



HOW TO CREATE A PULSE SURVEY ON UNITU

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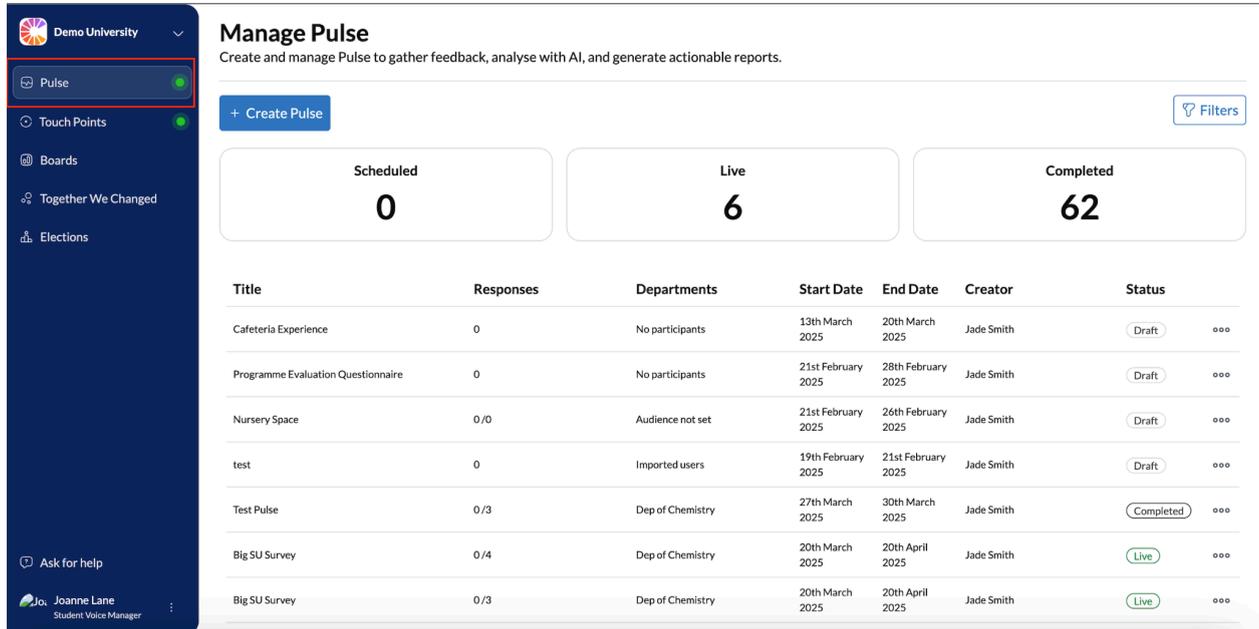
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Step 1: Access the Pulse Tool

1. Log in to Unitu.
2. From the left-hand menu, click on **"Pulse"** to open the Pulse Survey tool.



Manage Pulse
Create and manage Pulse to gather feedback, analyse with AI, and generate actionable reports.

+ Create Pulse Filters

Scheduled: 0 Live: 6 Completed: 62

Title	Responses	Departments	Start Date	End Date	Creator	Status
Cafeteria Experience	0	No participants	13th March 2025	20th March 2025	Jade Smith	Draft
Programme Evaluation Questionnaire	0	No participants	21st February 2025	28th February 2025	Jade Smith	Draft
Nursery Space	0/0	Audience not set	21st February 2025	26th February 2025	Jade Smith	Draft
test	0	Imported users	19th February 2025	21st February 2025	Jade Smith	Draft
Test Pulse	0/3	Dep of Chemistry	27th March 2025	30th March 2025	Jade Smith	Completed
Big SU Survey	0/4	Dep of Chemistry	20th March 2025	20th April 2025	Jade Smith	Live
Big SU Survey	0/3	Dep of Chemistry	20th March 2025	20th April 2025	Jade Smith	Live

Reminder: If you don't see this option, your access level may not include Pulse. Please contact your Unitu administrator.

Step 2: View Existing Pulses

On the Pulse page, you'll see a dashboard displaying:

- A list of all pulse surveys under your department or university.
- Three summary scores at the top showing how many pulses are:
 - **Scheduled**
 - **Live**
 - **Completed**

Manage Pulse
Create and manage Pulse to gather feedback, analyse with AI, and generate actionable reports.

+ Create Pulse Filters

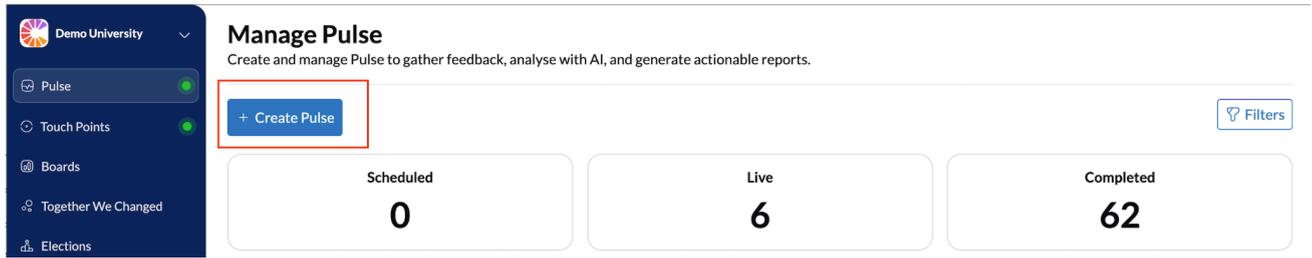
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Big SU Survey	0/4	Dep of Chemistry	20th March 2025	20th April 2025	Jade Smith	Live
Big SU Survey	0/3	Dep of Chemistry	20th March 2025	20th April 2025	Jade Smith	Live

Note: If no surveys have been created yet by your department or university, the list will be blank.

