



# INTRODUCTION IN SURVEY TOOLS



**UmfrageOnline**

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# Table of Content

1. Why do you need surveys?
2. What are the benefits of surveys in project work?
3. What is the value of surveys?
4. What to look out for
5. Possibilities offered by Umfrageonline.com
6. Evaluation with just a few clicks
7. Creating a survey – live demonstration

## Why do you need surveys?

- Surveys provide structured feedback instead of relying on gut feeling.
- They make needs, satisfaction, and impact visible in a systematic way.
- They support decision-making: what to change, what to keep, what to develop next.



# Benefits for project work



**What do surveys add to project work?**

# Benefits for project work

## What do surveys add to project work?



- Project planning: identify needs (e.g. topics, formats, timing).
- Project steering: mid-term evaluation – are we still meeting real needs?
- Impact and accountability: evidence for funders, reports, and public communication.

# Benefits for project work

## Concrete use cases



- Participant feedback after events or courses.
- Satisfaction among volunteers or cooperation partners.
- Needs assessment for new offers (e.g. digital formats, language courses)

# Value and significance of surveys

## How valuable are surveys?

- Data as a basis for arguments: numbers and quotes for reports, funding applications, and press work.
- Transparency: decisions become more understandable when backed by survey results.
- Participation: people feel taken seriously when their opinion is asked for.



# Value and significance of surveys

## What to keep in mind

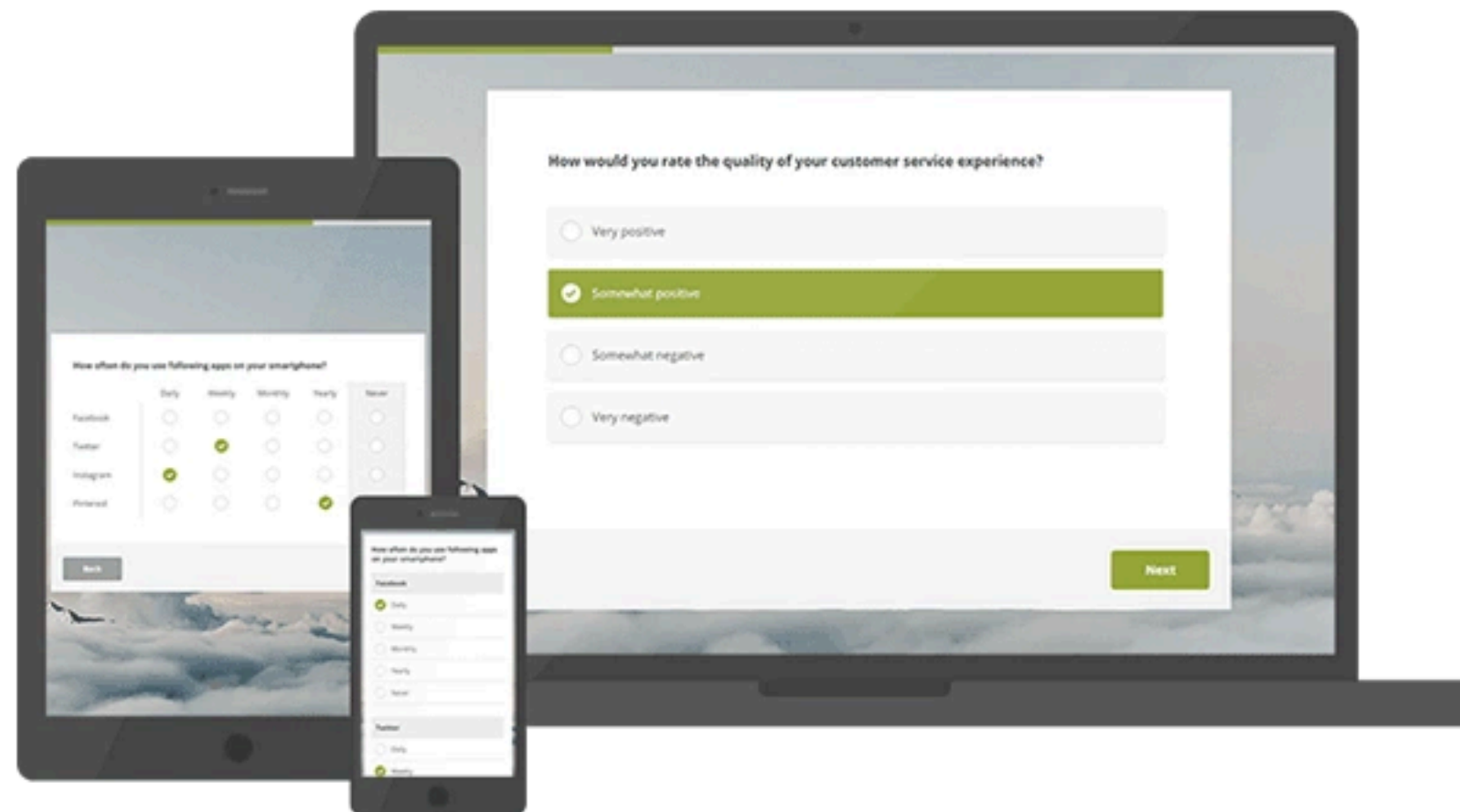
- Good questions, not leading ones; keep it short and easy to understand.
- Keep your target group in focus: how do you actually reach the people you need?
- Clarify data protection and anonymity, and communicate this honestly.



