None.
- Fade out on 3b - Value Statement.

On Screen Text (OST)

3b - Value Statement

- Title: Value of Conditional Questions
- Callouts:
 - Individualized
 - Increases Relevance
 - Boosts Engagement

Script / Audio

3a - Screen Recording

[1] Let's take a quick look at an example.

The first question is asking us which department do I work in.

[2] I am going to go ahead and select marketing, and next.

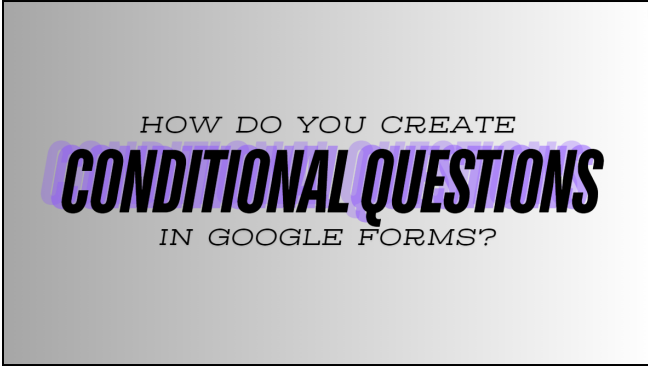
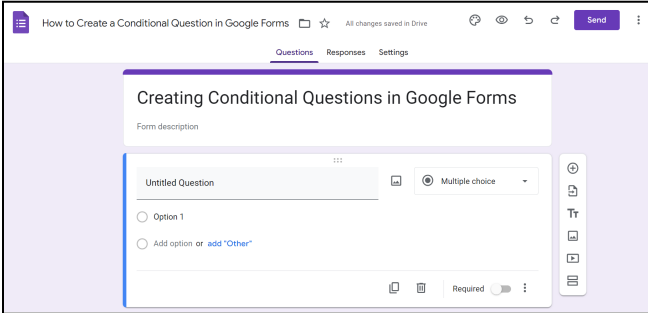
[3] When I do so, you will see that it brings me to a section that specifies sales and marketing. And it asks me a follow up question. This here is the conditional question, and it is only being asked of those who have selected sales or marketing in the previous question.

[4] Let's go back now and change my response to IT.

[5] In doing so this time, it takes me to a section that is specific to HR and IT. So if I had chosen either one of those departments, it would have taken me here.

3b - Value Statement

[6] Hopefully you are starting to see by now conditional questions enhance the respondent's experience by tailoring the survey to their preferences, ensuring relevance, and boosting engagement.

Scene # 4	Title: How do you Create Conditional Questions in Google Forms?
Thumbnail	FX / Action / Animation / Media / B-Roll
4a - Subtitle  4b - Screen Recording 	4a - Subtitle Utilize <i>Sliding</i> behaviors for 4a - Subtitle. 4b - Screen Recording Screen recording of how to create conditional questions in google forms. - Move the cursor to select the (+) plus sign with the end of script [2]. - Type (copy/paste) question and responses with script [3]. - Move the cursor to select the open (=) equal sign twice with script [5]. - Type (copy/paste) Section 2 title and conditional question with script [6]. - Type (copy/paste) Section 3 title and conditional question with script [7]. - Scroll to the top of the form with script [8]. - Move the cursor to select the three vertical dots at the bottom right hand corner of question 1 at the end of script [9] and select “Go to section based on answer” with script [10]. - Move the cursor to open each drop down menu and select the appropriate section the respondent will be directed to with script [12]. <i>Zoom in/out</i> on the “(+)” icon with screen recording/VO. <i>Zoom in/out</i> on the “open (=)” with screen recording/VO. <i>Zoom in/out</i> on the “three vertical dots” with screen recording/VO. <i>Zoom in/out</i> on the conditional pathway drop down menus with screen recording/VO.
On Screen Text (OST)	Script / Audio
How do you Create Conditional Questions in Google Forms?	4a - Subtitle [1] Now that we all have a good understanding of what a conditional question is, let's go ahead and get into how to create them in a google form. 4b - Screen Recording [2] Once you have created your google form, the first thing you will want to do is add all the questions you would like every respondent to answer. You can do this, by clicking the plus sign off to the right of the form. [3] Then, type in the question and relevant answer choices. In this case my question is going to be “How would you rate the level of collaboration within your team?” and for our

purposes today my answer choices will simply just be “High” or “Low.”

[4] Now that we have the question in place that we would like everyone to answer, our next task is to create sections of the form for each conditional question. Creating sections is very similar to adding questions, but instead of clicking the plus sign in the task, we will click the open equal sign.

[5] In this instance I am going to need two additional sections in my form. One section for those that answered “High” and another for those that answered “Low.”

[6] Once I have my sections added, I am going to clearly label them. This will help prevent any confusion for the respondent, but it will also make it very clear to me when I initiate the conditional pathways on my form. So, I will label Section 2 “High Collaboration” and add in my conditional question.

[7] Then, my title for Section 3 will be “Low Collaboration” and my conditional question.

[8] Now I am ready to go back to my initial question, in Section 1, and determine the conditional pathways.