Step 3: Create a New Pulse Survey

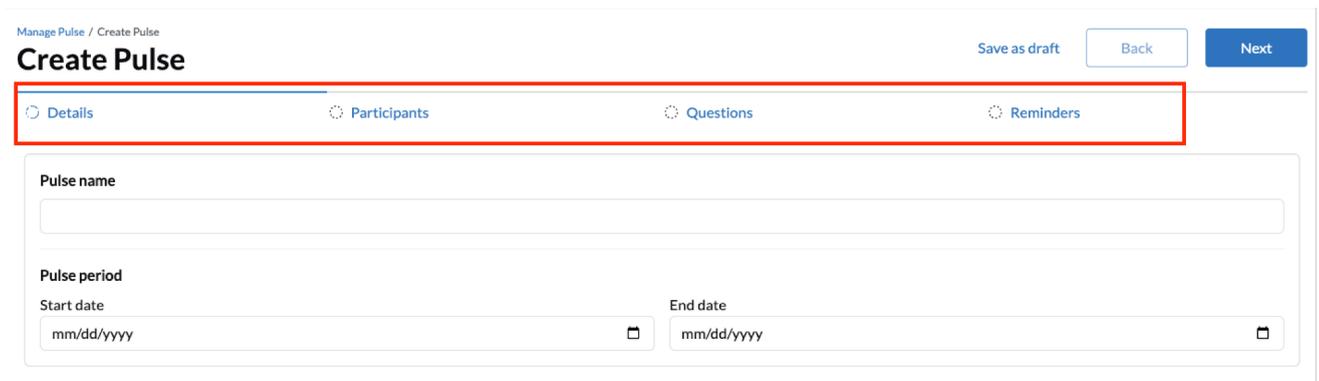
1. Click the **"Create Pulse"** button at the top-left of your screen.



The screenshot shows the 'Manage Pulse' interface. On the left is a dark blue sidebar with the 'Demo University' logo and a dropdown menu containing 'Pulse', 'Touch Points', 'Boards', 'Together We Changed', and 'Elections'. The main area is titled 'Manage Pulse' with the subtitle 'Create and manage Pulse to gather feedback, analyse with AI, and generate actionable reports.' A red box highlights the '+ Create Pulse' button. Below this are three summary cards: 'Scheduled' with a count of 0, 'Live' with a count of 6, and 'Completed' with a count of 62. A 'Filters' button is located in the top right corner.

2. The setup includes **four main stages**:

- **Details**
- **Participants**
- **Questions**
- **Reminders**



The screenshot shows the 'Create Pulse' setup screen. At the top left, it says 'Manage Pulse / Create Pulse'. The main heading is 'Create Pulse'. On the right, there are three buttons: 'Save as draft', 'Back', and 'Next'. Below the heading is a progress bar with four stages: 'Details', 'Participants', 'Questions', and 'Reminders'. The 'Details' stage is currently active and highlighted with a red box. Below the progress bar is a form with the following fields: 'Pulse name' (a text input field), 'Pulse period' (a section header), 'Start date' (a date input field with a calendar icon and the placeholder 'mm/dd/yyyy'), and 'End date' (a date input field with a calendar icon and the placeholder 'mm/dd/yyyy').

Step 4: Enter Survey Details

1. In the **Details** section:

- Enter a **Title** for your Pulse Survey.
- Set the **Start Date** and **End Date** to determine the active period of the survey.

Pulse name

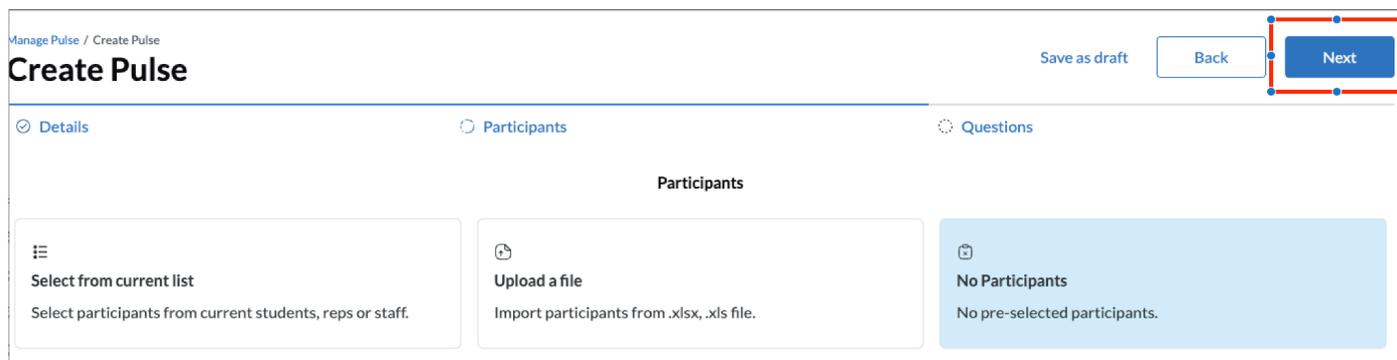
Pulse period

Start date	End date
<input type="text" value="03/31/2025"/>	<input type="text" value="04/14/2025"/>

Tip: Choose a start date that allows enough time for participants to respond, and set a realistic end date based on your feedback goals.

