A New Dial Screen for CATI Surveys at Statistics Norway

Statistics Norway has developed a new dial screen for CATI (Computer-Assisted Telephone Interviewing) to replace an outdated and old-fashioned solution. The main objective was to create a modern, user-friendly interface aligned with the administrative system AMOR, thereby ensuring a more consistent user experience across the tools used by different user groups.

The redesign process combined continuity and innovation. Core interviewer tasks were largely retained to ensure familiarity, while the interface was rebuilt using the same design framework and designer as AMOR. This contributed to visual and functional consistency across systems. The development followed an iterative, user-centred approach: early design prototypes were tested with interviewers and refined based on feedback, before being implemented in Blaise for further testing in a more realistic production setting.

The solution was first deployed in the Consumer Expenditure Survey. In parallel, questionnaire layouts were harmonised across CATI and web modes to support a more unified data collection process. A key principle of the project was that CATI and AMOR should be perceived as parts of the same system, helping to reduce cognitive load and training needs for interviewers.

The paper presents key design decisions, experiences from user testing and implementation, and discusses how system alignment and iterative development can contribute to improved usability and efficiency in the production of official statistics.

The paper presents how the new dial screen is structured and what was required to make it function as intended.