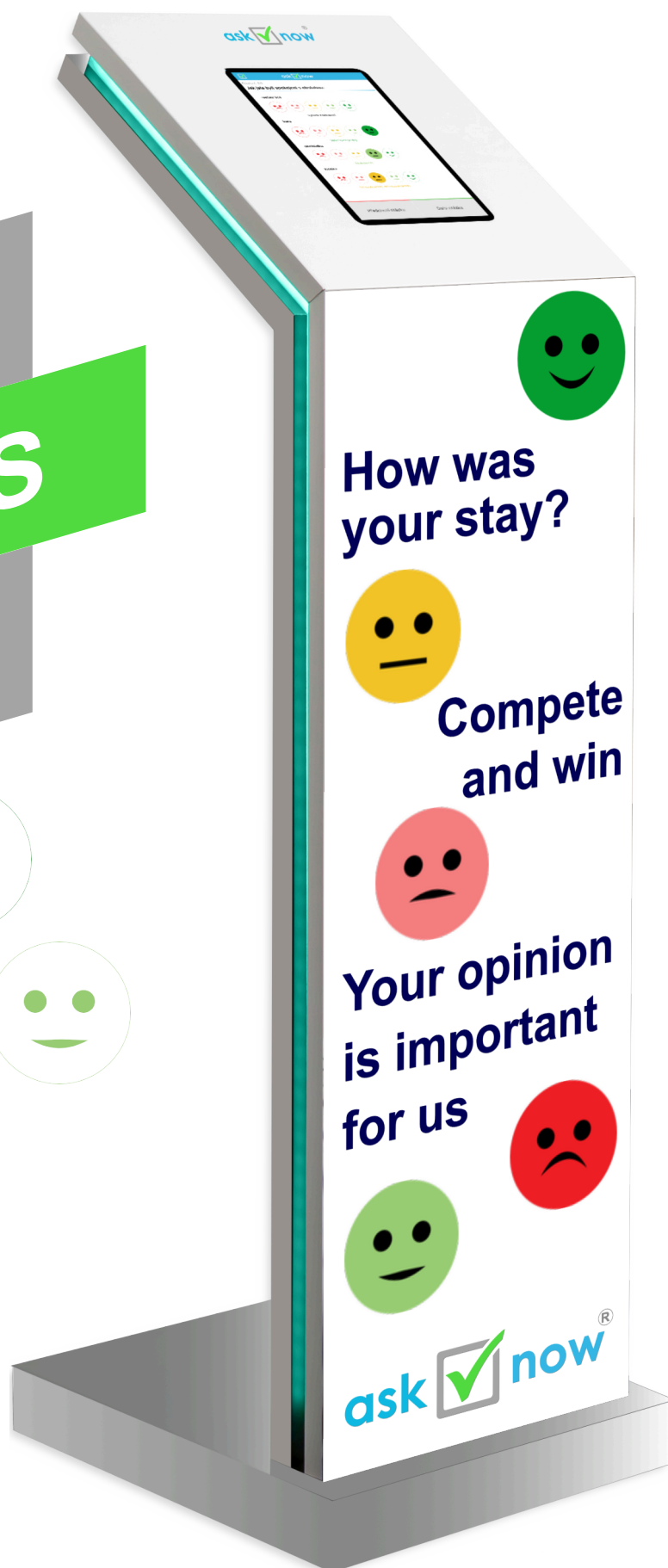




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ASKNOW SMILES SYSTEM



ask  now



SMILES

Another new feature of AskNow, that we have prepared for you, is the evaluation system using smileys icons. Now we can as well implement this new method in your questionnaires.

On the tablet in AskNow terminal, it looks and works like this:



The screenshot shows the AskNow terminal interface. At the top, there is a blue header with a checkmark icon and the text "ask now". Below the header, it says "Question No. 2/6" and "How were you satisfied with the service:". The survey consists of three sections: "restaurant", "bar", and "shop". Each section has five smiley face icons representing different levels of satisfaction: very dissatisfied (red, frowning), dissatisfied (red, neutral), neutral (yellow, neutral), satisfied (green, neutral), and very satisfied (green, smiling). In the "bar" section, the "Very Satisfied" icon is selected and highlighted in green, with the text "Very Satisfied" appearing below it. In the "shop" section, the "Satisfied" icon is selected and highlighted in green, with the text "Satisfied" appearing below it. At the bottom of the screen, there are two buttons: "Previous question" and "Next question".