Step 5: Define Participants

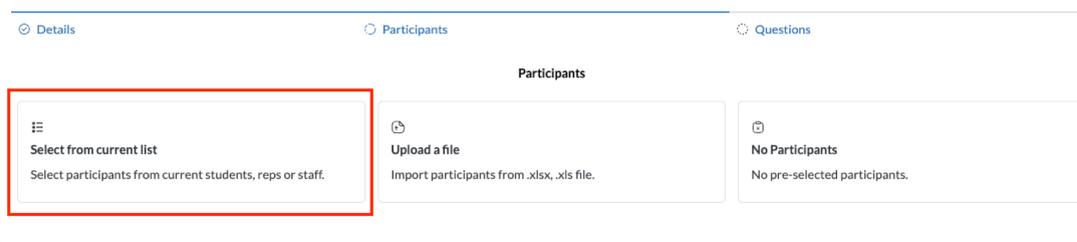
Click "**Next**" to proceed to the **Participants** section. Choose how to add your participants:



The screenshot shows the 'Create Pulse' interface. At the top, there are navigation tabs: 'Details', 'Participants', and 'Questions'. The 'Participants' tab is active. Below the tabs, there are three main options for adding participants: 'Select from current list', 'Upload a file', and 'No Participants'. The 'Next' button in the top right corner is highlighted with a red box.

1. **Select from Unitu** – If your institution uses Unitu feedback boards:

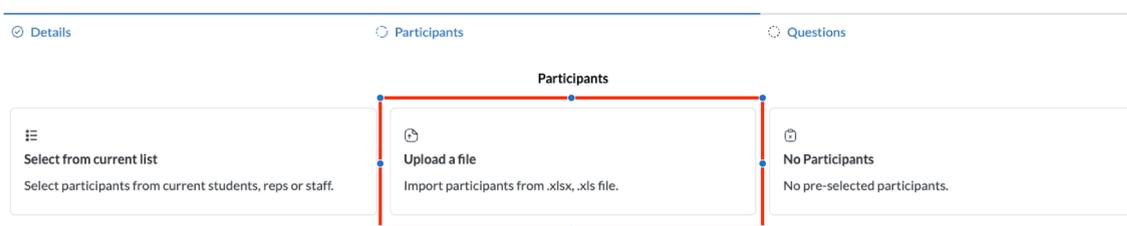
- Select participants based on **Department(s), Programme(s), and Year(s)**.



The screenshot shows the 'Create Pulse' interface with the 'Participants' tab active. The 'Select from current list' option is highlighted with a red box. The other options are 'Upload a file' and 'No Participants'.

2. **Upload a List** – If your participants aren't on Unitu or you want a specific group:

- Upload a **CSV file** with student details.

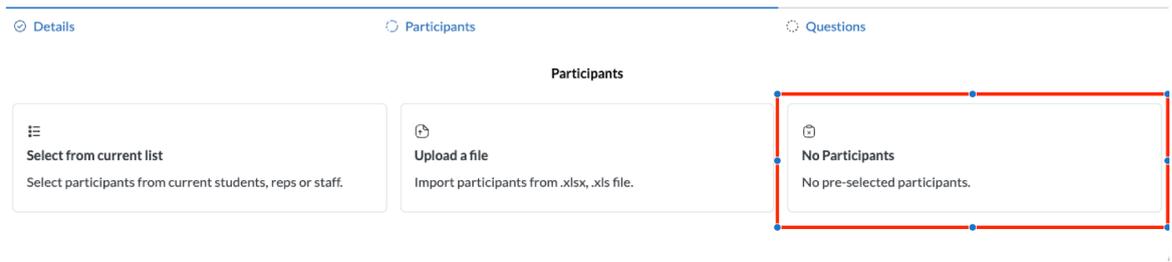


The screenshot shows the 'Create Pulse' interface with the 'Participants' tab active. The 'Upload a file' option is highlighted with a red box. The other options are 'Select from current list' and 'No Participants'.

Tip: Use CSV upload for highly specific groups that are not covered by existing segmentation options.

3. **No Participants** – If you prefer to manually promote the survey:

- Unitu won't send any emails, but you'll still get a survey link and QR code to share.



Important: Choosing “No Participants” skips the reminder emails step later on.

Step 6: Set Up Survey Structure

Click "**Next**" to proceed to the Questions section.

1. Add a **Welcome Message**:

- Include context about the survey and its purpose.
- Aim for more than one paragraph to help students understand its importance.

[Preview Pulse](#) 

Welcome Screen

Share a welcome message with your participants before they start filling out the Pulse. 

Title

Your Voice Matters

Describe the purpose of this Pulse to your participants.

We want to know your experience with the Cafe.

2. (Optional) Add **Segmentation Questions**:

- Useful for collecting data like age, campus, or other demographics to assist with analysis.
- Useful for demographic filters (e.g. age, campus, level of study) that will help during data analysis.

Participant Segmentation

Create custom segments to categorise your Pulse participants. These mandatory segments will appear to respondents to be selected during the Pulse form and will help generate reports and insights based on their chosen segment. 