# FEATURES OF



# UmfrageOnline





# UmfrageOnline

- UmfrageOnline.com is a web-based survey tool operated by the **Swiss company enuvo GmbH** and has been available since 2007.
- It **allows users to create online questionnaires with various question types** and adapt layout and branding without any programming skills.
- **Surveys can be distributed via links, email, websites, QR codes, and social media**, and are optimized for desktop and mobile devices.



# UmfrageOnline

- Results are available in real time with charts and tables, and can be filtered and exported (e.g. to Excel, CSV, PDF) for further analysis.
- Pricing includes a free basic plan with limitations and paid plans (e.g. Professional, Business) with extended features and support.
- The service emphasizes GDPR-compliant, anonymous surveys and is widely used for customer, employee, academic, and project-related feedback.



Monatlich  Jährlich (bis zu **50%** sparen)

## Basic

Erstellen Sie kostenlose Online-Umfragen ohne Begrenzung bei Fragen und Antworten. Jetzt kostenlos registrieren!

### KOSTENLOS

Kostenlos registrieren

Kostenlose Top-Funktionen:

1 Benutzerkonto

Unlimitiert viele Umfragen

Unlimitiert viele Fragen

Unlimitiert viele Beantwortungen

Bis zu 30 Tage pro Umfrage

Student/in? [Wir haben ein Sonderangebot für Studierende!](#)

## Professional

Holen Sie das meiste aus Ihren Umfrage-Resultaten heraus mit unserem integrierten Reporting und Analyse Funktionen.

**EUR 25** / Monat  
€300 jährl. abgerechnet \*

Professional wählen

Alles von *Basic*, plus:

1 Benutzerkonto <sup>?</sup>

Keine zeitliche Begrenzung

Alle verfügbaren Fragetypen nutzen

Eigenes Logo & Farben hinzufügen

Anonyme Umfragen erstellen

Umfragen über alle Kanäle teilen

Resultate filtern und exportieren

[Alle Funktionen ansehen](#)

## Business

Profitieren Sie von allen fortgeschrittenen Funktionen und erstellen Sie wahrlich professionelle Umfragen.

**EUR 45** / Monat  
€540 jährl. abgerechnet \*

Business wählen

Alles von *Professional*, plus:

3 Benutzerkonten enthalten <sup>?</sup>

Alle erweiterten Funktionen

Anzeige- und Verzweigungslogik

Mehrsprachige Umfragen erstellen

UmfrageOnline-Branding entfernen

Benutzerdefinierte Umleitung bei Umfrageabschluss

Integrationen über API

Priority-Support

[Alle Funktionen ansehen](#)

## Enterprise

Unser White-Label-Produkt mit eigener Domain, ohne jegliche Einschränkungen, einschließlich Top-Level-Support.

**EUR 127** / Monat  
€1,524 jährl. abgerechnet \*

Enterprise wählen

Alles von *Business*, plus:

5 Benutzerkonten enthalten <sup>?</sup>

Alle verfügbaren Funktionen

Erweiterte Teamzusammenarbeit

[White-Label-Lösung](#)

Verwenden Sie Ihre eigene Domain

Vollständig anpassbares Branding (CSS)

