



**CENTRALIZE ALL SURVEYS  
ACROSS YOUR ENTIRE INSTITUTION**

# Why BlueX?

Surveys are being used to gather data at every level of your institution. At this very moment, a professor could be conducting a study, or maybe an administrator needs feedback on a new policy that was introduced. Chances are each stakeholder is using a different survey tool to capture the information they need with little oversight.

We wanted to offer a fresh approach to centralizing the survey process. After working with 49 institutions for over 3 years, we developed BlueX for exactly this purpose. Not only can anyone create surveys on demand, but critically surveys can be governed at the institution level. Now, it's possible to keep track of everything that's going on while giving users independence to create the surveys they need.

# A familiar experience you will love.

Using new software shouldn't be difficult. BlueX was built to feel as familiar as a word processor, so you don't feel overwhelmed when creating surveys. This means that anyone can start creating without getting bogged down in documentation and tutorials.

Need just a simple five-question survey? BlueX can do that. Need a 50 question survey with advanced logic such as conditional branching, piping, or randomization? BlueX can do that too.

The screenshot displays the BlueX user interface. On the left is a dark sidebar with a user profile for John Smith, Administrator at Explorance (208 users), and navigation links for My profile, Account settings, Tutorials, Help Center, and Sign out. The main content area features a 'Good morning!' greeting, a 'Daily checklist' with three items (survey ending in 2 days, no activity in 48 hours, and 5 failed email notifications), and a 'WHAT'S COMING?' section for 'Single sign-on'. On the right, there are buttons for 'Go to survey list' and 'Create a survey', a 'Recent surveys' list, and a 'BlueX tutorials' sidebar with a table of contents.

Tutorial Title	Duration
Survey list area	1:20
Survey lifecycle	1:03
Question options and question titles	1:25
Survey structures	0:53
Adding logic	2:25
Managing respondents	1:08
Email notifications	1:02
Previewing, publishing, and accessing results	1:30

# Create as you see fit.

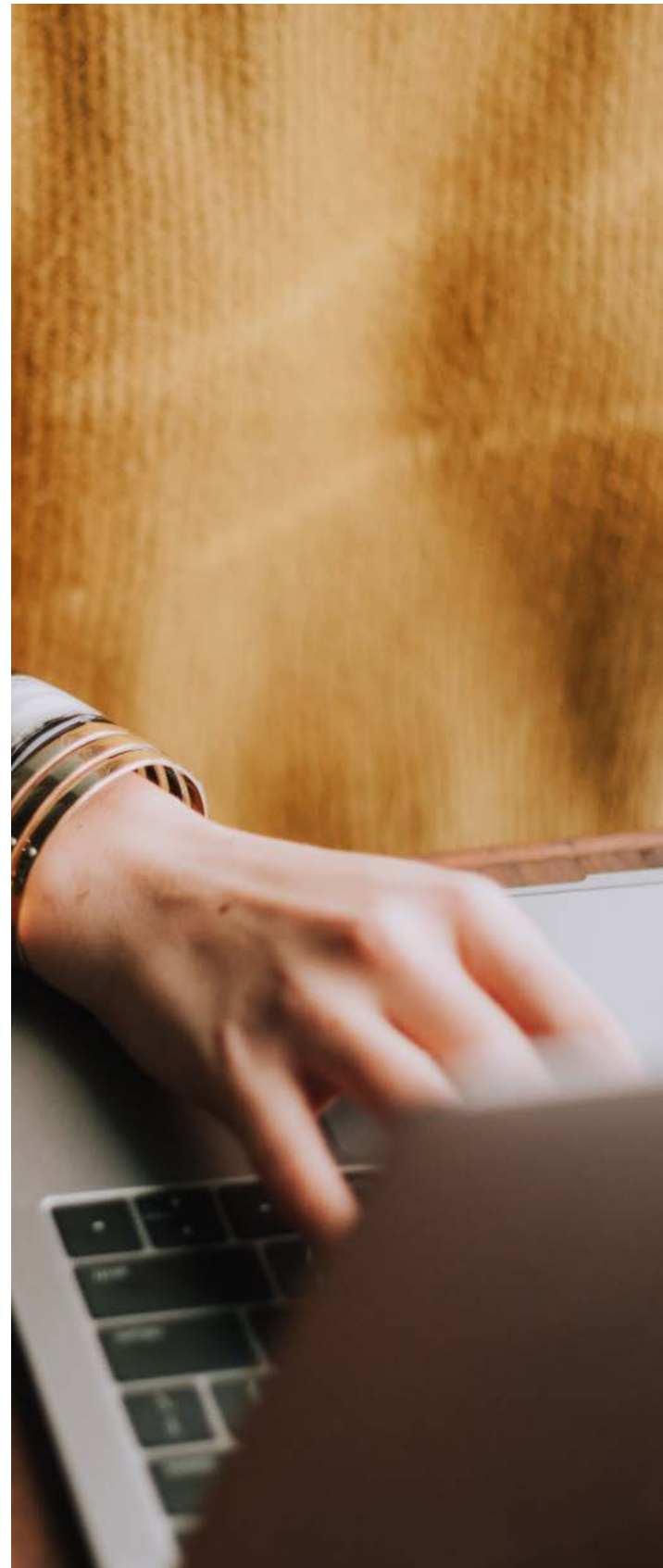
You don't need to be a survey design expert. BlueX is like a blank canvas. Your creativity is your only real limit. It may sound like a cliché, but it's true. You may even surprise yourself with just how in-depth you can get because we've removed the worry about the survey process, leaving you with only one thing — the freedom to create.