Section title (optional)

Details about yourself

Section description (optional)

Question

Are you a home student or international student?

Enter the question for participant segmentation

Segmentation Type

Student Type

Enter a single word

Home Student

Add options within each category

International Student

Add options within each category

+ Add another option for this segment

+ Add new segment

3. Add your survey **Questions**. Available types include:

- **Open Text**
- **Single Select**
- **Multi Select**

- **Rating Scale**
- **Email**

Note: Toggle on “Ask participants to explain their choice” if you want the participant to add context to their answers.

The screenshot shows a question editor for a multi-select question. The question text is "Which catering outlets do you most often use?". The question type is set to "Multi-Select". The question is marked as "Required". The helper text is "Please select all options that apply. You can choose multiple answers.". The choices are "Atrium", "Hub", "Gallery", and "Centro". There is a button labeled "Add another choice" and a toggle switch labeled "Ask participants to explain their choice" which is currently turned on. A red box highlights the "Ask participants to explain their choice" toggle.

4. Click on “Add another choice” to add more questions.

The screenshot shows the same question editor as above, but with a red box highlighting the "Add another choice" button. The "Ask participants to explain their choice" toggle is now turned off.

5. Add a **Thank You Message** that will appear at the end of the survey.

End Screen
Thank participants for their feedback and share how you plan to use their feedback

Title
Thank you for your feedback!

Message
Your feedback will always remain anonymous. It will be used to shape SU's discussions with the university in improving the services you access every day.

Tip: Keep the language student-friendly and clear to encourage participation.

Step 7: Set Up Email Reminders

Click "**Next**" to configure email reminders (this step will be skipped if you selected "No Participants").

1. Edit the **Reminder Email Content** to reflect your tone and add a personal message.
 - Toggle "ON" the email reminder to edit the time delay and the email content.
2. You may set up to **three reminder dates** to ensure students complete the survey before the deadline.

Email Journey

Pulse start date
1st Apr 2025

0 days delay

Email #1 1st Apr 2025

3 days delay

Email #2 4th Apr 2025

3 days delay

Email #3 4th Apr 2025

Pulse end
30th Apr 2025

Time delay
Delay for 0 days after the Pulse start date

Email #1 [Preview email](#)

Send From
no-reply@unitu.co.uk
This email is sent from the no-reply address displayed above and cannot be edited.

From Name
Joanne Lane
Changing From Name, will update all emails.

Subject Line
Your Opinion Matters! Participate in Our Pulse

Email Body
Hello {{FirstName}},
We're excited to hear from you! As part of our continuous effort to enhance the experience at {{UniversityName}}, we are conducting a Pulse to gather your valuable insights and opinions.
Your feedback matters
We've created an easy-to-fill, anonymous Pulse form. Your input will guide our discussions and the changes we
Personalise your email using the variables below, which will automatically be replaced with relevant text, such as {{FirstName}} for the recipient's first name.
Available variables {{FirstName}} and {{UniversityName}}

Button Text
Share your feedback

Email Signature
Regards,
Joanne Lane
Student Voice Manager
Demo University

Your upcoming Pulse has 1 email scheduled for 1 participants.

Step 8: Launch the Pulse

1. Click "**Launch Pulse**" to schedule the survey based on the start date you selected.

The screenshot shows the 'Edit Pulse' interface. On the left is a navigation menu with 'Pulse' selected. The main area is titled 'Edit Pulse' and has tabs for 'Details', 'Participants', 'Questions', and 'Reminders'. The 'Email Journey' section shows a timeline starting with 'Pulse start date 1st Apr 2025'. Below this, there are three email entries: 'Email #1' (1st Apr 2025), 'Email #2' (4th Apr 2025), and 'Email #3' (4th Apr 2025). Each entry has a '0 days delay' button and a toggle switch. The 'Email #1' entry is currently selected. To the right of the email journey is a form for editing the email content, including fields for 'Send From', 'From Name', 'Subject Line', and 'Email Body'. A 'Preview email' button is also present. In the top right corner, there are buttons for 'Save as draft', 'Back', and 'Launch Pulse', with the 'Launch Pulse' button highlighted by a red box.

2. Once launched, Unitu will generate:

- A **Link**
- A **QR Code**
- A **Printable Poster**

The screenshot shows a confirmation dialog box titled 'Your pulse has been edited'. The dialog contains the following text: 'Notifications will be sent to the selected participants to request their feedback.' and 'Copy and share the link to gather more feedback'. Below this, there are three options: 'Copy Form Link' with a text input field containing the URL 'https://demo.unitu.co.uk/p/95765f8aed/f' and a 'Copy' button; 'Download QR Code' with a 'Download' button and the subtext 'Generate QR code'; and 'Download Poster' with a 'Download' button and the subtext 'Image with QR Code'. At the bottom of the dialog is a large blue 'Close' button.

Reminder: Use these materials to promote your survey in lectures, online platforms, and on campus.

Step 9: Monitor Responses in Real-Time

- Return to the **"Pulse"** page anytime by clicking it from the left-hand menu.

