Questionmark Perception Assessment Management Solution

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About Questionmark

- Founded in 1988
- Technologies and services that enable organisations to measure knowledge, skills, and attitudes securely for certification, regulatory compliance and improved learning outcomes – **Assessment Management System:**
  - OnDemand
  - OnPremise
- More than **2,500 customers** worldwide
- Offices in UK, US, Belgium and Germany
- Questionmark Perception available in English, Spanish, German, French, Dutch, Norwegian and Japanese
  - Participant facing software in 20 languages
  - Questionmark Live SME Authoring available in 15 languages
Questionmark enable customers to meet key objectives...

**Education**
- Improve learning outcomes
- Increase student satisfaction
- Data for institutional effectiveness, accreditation

**Learning, Training & HR in Business and Government**
- Regulatory Compliance
- Health and Safety
- Sales and Technical Channel Verification
- Employee Selection

**Awarding Bodies / Certification / Test Publishers**
- Efficiently create and maintain valid, reliable tests
- Generate revenue from exams and practice tests

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2011 European Users Conference  ♦  Brussels

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Assessment Solutions Enabled

- Diagnostic/Placement tests
- Pre- and Post-course tests
- Quizzes & Knowledge Checks
- Summative assessment
- Course evaluation
- Needs evaluation
- Observational Assessments
- Certification & licensing exams
- Internal exams
- Job Task Analysis

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Questionmark Perception

Analyse results and report to stakeholders

Distributed authoring enables authors to work remotely & collaboratively

Blended delivery – online, offline, mobile and paper

Manage participant schedules and demographics

Available: On Demand (SaaS) On Premise (Licensed)
Questionmark Distinguishing Features

- **22 question types, with wizards**
- **Item analysis**
- **Correlation, discrimination, standard deviation, etc**
- **Distributed Authoring**
- **Topic based feedback**
- **Customisable Workflow**
- **Import Questions**
- **Translation Management**
- **Integrates with Portal LMS, CMS or HRIS**
- **Questionmark Secure**
- **Optimised for Accessibility to ensure 508 Compliant content**
- **Auto-sensing delivery to mobile devices**
- **Dynamic delivery with jumping/branching**
- **Save-as-you-go**
- **Offline delivery and synchronise**

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Manage, deliver assessments via the cloud

Author & manage item banks via the cloud

Deliver via the cloud

Reporting and Analytics via the cloud
Many question types to choose from:

- Drag and Drop
- *Essay
- *Explanation
- Fill in Blanks
- Hotspot
- *Likert
- Adobe Flash
- Adobe Captivate
- Matching
- Knowledge Matrix
- Survey Matrix
- *Multiple Choice
- *Multiple Response
- Numeric
- File Upload
- *Pull-down List
- Ranking
- Select a Blank
- *Text Match
- *True/False
- *Yes/No

- Enable authors to create more interesting and probing questions
- Reveals more information during an assessment in a shorter time
- Not offered by simpler assessment tools in LMS’s
Questionmark Live: Simplify Item Writing, Content Harvesting from SMES
Translation Management System

Translation methods

Interactive Translations Using Questionmark TMS

Translations using 3rd Party Tools

Translation Management System

Set Up Project using TMS

Manages translation process ....does not do translation

Export to XLIFF (XML)

Translate using 3rd Party Tools

Import from XLIFF (XML)

On-The-Fly

3rd Party App
# Translated item in Perception:

Base and translated versions comprise a **single item**

Click on an item for more information:

<table>
<thead>
<tr>
<th>Language</th>
<th>Last Updated</th>
<th>Modified By</th>
<th>Translation Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Jun 29 2009 05:04:41</td>
<td>jjohnadmin</td>
<td>Base</td>
</tr>
<tr>
<td>Dutch (The Netherlands)</td>
<td>Jun 29 2009 05:04:40</td>
<td>jjohnadmin</td>
<td>Translated</td>
</tr>
<tr>
<td>French (France)</td>
<td>Jun 29 2009 05:04:40</td>
<td>jjohnadmin</td>
<td>Translated</td>
</tr>
<tr>
<td>German (Germany)</td>
<td>Jun 29 2009 05:04:40</td>
<td>jjohnadmin</td>
<td>Translated</td>
</tr>
<tr>
<td>Spanish (Spain)</td>
<td>Jun 29 2009 05:04:40</td>
<td>jjohnadmin</td>
<td>Translated</td>
</tr>
</tbody>
</table>

**Question:** which country does this flag belong to

- Soudan
- Nigeria
- Angola
Blended Delivery

Secure Browser

Social Networking Platforms

Embedded in Wikis, Blogs, and Web pages

Printing and Scanning

Test Centers

Integration

Web Browser

Windows / CD

Mobile Devices

Questionmark to Go

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Auto Sense Device/Browser – V5

