

Brief Overview of DICE and the Web Standards Team

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What is the DICE
Program and what
makes it innovative?

Mission:

To collect the data necessary to produce U.S. Census Bureau statistics

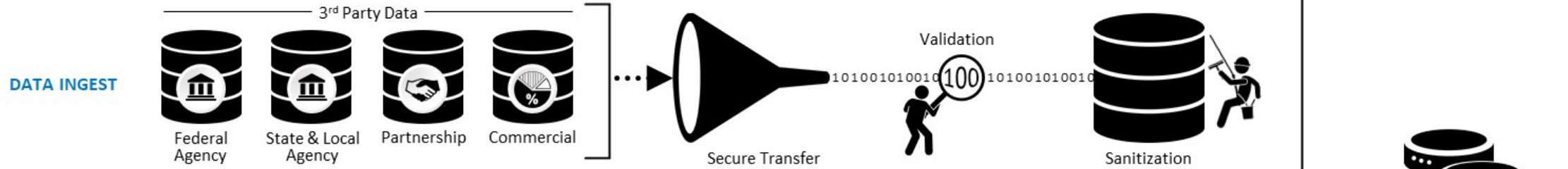
Vision:

To provide consistent, cost-effective, efficient, standard, and scalable data collection operations and technical solutions that support all directorate needs

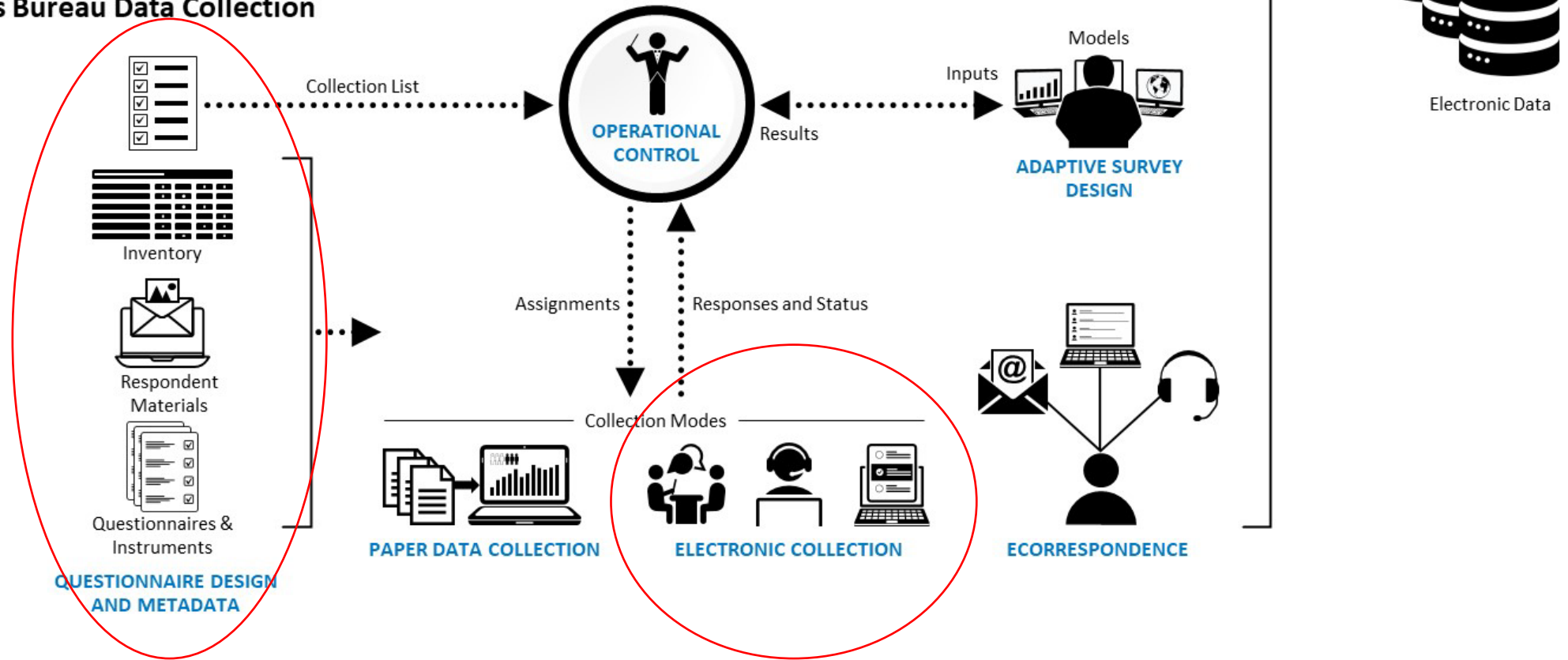
DICE provides the processes and solutions for Census Bureau data collection activities, organized into projects. The DICE systems development projects are:

- Adaptive Survey Design
- Data Ingest
- Electronic Correspondence
- Electronic Data Collection
- Operational Control
- Paper Data Collection
- Questionnaire Design and Metadata

Gathering Data Collected by External Sources



Facilitating Census Bureau Data Collection

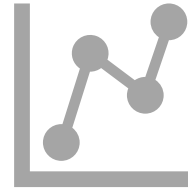


DICE Web Standards Team



Mission

Develop empirically-based web survey design standards that maximize data quality and minimize respondent burden



Outcome

Design standards that can be implemented for all Census Bureau web surveys

Create a corporate brand for Census Bureau web surveys that users can expect when asked to respond to our surveys



Deliverable

Web Survey Design Standards document with design templates implemented in the Questionnaire Design and Metadata and Centurion 2 systems for the DICE program

Web Standards Team Process



Brainstorm topics

Produced a list
of over 50
design
components



Conduct Literature
Review

Document the
Standard if
topic is well
researched



Conduct experimental
studies if there is no
literature or gaps in
the literature

Analyze data
from
experiments

Document the
Standard

Engagement for Standards Development

- Fostered collaboration and buy-in with survey stakeholders via the DICE Instrument Creation Value Team. This team was made up of representatives from various Divisions around the Bureau to provide insight and feedback for their survey area needs
- Engaged internally with our Public Information Office, Policy and Security Offices to ensure that Census Bureau corporate branding and guidelines were implemented
- Gathered feedback from the development teams
- Allowed for a review period where Census Leadership was able to comment and provide feedback, and obtained their electronic signatures of acceptance

DICE proposed timeline

- DICE will be onboarding more than 80 surveys over the next 8 years
- First couple of surveys will be web-based self response in early 2024
 - Standards Team thus started with Web Survey Design Guidelines
- First CAPI survey (using a disconnected field device) will be in early 2025
- First CATI survey (web survey used by Census Bureau call agents) will be in early 2025
 - Standards Team are beginning to develop CAPI/CATI guidelines



Sample guideline allowing for some flexibility

Guideline:

- The default design for a survey page will include both forward and backward navigation elements as buttons.
- A page with only forward (or backward) navigation is allowed.
- The button to go forward is on the right and the button to go backward is on the left.
- Place buttons on the bottom of the screen, approximately 3rem below the last response category or field on the screen.
- Center the buttons horizontally depending on the screen dimensions with no less than 4rem between the buttons.
- Place 2rem of open space beneath the navigation buttons within the main survey window.
- Default labels are Back and Next. Other label options include Previous, Save and continue, and Continue. These same words with arrows are also available including "< Back", "Next >", "< Previous", "Save and continue >", "Continue >". If labels with text and arrows are used, use them for both forward and backward navigation buttons, and use them on each page of the survey.
- For the last page of the survey, the forward navigation can be labeled "Submit".
- The forward and the backward navigation buttons are the same size in a survey, based on the longest navigation label chosen.
- Use the color scheme associated with the survey and these colors should match the color schemes in the U.S. Web Design System. The back button should be white and the forward button should be a solid color. For a solid-colored button, the font for the text label should be white. For a white color button, the font color for the label should be contrasting.

Implementation in QDM and Centurion 2

- Default set in QDM based on Standards Team recommendation
- Ability to select additional values to meet survey needs
- How buttons display in Centurion 2

1ST BUTTON*
Back

2ND BUTTON*
Next

1ST BUTTON*

- Back
- Continue
- Next
- Previous
- Save and Continue
- Submit

Back

Next

Thank you!

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