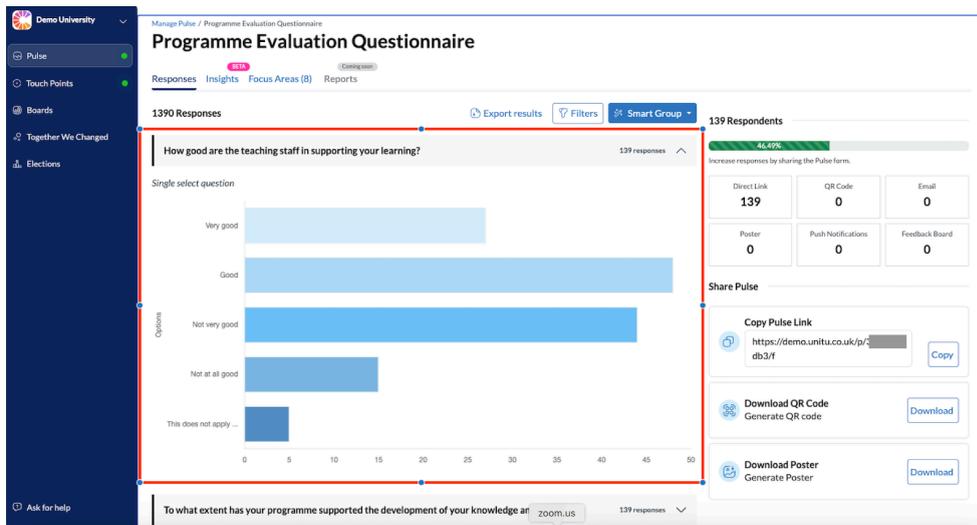
The screenshot shows the 'Library Experience' Pulse page. The left-hand menu is dark blue with 'Pulse' highlighted in a red box. The main content area has a white background with a dark blue header. The survey title is 'Library Experience' and the question is 'When do you visit the library?'. The status is '0 Responses'. On the right, there are six buttons for sharing: Direct Link (0), QR Code (0), Email (0), Poster (0), Push Notifications (0), and Feedback Board (0). Below these are three buttons for sharing: Copy Pulse Link (with a URL), Download QR Code, and Download Poster.

- Click on your **active (Live)** or **completed** survey from the list.

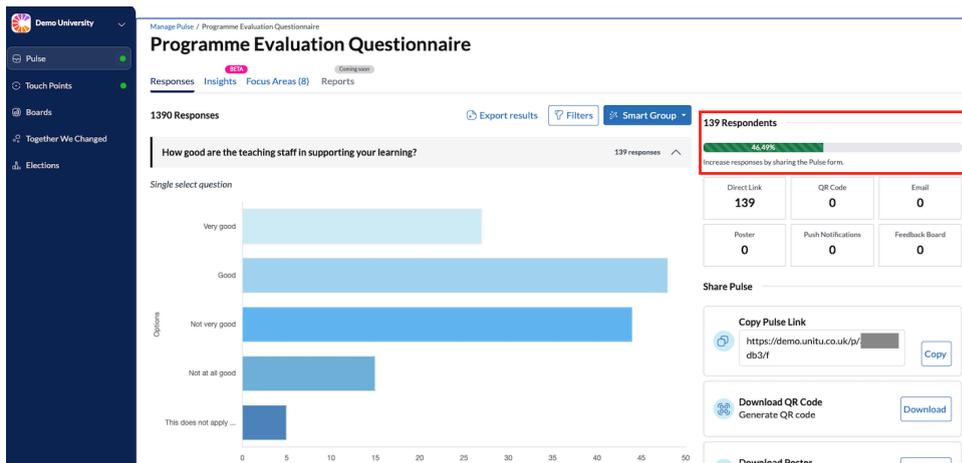
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test	0	Imported users	19th February 2025	21st February 2025	Jade Smith	Draft
Library Experience	0	No participants	1st April 2025	30th April 2025	Joanne Lane	Live
Welcome Week Survey	0/4	Dep of Chemistry (130)	1st April 2025	15th April 2025	Jade Smith	Live
Test Pulse	0/3	Dep of Chemistry	27th March 2025	30th March 2025	Jade Smith	Completed
Big SU Survey	0/4	Dep of Chemistry	20th March 2025	20th April 2025	Jade Smith	Live
Big SU Survey	0/3	Dep of Chemistry	20th March 2025	20th April 2025	Jade Smith	Live
Big SU Survey	0/4	Dep of Chemistry	17th March 2025	29th March 2025	Jade Smith	Completed
Welcome Week Survey	0/4	Dep of Chemistry	13th March 2025	3rd April 2025	Joanne Lane	Live
Welcome Week Survey	1/1 (100%)	Department of Psychology	13th March 2025	3rd April 2025	Joanne Lane	Live
Cafeteria Experience	36	No participants	13th March 2025	30th March 2025	Jade Smith	Completed
Survey - Term 2 - Student Wellbeing	2/4 (50%)	Imported users	12th March 2025	26th March 2025	Joanne Lane	Completed
Surrey MEQ Test	0/20	Surrey Business School (2)	12th March 2025	23rd March 2025	Annika Bautz	Completed
Cafeteria Student Experience	0/7	Dep of Chemistry (5)	28th February 2025	21st March 2025	Jade Smith	Completed
Future Student Events	1	No participants	28th February 2025	7th March 2025	Joanne Lane	Completed
MEQ Survey	0/3	Dep of Chemistry	27th February 2025	27th March 2025	Jade Smith	Completed

Here, you can:

- **View real-time responses**



- **Check response rates**



- **Use filters** to sort responses by:

- Programme
- Segmentation fields (e.g. age, campus) if added during setup

Programme Evaluation Questionnaire

1390 Responses

How good are the teaching staff in supporting your learning?

