

User Research Survey Design Template

The portions of this template marked in **pink** can be customized/expanded to fit your specific needs and processes. Underlined pink portions should be hyperlinks to relevant resources.

RESEARCH PLAN | **SURVEY DESIGN**

PROJECT NAME

Author:
[Name]

Team:
[Team]

Status:
Not Started ▾

Last updated:
Jan 9, 2023

Block 1: Consent and privacy						
Thank you for taking the time to complete this survey. The purpose of this survey is to better understand your experience using X. Your responses will be used to improve the product for you and the larger community. The survey will take up to 5 minutes to complete. All responses are confidential.						
Type	Question	Response Options	Programming Notes	Analysis	Segments	Decision
Single-select	Do you consent to X collecting personally identifiable information, which may include your name and email address.	A. I agree to these conditions B. I do not agree to these conditions	FORCE RESPONSE A. CONTINUE B. TERMINATE	N/A	N/A	N/A
Block 2: Attitudes						
Type	Question	Response Options	Programming Notes	Analysis	Segments	Decision
Single-select	Overall, how satisfied or	A. Very satisfied B. Somewhat	N/A	A. Descriptive B. Barplot	A. Company size B. <1000 FTE	Should we focus on increasing

	dissatisfied have you been with X in the last 30 days?	satisfied C. Neither satisfied nor dissatisfied D. Somewhat dissatisfied E. Very dissatisfied		C. Inferential	C. >=1000 FTE	satisfaction of customers at small or large companies?
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