Questionmark Packages the Assessment for Device/Browser/iframe

Sends HTML
On-the-fly auto-sizing of skin and controls
Solutions for Fair and Accessible Assessments

- Optimised for screen-reader compatibility
  - i.e. JAWS
- Text-sizing and contrast controls
- Navigation without mouse
  - Keyboard shortcuts
  - Alternate pointing devices

- Best Practice Guide for Accessible Assessments in Perception V5

- Perception Accessibility VPAT Statement - Review v5 for Compliance with Section 508 Standards
Analyse and report on results

- Did the learning investment impact performance?
- Where are the skills and knowledge gaps in my organisation?
- How did one group of test takers compare to another?
- Are my questions and tests valid and reliable?
- How do I coach participants to improve performance?
- What did participants learn from the training or course?
- What did participants think of the learning experience?
Many standard reports

Select Report Type → Filter → Display → Distribute

- **Assessment Overview Report**
  - See an overview of results for one or more assessments.

- **Export to ASCII**
  - Export results to comma separated ASCII for download to a spreadsheet or statistics package.

- **Grade Book Report**
  - See a table of participants and assessments showing scores achieved.

- **Question Statistics Report**
  - See question analysis from a testing perspective, including statistics.

- **Survey Report**
  - See question analysis from a survey perspective, including frequency graphs of answers.

- **Export for Excel**
  - See a list of results for a single assessment in the Excel spreadsheet format.

- **Coaching Report**
  - See detailed results for one participant taking one assessment.

- **Gap Report**
  - Compare two sets of results and show the difference between them.

- **Item Analysis Report**
  - See question analysis calculated according to classical test theory by professional test analysts.

- **Score List Report**
  - See a list of results for a single assessment.

- **Transcript Report**
  - See a list of results for a single participant.

- **Test Analysis Report**
  - See test analysis statistics including reliability of the test for use by professional test analysts.
New Reports in Analytics

- Course Summary
- Instructor Summary
- Class Summary
- Class Detail

- Item Analysis
- Assessment Results over Time
- Survey Frequency Analysis
- Test Centre Report

- Question Status
- Question Type

Course Evaluation Reports
Analyse Results
Item Bank Reports

Report type selection:

<table>
<thead>
<tr>
<th>Preview</th>
<th>Report title</th>
<th>Report type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>View</td>
<td>Course summary report</td>
<td>Course evaluation surveys</td>
<td>Compare course evaluation information across all courses.</td>
</tr>
<tr>
<td>View</td>
<td>Instructor summary report</td>
<td>Course evaluation surveys</td>
<td>Compare all instructors within a course in terms of course evaluation feedback.</td>
</tr>
<tr>
<td>View</td>
<td>Class summary report</td>
<td>Course evaluation surveys</td>
<td>Present course evaluation feedback for a single instructor for a single course.</td>
</tr>
<tr>
<td>View</td>
<td>Class detail report</td>
<td>Course evaluation surveys</td>
<td>Present detailed question level feedback for a single instructor for a single course.</td>
</tr>
<tr>
<td>View</td>
<td>Survey question frequency analysis report</td>
<td>Surveys</td>
<td>Provides question frequency analysis information about survey questions.</td>
</tr>
<tr>
<td>View</td>
<td>Assessment results over time report</td>
<td>Quiz, test, exam results</td>
<td>Provides information on the assessment results over a period of time.</td>
</tr>
<tr>
<td>View</td>
<td>Question status report</td>
<td>Item bank</td>
<td>Provides the number of questions in each delivery status for all questions in a repository or by topic.</td>
</tr>
<tr>
<td>View</td>
<td>Question type report</td>
<td>Item bank</td>
<td>Provides the number of questions by type for all questions in a repository or by topic.</td>
</tr>
</tbody>
</table>
Demonstration
How Observational Assessments work

1. Monitor/Observer logs in
2. Selects Assessment
3. Selects Participant being observed
4. Answers questions
Observer Login

Please enter your name and password below

Observer Name: John Smith
Observer Password: ****

Enter
<table>
<thead>
<tr>
<th>Select Assessment</th>
<th>Assessments</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Workplace Assessment on Ladder Use</td>
<td>Ladder Operators</td>
</tr>
<tr>
<td>Start</td>
<td>Username</td>
<td>First Name</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
<td>------------</td>
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<tr>
<td></td>
<td>Abel Bush</td>
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<td></td>
<td>Al Burrito</td>
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<td></td>
<td>Anthony Bezer</td>
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<td></td>
<td>April Balcombe</td>
<td></td>
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<tr>
<td></td>
<td>Arthur Brown</td>
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</tr>
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</table>
Workplace Assessment on Ladder Use

Please rate the operator on use and climbing a ladder:

1 of 8
Operator checks area is safe and clear before starting work?