Single select question

Options	Count
Very good	~28
Good	~48
Not very good	~45
Not at all good	~15
This does not apply ...	~5

139 Respondents

46.49%

Direct Link: 139, QR Code: 0, Email: 0

Poster: 0, Push Notifications: 0, Feedback Board: 0

Share Pulse

Copy Pulse Link: <https://demo.unitu.co.uk/p/db3/f>

Download QR Code: Generate QR code

- Export/download results.

Programme Evaluation Questionnaire

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Share Pulse

Copy Pulse Link: <https://demo.unitu.co.uk/p/db3/f>

Download QR Code: Generate QR code

You can also:

- **Copy the survey link**
- **Download the QR code**
- **Download the auto-generated poster** for further promotion.

Programme Evaluation Questionnaire

1390 Responses

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Single select question

Options	Count
Very good	~28
Good	~48
Not very good	~45
Not at all good	~15
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Share Pulse

Copy Pulse Link: <https://demo.unitu.co.uk/p/db3/f>

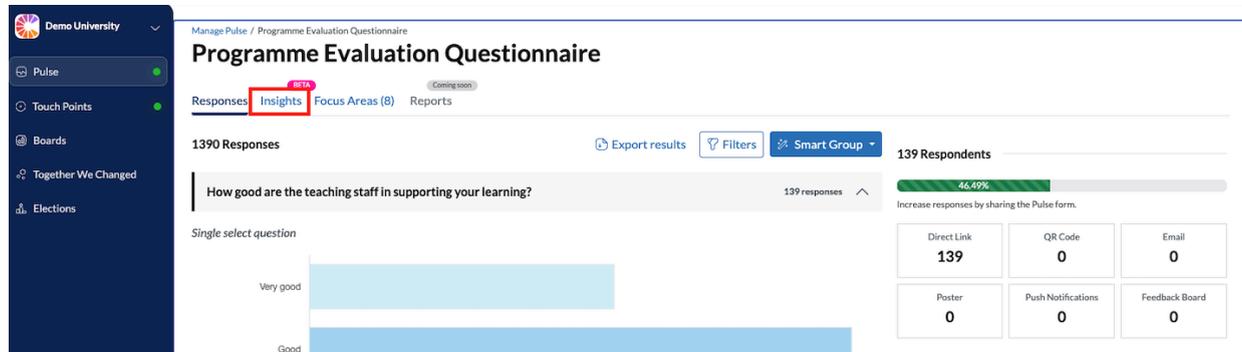
Download QR Code: Generate QR code

Download Poster: Generate Poster

Step 10: Explore Insights

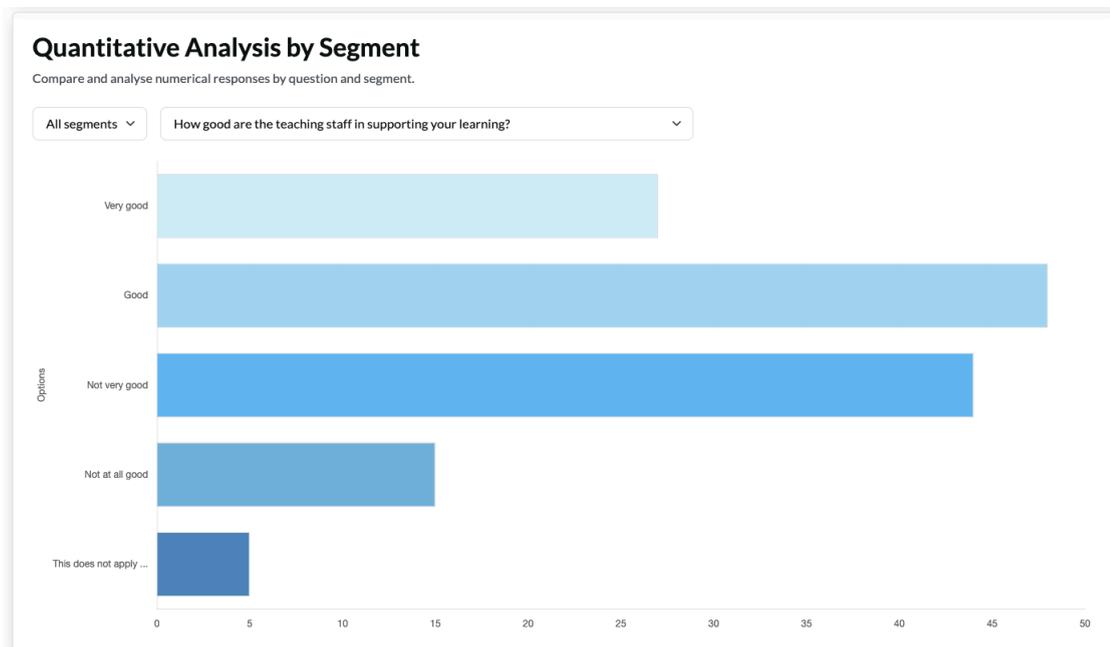
Once your survey reaches **at least 10 responses**, a new **Insights** tab becomes available.

