Survey guide template

Research plan

Things to remember

- Make a copy of this template to edit for your research guide
- Try to keep your survey to fewer than 10 questions.
- Closed questions are great to get consistent comparisons that you can track over time.
- Open questions will usually give you more nuggets of information to help you make good product choices.
- Try not to require questions on your forms.
- Be sure you disclose why you're doing research, any compensation, and how you will protect privacy and data.
- Write and test your questions here before you spend time making a form.

Intro

Thanks for taking the time to help us out today!

We're doing research on [product] and we appreciate you sharing your thoughts, experiences and ideas. These results are confidential and are only used for our team to improve [product].

[Explain compensation]

Product-Market fit survey

[Read more about PMF survey](#)

1. How would you feel if you could no longer use [product]? (Choose 1)
   - Very disappointed
   - Somewhat disappointed
   - Not disappointed
2. What type of people do you think would most benefit from [product]? (long text)
3. What is the main benefit you receive from [product]? (long text)
4. How can we improve [product] for you? (long text)

Net Promoter Score survey

[Read more about NPS](#)

1. How likely are you to recommend [product] to a friend? (linear scale from 1 to 10)
   a. 1 = Not at all likely; 5 = neutral; 10 = Extremely likely)

2. What is the primary reason for the score you gave [product]? (long text)
3. How can we improve [product] for you? (long text)

Kano survey

[Read more about the Kano model](#)

For each feature you wish to test, add the following question pairs.

You can write or SHOW features. Showing is better.

FUNCTIONAL: How would you feel if you had [feature description]? (Choose 1)
- I like it
- I expect it
- I am neutral
- I can tolerate it
- I dislike it

DYSFUNCTIONAL: How would you feel if you did not have [feature description]? (Choose 1)
- I like it
- I expect it
- I am neutral
- I can tolerate it
- I dislike it

Examples of question pairs:

- Oauth
    - If you can login with Google or Facebook, how do you feel?
    - If you login using email and password, how would you feel?
- Performance
    - How do you feel if your metrics load immediately?
    - How do you feel if your metrics sometimes take a few seconds to load?
- Preferences
    - If you can choose to receive our newsletter only on certain days as a subscriber, how do you feel?
    - If you receive newsletters every day as a subscriber, how do you feel?

General survey questions

1. How do you usually access [product]? (Choose all that apply)
    a. Smartphone
    b. Desktop
    c. Voice (Alexa, Google Home, etc)
    d. Email
    e. Google Chrome web browser

     f.   Microsoft Edge web browser
     g. Firefox web browser
     h. Safari web browser

2. How often do you usually use [product]? (choose one)
     a. Multiple times per day
     b. Daily
     c. Several times a week
     d. Once a week
     e. A few times a month
     f.   Once a month
     g. Less than once a month

3. How would you describe [product] in just a few words? (short text)
4. If [product] were a car, what car would it be? Why? (long text)
5. How does [product] compare to [competitor]? (long text)
6. What do you find most frustrating about [product]? (long text)
7. Overall, how easy to use do you find [product]? (long text)
8. Why do you tend to use [product]? (long text)
9. If you could change one thing about [product] what would it be and why? (long text)
10. What features of [product] could you not live without? (long text)
11. Which features of [product] could you live without? (long text)
12. What do you like best about [product]? (long text)
13. What do you like least about [product]?
14. How can we improve [product]? Send us your ideas and suggestions.
15. Anything else you care to share or get off your chest?