## What makes BlueX Unique?

Get the data you want, how you want. With BlueX's free-form editor, you can craft exactly how you want your survey to look and ask the questions that are important to you. BlueX affords you the flexibility to make changes at any time. Not only that, it features a drag-and-drop interface. Want to add color? Done. Fonts? Done. Question types? You better believe that's done.

## Bringing all the data to you.

One tool for survey governance. That's the BlueX promise. Manage the decentralized surveying process across your entire institution from a single tool. Give anyone and every one the power to create surveys as they see fit, without compromising security and privacy. More importantly, get an overview of all feedback data gathered from surveys.



# Feature Highlights

The screenshot displays the Explorance survey editor interface. At the top, there's a navigation bar with the Explorance logo, a breadcrumb trail 'Survey list > Incoming Graduate Student Survey (Draft) - EDITED (CTRL + S to save)', and a 'Save' button. Below this is a toolbar with various editing options like font, style, and insert. The main area shows a survey form titled 'Incoming graduate student survey'. The form includes a description, a required text field for 'What is your full name?', a radio button question 'Will you be joining us on December 15?', a checkbox question 'What time slot will you be attending?', and a question 'Which theme would you like?' with four image options. On the right, a sidebar titled 'Survey overview' and 'Logic' provides metadata for the survey, including name, description, tags, categories, and update/creation dates.

## Single Sign-On

Connect with your other systems for single sign-on access to unify the experience for survey authors.

## Integration

Leverage existing source data, including Excel, CSV, and through API when sending out surveys.

## Accessibility

Meet the latest accessibility standards for WCAG 2.0 (AA) and Section 508, and provide a seamless experience to all.

## Free Form Editor

Leverage a tool tab that is familiar and consistent across the most popular applications that you use every day.

## Rich Question Types

Use choice-based, numeric, comment, date, Likert scale, and other typical question types.

## Smart Questions

Add advanced question types with ease, including ranking, constant sum, smart tables, and more.