1. Navigate to the **"Insights"** tab within your Pulse.

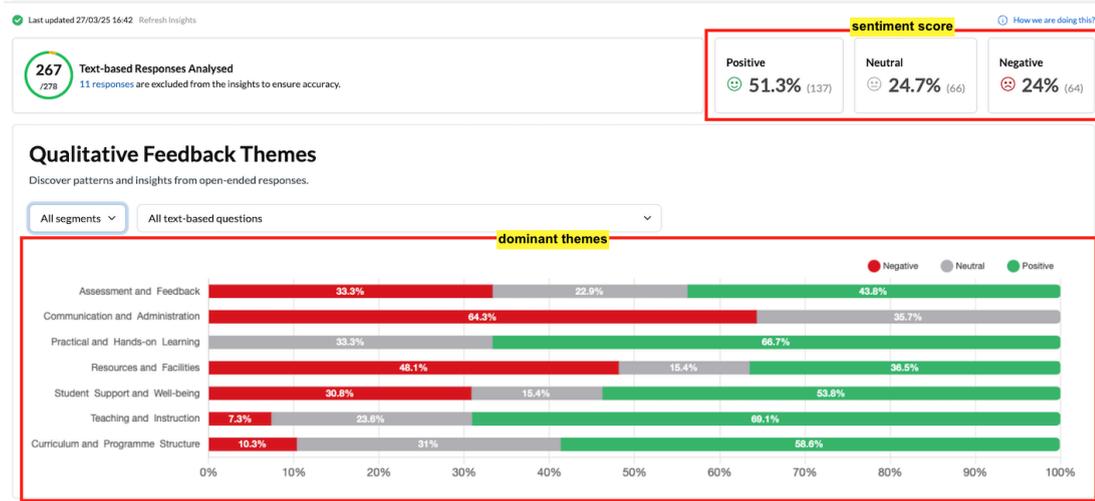


2. The page includes two major analysis blocks:

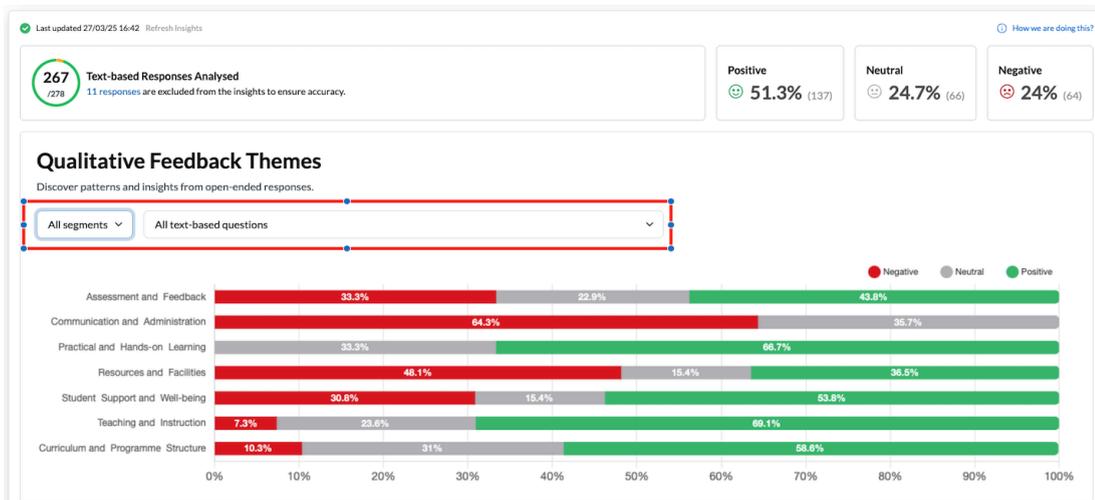
- **Quantitative Analysis:** Visual graphs and summaries based on multiple-choice and rating scale responses.



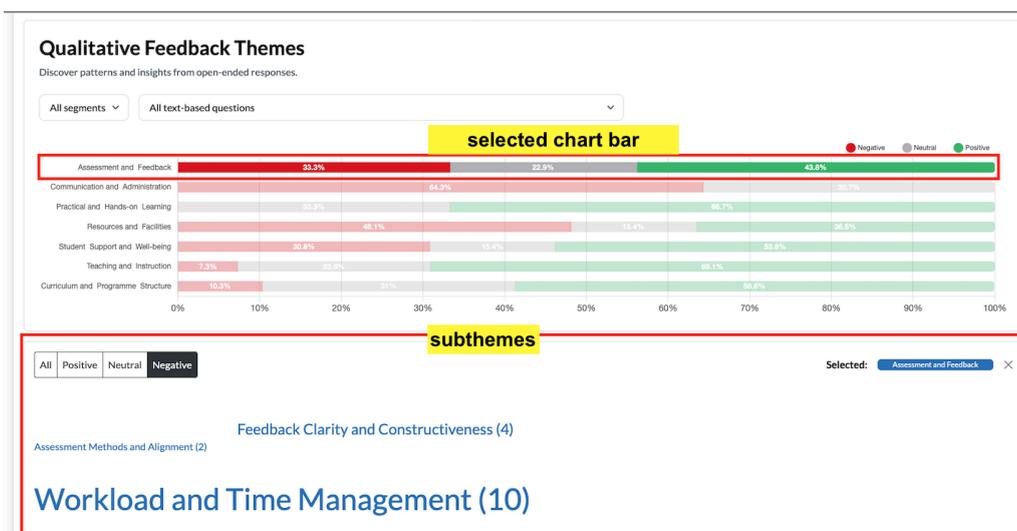
- **Qualitative Analysis:** AI will identify key themes from open text answers and visualize:
 - The **dominant themes**
 - Their **sentiment** (positive or negative)
 - A **word cloud** with subthemes