By clicking on the selected emoticon, the chosen emoticon will change colour and the appropriate text of level of satisfaction will also appear underneath the row of emoticons.

This way of evaluation is very popular, which is why we have added this new feature into the AskNow system. Smiley image icons can increase respondent interest and engagement, improve survey returns, and get more accurate responses.

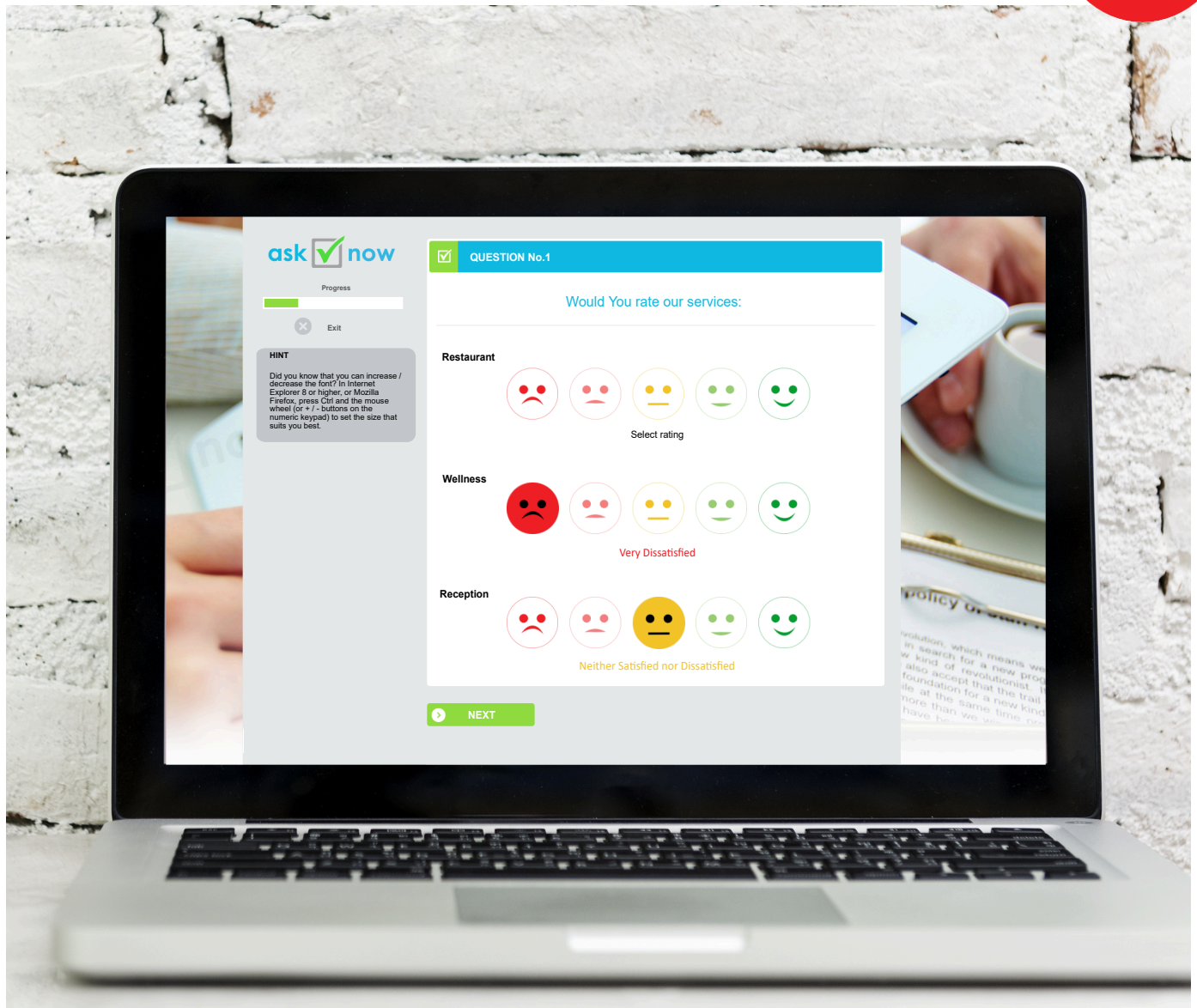


This is how **graphical rating scale** of AskNow looks like:



The final evaluation in AskNow admin will remain the same as using star rating.

In on-line version:



If you are interested, please do not hesitate to contact us.



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