

4.8: Tools of the trade

Creating and managing online surveys:

- SurveyMonkey: www.surveymonkey.com
- Google Forms: accessed through Google Drive drive.google.com
- Split test calculator: www.usereffect.com/split-test-calculator
- Sample size calculator: www.rogerwimmer.com/mmr/samplesizecalculator.htm
- Internet Usage World Stats: www.internetworldstats.com
- Google Think: www.google.com/think
- Silverback usability testing software: www.silverbackapp.com
- Mobile-based survey tools: www.ponderingpanda.com (focused on the African continent), Survey Swipe www.surveyswipe.com/mobile-surveys.html
- Ideo Method Cards app (ideas for qualitative research): www.ideo.com/work/ideo-method-card-app
- Premium online monitoring tools: BrandsEye: <http://www.brandseye.com/>, Salesforce Marketing Cloud: <http://www.salesforcemarketingcloud.com/>

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