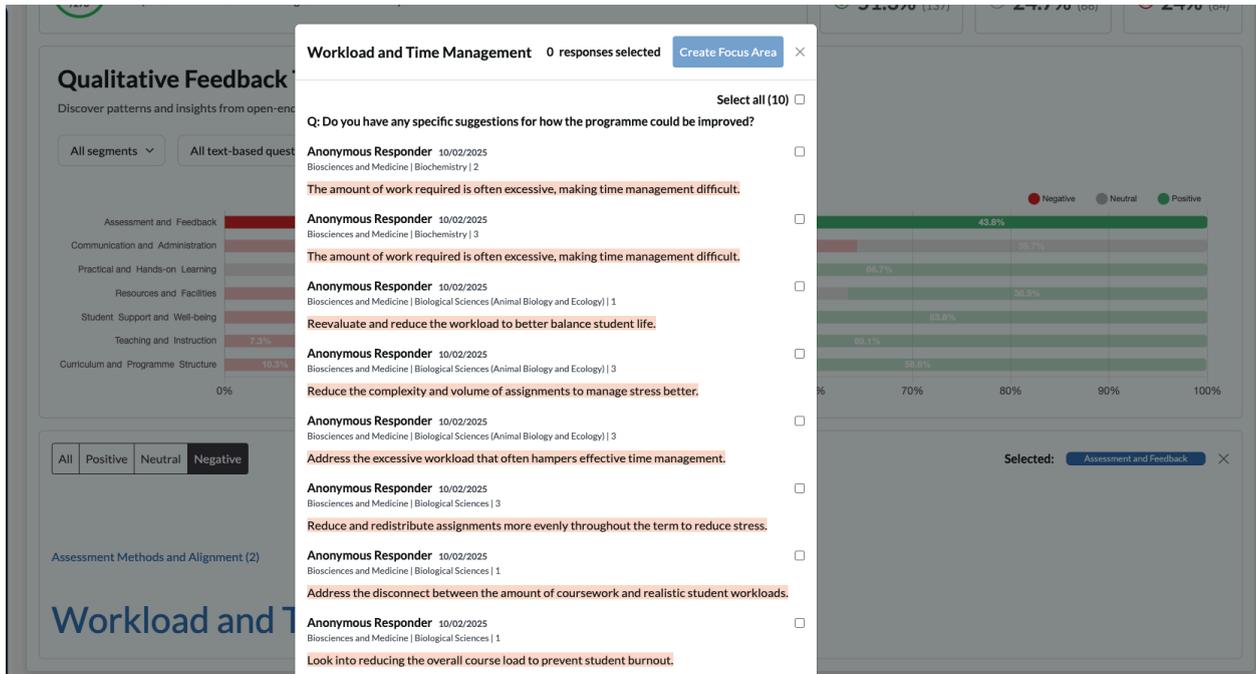
3. Filter the segments and questions to see specific results.



4. Click on a chart bar to see related subthemes in the word cloud.



5. Click on individual words in the word cloud to read corresponding student comments.



Tip: Use these insights to understand what's working well and what needs improvement.

Step II: Create Focus Areas

Focus areas help you summarize findings and take action based on student feedback.

Option 1: Auto-generate using AI

1. Go to the **"Focus Areas"** tab.
2. Click the **"Generate Focus Areas with AI"** button.
3. AI will analyze responses and suggest key focus areas in seconds.

Option 2: Manually create focus areas

1. Go to the **"Responses"** tab.
2. Tick the boxes of specific student responses.

3. Click "**Create Focus Area**" on the top right to summarize manually.

The screenshot shows a survey results page for a "Welcome Week Feedback Survey". The interface includes a top navigation bar with a "Create Focus Area" button (annotated with a red box and the number 3). Below the navigation, there are tabs for "Responses" (annotated with a red box and the number 1), "Insights", "Focus Areas (1)", and "Reports". The main content area displays two survey questions: "On a scale of 1 to 10, how would you rate your overall experience during Welcome Week?" and "What do you believe worked well and what can be improved?". A "2 Responses" header is visible. On the right, there is a "1 Respondent" section with a 25% progress bar and a table of sharing options: Direct Link (1), QR Code (0), Email (0), Poster (0), Push Notifications (0), and Feedback Board (0). A "Share Pulse" section is also present. At the bottom, a response from an "Anonymous Responder" is highlighted with a red box and the number 2. The response text is: "I think we should have more social events, it's important to know and meet our new classmates." The response is marked as a "FOCUS AREA" and has a "Select all (1)" checkbox.

Coming Soon Features

Reports

- A new **Report feature** is under development.
- Staff will be able to generate customisable **PDF reports** that include:
 - Quantitative and qualitative analysis
 - What's going well and what can be improved
 - Executive summary
 - AI-generated recommendations

Closing the Loop

- A future "**Closing the Loop**" feature will allow you to:
 - Customize a **follow-up email** to students
 - Share key focus areas and let students know how their feedback is being acted upon
 - Use the format: "**You said, we're doing...**"