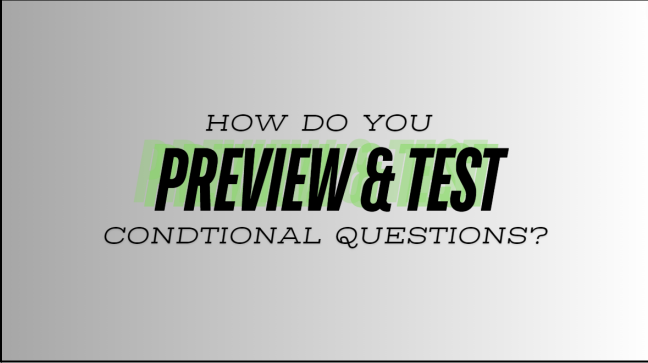
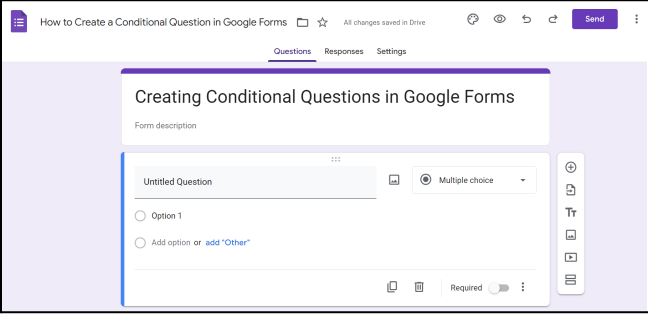
[9] To do so, I will click on the 3 vertical dots in the bottom right-hand corner of my question.

[10] Then, select “Go to section based on answer.”

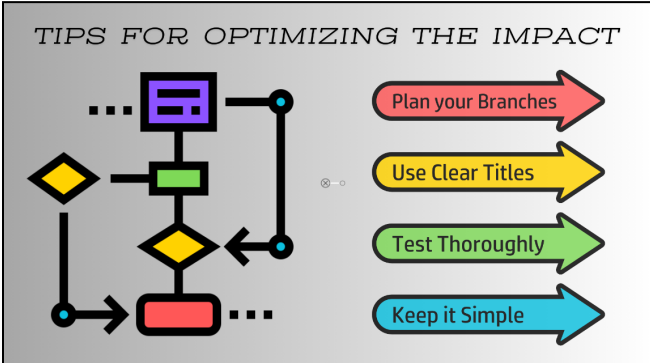
[11] Once that is selected, you will notice drop down menus appear next to each answer choice.

[12] When you click on the drop down menu, you will then select the section that the respondent will be directed to given their choice. You can see now, how the clearly labeled sections come in handy.

[13] Once I have done that, my conditional pathways have been set and we are almost ready to send the form out to our respondents.

Scene # 5	Title: How do you Preview & Test Conditional Questions?
Thumbnail	FX / Action / Animation / Media / B-Roll
5a - Subtitle  5b - Screen Recording 	5a - Subtitle Utilize <i>Sliding</i> behaviors for 5a - Subtitle. <i>Fade out</i> on 5a - Subtitle/<i>Fade in</i> on 5b - Screen Recording. 5b - Screen Recording Screen recording of how to preview and test conditional questions in google forms. - Move the cursor to the eye icon with script [3]. - Move cursor and select an answer choice to show how to test a conditional pathway with script [4]. Test multiple if script allows for it. <i>Zoom in/out</i> on the eye icon with screen recording/VO audio.
On Screen Text (OST)	Script / Audio
How do you Preview & Test Conditional Questions?	5a - Subtitle [1] Before sending a google form out it is always a good idea to preview it. And when using conditional questions, you should always be sure each answer choice is taking your respondent to the desired section. 5b - Screen Recording [2] When previewing a google form you will click on the eye icon in the upper right-hand corner. [3] Once selected, you will be able to see the form in the same format as the respondents.

[4] To test your pathways you will need to try out different answer choices to ensure that they are directing your respondent to the appropriate follow-up questions. Always be sure to test all conditional pathways before sending out a form.

Scene # 6	Title: Tips for Optimizing the Impact of Conditional Questions
Thumbnail	FX / Action / Animation / Media / B-Roll
6a - Subtitle 	6a - Subtitle Utilize <i>Sliding</i> behaviors. <i>Fade out 6a-Subtitle/Fade in Tip Sheet</i> 6b - Tip Sheet: - Callout arrows will utilize <i>Sliding</i> behaviors and appear with voice over audio. - Modify <i>During Style</i> to None. - <i>Fade out</i> on 6b - Tip Sheet.
6b - Tip Sheet 	
On Screen Text (OST)	Script / Audio
6a - Subtitle Tips for Optimizing the Impact of Conditional Questions	6a - Subtitle [1] To wrap things up, let's review a few tips.

6b - Tip Sheet

- Title: Tips for Optimizing the Impact
- Callouts:
 - Plan your Branches
 - Use Clear Titles
 - Test Thoroughly
 - Keep it Simple

6b - Tip Sheet

[2] First off, you always want to plan your branches or sections. Clearly outline the decision points and the corresponding questions before setting up the form.

[3] Always use clear titles. By titling each section descriptively, respondents will have a clear understanding of where they are being directed.

[4] Preview and test your form thoroughly, ensuring each path leads to logical outcomes without errors.

[5] Keep it simple, avoid overly complex branching that might confuse respondents or make the form difficult to navigate.

Scene # 7

Title: Summary

Thumbnail

FX / Action / Animation / Media / B-Roll

7a - Summary



7a - Summary

Background image and text fade in.

Utilize *Sliding* behaviors for text.

- Modify *Out* behaviors to *None*.

Icons fade in to callout boxes with VO.

Icons, background, and text fade out on 7a - Summary..

7b - Thank You



7b - Thank You

Utilize *Scale* behaviors, modifying the tension to 6 during the *In* behaviors and modify the speed on the *Out* behaviors to 50%.

Audio fades out.

Fade out on 7b - Thank you.

On Screen Text (OST)	Script / Audio
7a - Summary Leveraging Employee Input 7b - Thank You Thank You!	7a - Summary [1] Using google forms with conditional questions allows you to leverage employee input as a valuable resource for innovation and improvement. Engaged employees who feel heard and valued are more likely to contribute positively to organizational success. By actively seeking and implementing employee feedback, team morale, productivity, and overall performance can improve.