



# Example: Questions for Understanding Behavior

How do you prefer to purchase board games?

- In-store
- Online
- Other
  - Logic: why do you prefer to purchase board games that way? (open text)

With which stores have you purchased board games online?

- Multiple-choice with "other" option

How often do you purchase board games online?

- 1-2 times a month
- 3-4 times a month
- 5+ times a month

Why do you purchase board games online?

- Either: multiple choice with answers from previous research and "other" option OR open text

What is your main goal when visiting an online board game shop?

- Multiple-choice with other

Is there anything you look for on an online board game store that is missing?

- Yes/No
  - Logic, if yes: what are you looking for?

Have you ever returned a board game you purchased online?

- Yes/No
  - Logic, if yes: Why did you return it? (open text)



## Example: Questions for Gathering Opinions

Think about a time when you purchased a board game online. How was your experience?

- Scale: Very good, good, neutral, bad, very bad
- Why (open text)

Think about a frustrating experience you had purchasing a board game online. What happened to make that experience frustrating?

- Open text

What is the most difficult part of buying a board game online?

- Either: multiple choice with answers from previous research and "other" option OR open text

What do you look for when going to an online board game store?

- Open text

What would make you purchase a board game online?

- Open text

How would you improve the experience of purchasing a board game online?

- Open text

What do you like about purchasing board games online?

- Either: multiple choice with answers from previous research and "other" option OR open text



## Example: Questions for Prototypes

What are your initial impressions of this website?

- Open text

What is the most important information on this page?

- Open text

What information is missing?

- Open text

What information is confusing to you on this page?

- Open text

What would you change to improve this page?

- Open text

Would you use this page?

- Yes/No
- Logic: why or why not?



## Example: User Feedback Survey

Would you recommend our product to a friend?

How would you describe our product in X words?

How does our product compare to this competitor's product?

On a rating scale from 1 to 10; how do you rate our product?

What do you like least about our product?

How easy is our product to use?

Which feature (or features) of our product are most important to you?

Which feature (or features) of our product are least important to you?



# Example: Questions About a New Feature or Tool

## Closed Questions

- Have you used [new tool/feature]?
- How easy was it to use [new tool/feature] on a scale of 1 (very difficult) to 5 (very easy)?

## Open-Ended Questions

- What are your first impressions of [new tool/feature]?
- What is one thing you would change about [new tool/feature]?

## Types of Questions

Type	Examples	Options
Closed ended/ Structured	Did you experience fever in the last 6 months?	<input type="radio"/> YES <input type="radio"/> NO
Categorical question	<p><b>Bad example:</b> How much do you use the below medicines?</p> <p><b>Good example:</b> Which medicine you prefer to use most? (select one)</p>	<input type="checkbox"/> Medicine1 <input type="checkbox"/> Medicine2 <input type="checkbox"/> Medicine3 <input type="checkbox"/> Medicine4
Filtering question	Think of the last time you were sick. Did you consult a doctor?	<input type="radio"/> YES <input type="radio"/> NO (Apply conditions)
Follow up question	(Following the above question) (If YES) - Do you think It's important to consult a doctor? Describe briefly. (If NO) - Why didn't you consult a doctor? Describe briefly.	----- (Open input field)
Open ended	What was the main reason to catch a fever you think? (Please describe briefly)	----- (Open input field)
Likert scale	"We should always consult a doctor when we experience fever"	<input type="checkbox"/> Strongly disagree <input type="checkbox"/> Disagree <input type="checkbox"/> Neutral <input type="checkbox"/> Agree <input type="checkbox"/> Strongly Agree
Double-barreled questions	<p><b>Bad example:</b> Did you experience fever &amp; diarrhoea during summer?</p> <p><b>Good example:</b> Did you experience fever during summer? Did your experience diarrhoea during summer? Or, Did you experience the following diseases during summer? (you can tick more than one)</p>	<input type="radio"/> Yes <input type="radio"/> No  <input type="checkbox"/> Fever <input type="checkbox"/> Diarrhoea <input type="checkbox"/> Cough
Partially structured	What are the reasons to catch fever you think?	<input type="checkbox"/> Dehydration <input type="checkbox"/> Medications <input type="checkbox"/> Alcohol <input type="checkbox"/> Other _____(open field)