- Yes
- No

2 of 8
Operator inspects ladder for defects prior to using it?

- Yes, inspects carefully
- Cursory inspection
- No inspection

3 of 8
Operator checks the base of the ladder cannot slip?

- Yes
- No

4 of 8
Operator checks the top of the ladder is secure?

- Yes
- No

5 of 8
How does operator climb the ladder?

- Facing the ladder
- Sideways
- Back to the ladder

Submit
Launch and Track Integration with LMS/VLE

**Questionmark**
- Create Assessment
- Publish to LMS
- Deliver Assessment
- Completes Assessment
- Deep Analysis of Results

**LMS/VLE**
- Set up learner to access assessment
- Make assessment available to learner
- Learner Launches Assessment
- Results returned to LMS

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Questionmark OnDemand

The Questionmark D³ Platform
Datacentre

Data center power room - Connections to multiple power grids; 2 in-house electrical substations

Data center Network Operations Center; Interconnected and peering with multiple national international Tier 1 and Tier 2 carriers

Data center - Main distribution frame; N+1 redundancy for all network devices

N+1 redundant Uninterruptible Power Supply (UPS) units; 10-500 KVA PowerWare 9315 UPS systems with Cyberex status switch

N+1 redundant air conditioning system; 4-750 ton HVAC cooling towers supported by 5-600KW chiller pumps

Generator control room; 3 (4) Kohler 2MW diesel generators powered by a Detroit Diesel 4000 HP engine
Replication, Redundancy & Scalability
Monitoring Availability and Scalability

<table>
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<tr>
<th>Service / Website</th>
<th>Mar 11</th>
<th>Mar 10</th>
<th>Mar 9</th>
<th>Mar 8</th>
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Delegate to Questionmark to:

- Ensure security, availability, reliability, and scalability
- Maintain a state-of-the-art, secure, climate-controlled data center with multiple connections to power and internet
- Maintain, upgrade and deploy systems and software
- Always have the latest version
- Gain access to expert and experienced support staff - with the option for 24/7 support
Consulting Services

Deployment
- Certified Installation
- Integration

Authoring
- Assessments
- Importing items
- Templates / Look & feel

Reporting
- Item reports
- Other custom reports

Solutions & Integration
- People Data syncing
- Results Data syncing
- Self Registration
- Auto Scheduling
- Assessment Clustering
- Certificate Generation
- Distributed Administration
- Assessment Catalogs
Certified Installation

- Available for:
  - Installation of Questionmark Perception
  - Installation of Connectors for integration of Questionmark Perception with other systems
- Collaboration Certification
  - Work with Questionmark Technician; defined process of installation and configuration:
- Certification by Inspection After Installation
  - Questionmark Technician to check the settings and configuration of your installation
Why Questionmark?

Secure
- Solutions minimize opportunities for cheating and ensure security of test content, results and scoring algorithms.
- State-of-the-art, SAS 70 Type II-certified data center

Scalable
- Rapid deployment of online assessments on a local or global scale
- On Demand platform with multiple redundant connections to the internet and power grid offering 99.99% uptime

Agile
- Author once, deliver to different types of devices and in multiple languages and contexts
- Analyze results and inform stakeholders through timely, meaningful reports

Accessible
- Accommodate participants with disabilities
Keep in Touch

Blog: blog.questionmark.com

Newsletter: www.questionmark.com/newsletter

twitter.com/questionmark

linkedin.com Look for Questionmark under “Groups” and join

youtube.com/questionmarkvideo

flickr.com/questionmarkpictures

facebook.com Become a “fan” for news, updates and more
Learn More & Evaluate

- 30-Day Trial of Questionmark Live
  - [http://www.questionmark.com/uk/live](http://www.questionmark.com/uk/live)
  - Send request to [customercare@questionmark.co.uk](mailto:customercare@questionmark.co.uk)

- 30-Day Trial of Questionmark OnDemand
  - [http://www.questionmark.com/go/tryondemand](http://www.questionmark.com/go/tryondemand)

- Download Evaluation Copy of Perception OnPremise
  - 30-day Trial of complete system
  - [http://www.questionmark.com/download](http://www.questionmark.com/download)

- Try Sample Assessments
  - Go to: [www.questionmark.com/go/tryitout](http://www.questionmark.com/go/tryitout)
  - Or, point your mobile to [www.questionmark.com/go/mobile](http://www.questionmark.com/go/mobile)

- Web seminars
  - [http://www.questionmark.com/uk/seminars](http://www.questionmark.com/uk/seminars)
Thank you for attending!

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