Eigenen JavaScript-Code hinzufügen

Benutzerdefinierte Berichte erstellen

Maximale Flexibilität

Top-Level-Support

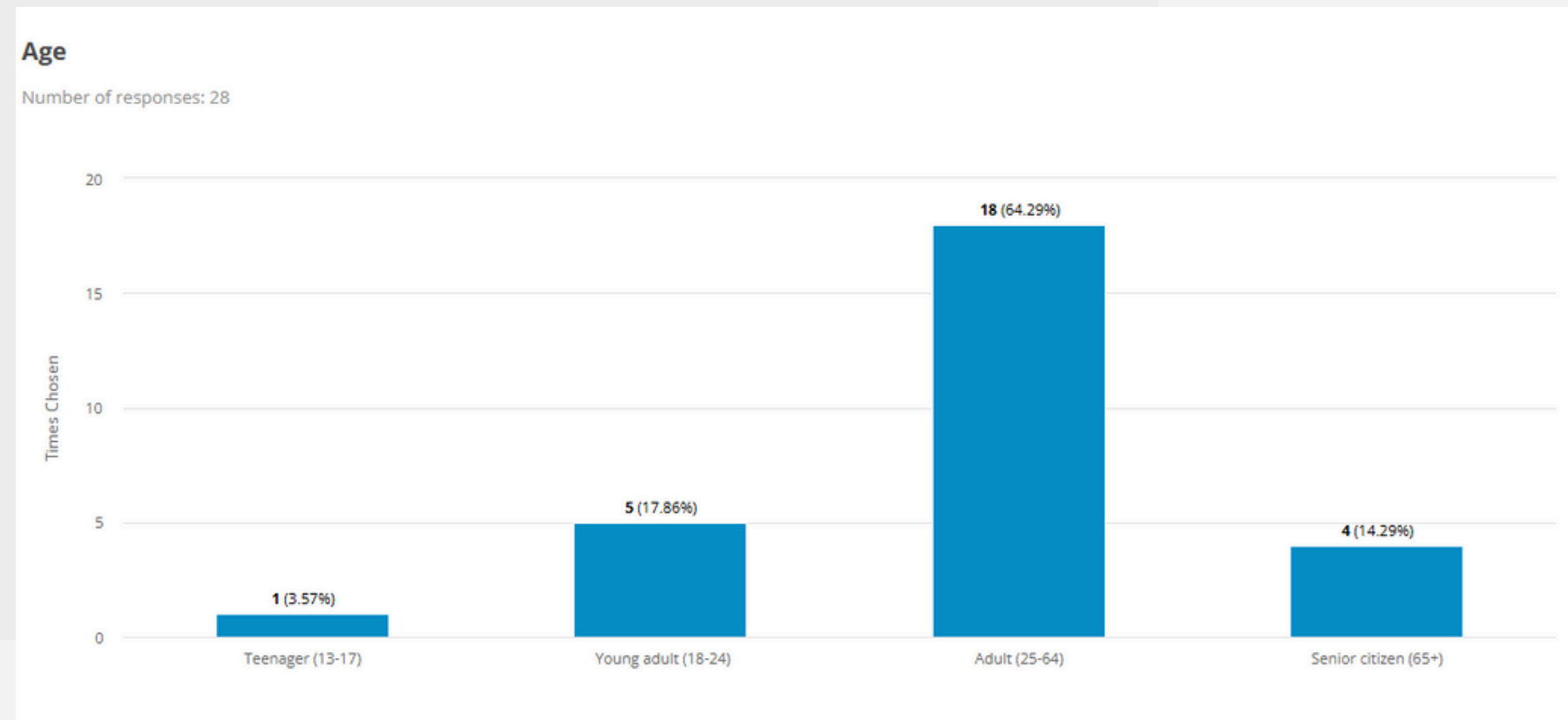
# What can UmfrageOnline.com do?

- Create online questionnaires with multiple question types (single/multiple choice, scales, open-ended questions, etc.).
- Adapt layout: texts, logos, and possibly colours to match your project or organisation.
- Distribution options: send a link via email, share on a website, use QR codes, or embed in a newsletter.



# What can UmfrageOnline.com do?

- View results in real time (charts and tables).
- Export data (e.g. to Excel or PDF) for reports or presentations.
- Use filters (e.g. by target group, event, country).





TYPICAL  
WORKFLOW  
IN



UmfrageOnline





**1** Create a new project/survey

**2** Add questions, check the order

**3** Set the design, data protection

**4** Send the link, collect answers, view and export results

# Practical part

Let's create a mini survey together!



# Other tools

Tool	Target Group	Language(s)	GDPR Compliance	Price Level (Basic)
 SurveyMonkey	Companies, teams, private	German, English +	Yes	Free (limited), from €25/month
 Google Forms	Everyone, esp. education/private	German, English +	Yes (Google)	Completely free
 Typeform	Marketing, UX-focused	German, English +	Yes	Free (limited), from €25/month
 LimeSurvey	Universities, research, NGOs	German, English +	Yes (self-hosted)	Free (Open Source)
 soSci der onlineFragebogen	Academia, universities, NGOs	German	Yes (DE servers)	Free for students/NGOs, from €20/month
 LamaPoll	Companies, associations, private	German	Yes (DE)	Free (limited), from €19/month
 easy feedback	Companies, customer feedback	German	Yes (DE servers)	Free (limited), from €29/month
 UmfrageOnline	Associations, projects, education	German	Yes (CH/DE)	Free (limited), from €21/month