## Types of Scales

Some scaling examples	
Interval data (Age/ Number/ Value etc)	<input type="radio"/> 0-9 <input type="radio"/> 10-19 <input type="radio"/> 20-29 <input type="radio"/> 30-39 <input type="radio"/> 40-49 <input type="radio"/> 50-59 <input type="radio"/> 60-69 <input type="radio"/> 70-79 <input type="radio"/> 80-89 <input type="radio"/> 90-100
Ordinal data	<div>           Agreement: <span>⌵</span>  <input type="checkbox"/>Strongly disagree <input type="checkbox"/>Disagree <input type="checkbox"/>Neutral <input type="checkbox"/>Agree <input type="checkbox"/>Strongly Agree         </div> <div>           Ease:  <input type="checkbox"/>Very easy <input type="checkbox"/>Moderately easy <input type="checkbox"/>Neither easy nor difficult <input type="checkbox"/>Moderately difficult  <input type="checkbox"/>Very difficult         </div> <div>           Quality:  <input type="checkbox"/>Excellent <input type="checkbox"/>Good <input type="checkbox"/>Average <input type="checkbox"/>Below average <input type="checkbox"/>Poor         </div> <div>           Expectations:  <input type="checkbox"/>Exceeds expectations <input type="checkbox"/>Exceeds expectations <input type="checkbox"/>Does not fully meet expectations <input type="checkbox"/>Does not meet expectations at all         </div> <div>           N.b:            *A non-response/Not applicable option should be added if appropriate.            * Neutral option should be removed if appropriate.            * It's good to go from most positive to least positive option in label, numeric value, rating scales.            For example: Descending orders : Very Good 5---1 Very bad.         </div>



**Bad**



**Good!**

What do you like about the current banking app?

Tell me about your experience using your current banking app.

Was using the app for the first time easy?

What were your impressions of the on-boarding experience within the app?

Would you rate the usability of the app as good?

What would you rate the usability of the app?  
Why?

Do you use (x) feature?

What features do you use the most on the app.

Was this feature confusing?

What does this feature mean to you?



# Intro Professional Template Example

Hey [name], (if you don't know the person's name, you can say: "Hi there!")

We're working on [the topic and goal of research]. It would be great if you could complete a quick survey — it will take you [average time] minutes. We will use your feedback to improve our product and make it more useful for you. Thanks for your help!

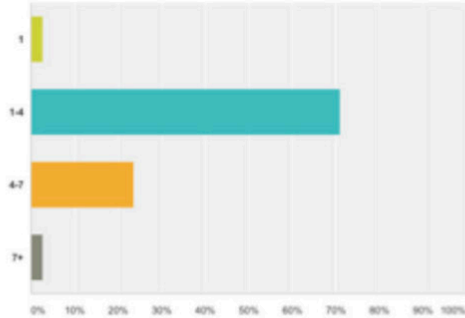
Best,

[your name and role in a company]

# Survey Example

When you go to the mall, how many stores do you go to?

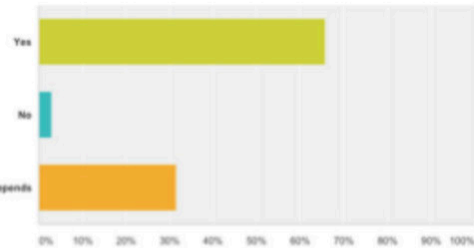
Answered: 38 Skipped: 0



Answer Choices	Responses
1	2.63%
1-4	71.69%
4-7	23.68%
7+	2.63%
Total	38

Do you go to the same stores every time?

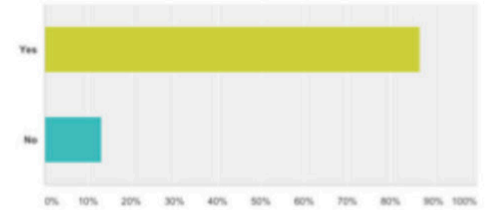
Answered: 35 Skipped: 3



Answer Choices	Responses
Yes	65.71%
No	2.86%
It depends	31.43%
Total	35

Do you plan which stores to go to before entering the mall?

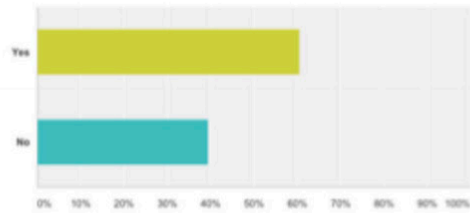
Answered: 38 Skipped: 0



Answer Choices	Responses
Yes	86.84%
No	13.16%
Total	38

Do you have trouble finding what you are looking for at the mall?

Answered: 38 Skipped: 0



Answer Choices	Responses
Yes	60.53%
No	39.47%
Total	38

What is your least favorite part of going to the mall?