## Advanced Logic

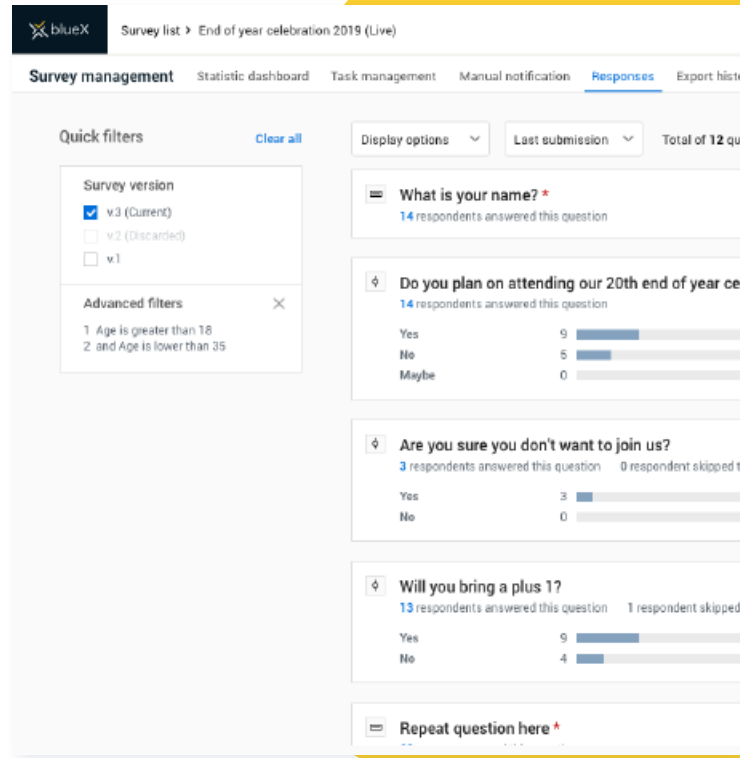
Enhanced survey logic with conditional branching, piping, randomization, repeating questions, A/B testing, and more.

## Automatic Rendering

BlueX is fully adaptable to any device (desktop, mobile, tablet, screen reader).

## Flexible Layout

Leverage fresh and modern pre-built templates to create the most complex or simplest surveys.



## Powerful Publishing Features

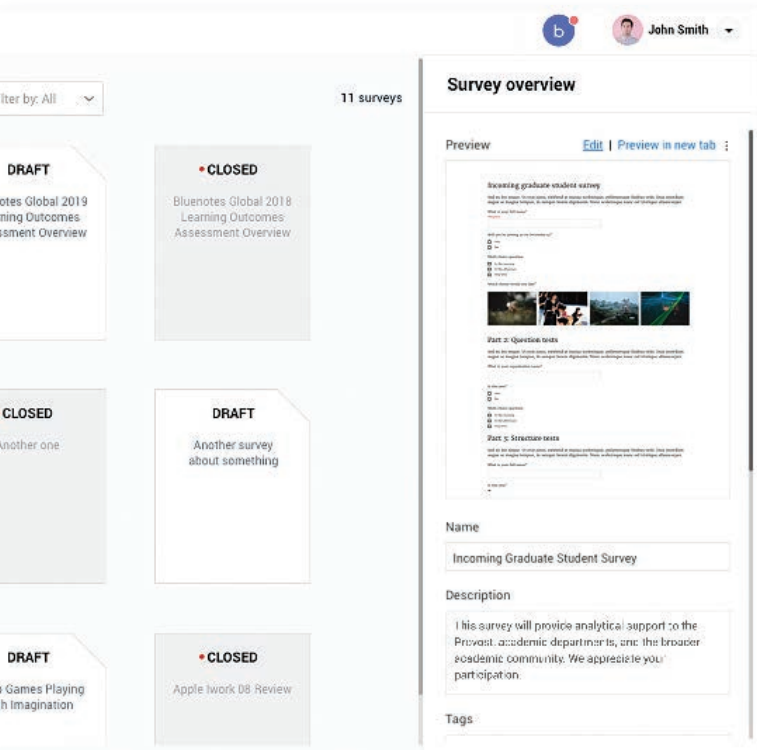
Support anonymous, public, private, and recurring surveys.

## Optimized Fill Out Experience

Convenient features such as save & continue progress bar, and review before submitting - in a responsive setting.

## Edit Surveys Anytime

Make any changes to surveys after they are published without impacting the validity of your results.



# **We're here for you.**

A long-term partner, Explorance will take you further than anyone else. Through our culture of high engagement, we can offer you around the clock (24/7) world-class support, value-based consultancy and project management, as well as bring together a diverse community of higher education administrators and leaders to better support and shape our collective future.



**explorance.**

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