Answered: 37 Skipped: 1

Responses (37) | Text Analysis | My Categories

**PRO FEATURE**  
Use text analysis to search and categorize responses; see frequently-used words and phrases. To use Text Analysis, upgrade to a GOLD or PLATINUM plan.  
[Upgrade](#) [Learn more >](#)

Categories as... | Filter by Category | Search responses

Showing 37 responses

How long it takes to get around to all my stores.  
4/11/2015 8:56 PM [View respondent's answers](#)

No carts for your stuff when going from store to store.  
4/11/2015 8:42 PM [View respondent's answers](#)

Parking  
4/11/2015 4:23 PM [View respondent's answers](#)

Crowds and people who are rude  
4/11/2015 4:22 PM [View respondent's answers](#)

Other people.  
4/11/2015 4:20 PM [View respondent's answers](#)

Going to a new mall and not knowing where the fuck anything is because directories suck also hai it's Taylor :3  
4/11/2015 4:02 PM [View respondent's answers](#)

Walking a lot.  
4/11/2015 11:16 AM [View respondent's answers](#)

What would make going to the mall a better experience?

Answered: 32 Skipped: 6

Responses (32) | Text Analysis | My Categories

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[Upgrade](#) [Learn more >](#)

Categories as... | Filter by Category | Search responses

Showing 32 responses

Only having the stores I like.  
4/11/2015 8:56 PM [View respondent's answers](#)

Shopping carts and more parking.  
4/11/2015 8:42 PM [View respondent's answers](#)

If they had my size :(  
4/11/2015 4:20 PM [View respondent's answers](#)

Better organization inside stores.  
4/11/2015 4:02 PM [View respondent's answers](#)

Less walking.  
4/11/2015 11:16 AM [View respondent's answers](#)

closer shops, better curation  
4/10/2015 7:28 PM [View respondent's answers](#)

Less foreigners taking up space and not knowing how to drive in the US.  
4/10/2015 7:28 PM [View respondent's answers](#)

## Survey Response Summary

We created a Google survey to gain more insight into our user base. After posting the survey on Facebook and Instagram we got 43 responses and made some conclusions.

- ♥ Disney+ users range in age from 16–69
- ♥ Streaming service users value personalized suggested content
- ♥ Streaming service users value content organization on an app
- ♥ Most Disney+ users are Disney fans
- ♥ Disney+ is clean, but unorganized
- ♥ Disney+ is dull, which is unexpected for the Disney brand
- ♥ 55.2% of people watch Disney+ on a TV and 31% on a computer
- ♥ 81.94% of people said they would or might use a watch party

The screenshot shows a Google Survey titled "Disney+ Reboot Project Survey". The survey text includes a greeting, a thank you for helping collect data, and a statement about reimagining the Disney+ user interface. It also includes a note that users don't need Disney+ to participate. The survey contains four questions, each marked as required with a red asterisk. The first three questions are text-based, and the fourth is a multiple-choice question about the most important feature of a video streaming service user interface.

**Disney+ Reboot Project Survey**

Hi there! Thank you so much for helping us collect data for our class reboot project.

We are reimagining the Disney+ user interface and experience.

No worries if you don't have Disney+. Just answer the following questions to the best of your ability. :)

\* Required

How old are you? \*

Your answer

What city & state do you live in? \*

Your answer

How much are you willing to pay monthly for a video streaming service? \*

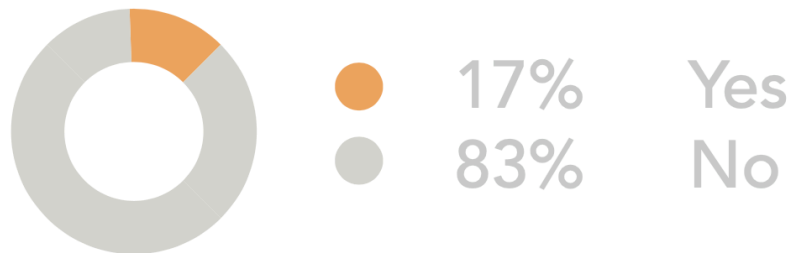
Your answer

What feature of a video streaming service user interface is most important to you? (i.e. content organization, closed captioning, suggested video) \*

## Research:

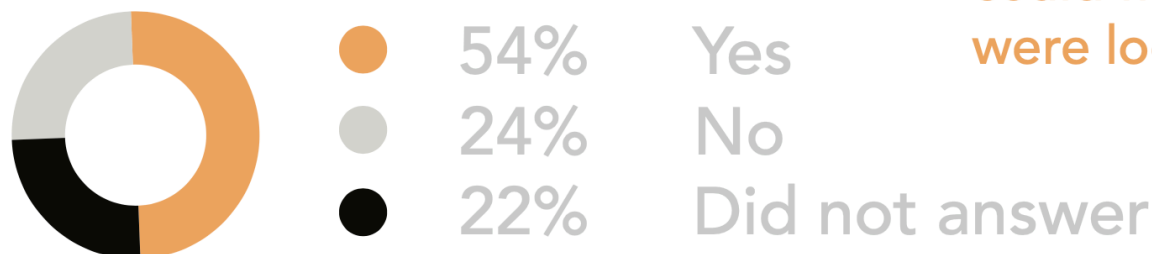
Based on our research and a survey of 50 people, there were a lot of problematic things immediately apparent with Etsy's current app.

### Easy to browse?



Our survey results indicate that 83% of people had a difficult time simply browsing for products on Etsy and only about half could find what they were looking for.

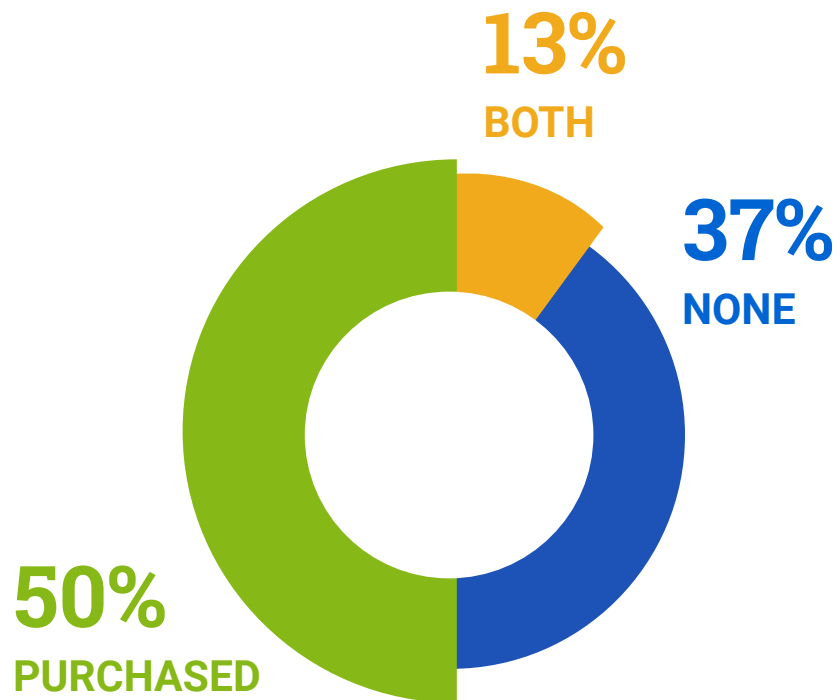
### Easy to find something specific?



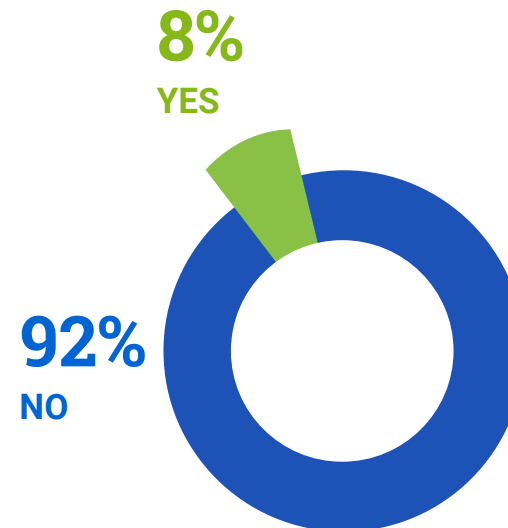


## SURVEY RESULTS | 38 Respondents

Have you ever purchased or sold an item on eBay?



Is eBay your primary online marketplace?





**Have you, or anybody you know, encountered any issues while using ebay?**

“there’s an issue of authenticity of the advertised item.”

“Sellers trying to rip people off, or packages lost in transit.”

“Fake or stolen products.”

“I haven’t used it mainly because I am intimidated by it. It seems complicated to use”.



**Would you be more likely to sell your items on eBay if you could easily determine how much your items are worth?**

