

# **SURVEYS & QUESTIONNAIRES**

# ASKING

Designers can enlist the participation of people in the design process through a range of design research methods that pose questions to help reveal and discover information that can prove invaluable in resolving complex design issues.

One of the simplest and quickest ways of eliciting information from individuals is by asking them directly. Using tools and techniques such as questionnaires, focus groups, interviews and the creation of personas, designers can gain a better understanding of the multifaceted relationships that exist between users and the designed products, services and systems they rely on.

# WHAT'S THE DIFFERENCE BETWEEN A SURVEY AND A QUESTIONNAIRE?

## QUESTIONNAIRE

To put it simply — a *questionnaire* is a list of written questions aimed at getting information about individuals. A questionnaire is usually limited in scope, and it isn't used for gathering data or analysing statistics.

## SURVEY

A *survey* involves gathering data to use for analysis and forecasting. As opposed to its questionnaire cousin, the data isn't analysed in isolation. Surveys do look for trends, behaviour, and the bigger picture.

# PUT VERY SIMPLY:

- A *questionnaire* is one-purpose data collection through a set of questions.
- A *survey* is data collection through a set of questions for the purposes of statistical analysis.

# HERE'S AN EXAMPLE OF A QUESTIONNAIRE.

Flashback to the last time you joined a gym, maybe you went for a health check when you signed up. You would have been asked to answer a list of specific questions about medical history.

That was a questionnaire.

The information you provided is used to assess risk, help with diagnoses and paint a picture of your medical history.

It's not used to look for trends, behaviour or a bigger picture.

## Exercise Pre-Screening Questionnaire

This is to be completed in preparation for physical activity. It is important that you disclose ALL of you existing medical conditions so that we/I may determine whether to seek further medical advice before commencing an exercise program. This questionnaire does not provide medical advice in any form and does not substitute advice from appropriately qualified professionals.

Title: \_\_\_\_\_ Name: \_\_\_\_\_ Surname: \_\_\_\_\_  
Address: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Contact Number: \_\_\_\_\_ DOB: \_\_\_\_\_ Age: \_\_\_\_\_ Email: \_\_\_\_\_  
Emergency Contact Name: \_\_\_\_\_ Number: \_\_\_\_\_

Yes No

### Part One:

Have you ever been told that you have a heart condition?

Yes No

Have you ever had a stroke?

Yes No

Do you ever have unexplained pains in your chest at rest or during physical exercise?

Yes No

Do you consistently feel faint or suffer from spells of dizziness?

Yes No

Do you suffer from asthma and require medication?

Yes No

Do you suffer from type I or II diabetes?

Yes No

Do you suffer from any major muscle or joint conditions that may limit you or be aggravated by physical activity?

Do you suffer from any medical conditions that may be made worse by participating in physical activity?

Yes No

Do you suffer from high blood pressure over 140/90 or low blood pressure below 100/80?

Yes No

### Disclaimer:

If you have answered no to all of the above questions and you are confident that you have no other concerns with your health then you may proceed to participate in physical activity. If you have answered yes to any of the questions above or are unsure, please seek a referral from your GP or allied health professional before commencing physical activity.

I believe to the best of my knowledge that all of the information I have provided on this tool is accurate. In the case that my medical condition changes over the course of my training I will inform my trainer and fill out a new exercise pre-screening questionnaire.

Client signature: \_\_\_\_\_ Trainer signature: \_\_\_\_\_  
Date: \_\_\_\_\_ Date: \_\_\_\_\_

# THE DEFINITION OF A SURVEY.

Think of a survey as a major project, aimed at using data to reach informed conclusions.

— A survey could be regarded as a questionnaire on steroids.

With a survey, you can dig deeper and find out peoples' opinions and ideas.

It encompasses a range of different elements, including a sample design, a data collection methodology, data collection instruments, analytical techniques, etc.

**MY COMPANY**

### Fitness Center Survey

Thanks so much for your interest in our fitness center! Whether you're a member now or considering future membership, we would really appreciate your feedback on your experience so we can continue to improve. Thank you!

Please share your contact information below.

First Name

Last Name

Telephone

Email Address

How do you prefer to be contacted?

☐ Email ☐ Phone call ☐ Text

How do you prefer to be contacted?

☐ Email ☐ Phone call ☐ Text

To help us ensure we are meeting the needs of our entire community, please select a range.

Are you a current member?

☐ Yes ☐ No

How did you learn first about us?

☐ Advertisement  
☐ Research online  
☐ Friend/family  
☐ Near my job/home  
☐ Other (Please specify)

How far is our location from your home?

☐ Less than 10 minutes  
☐ 10 - 30 minutes  
☐ 31 - 60 minutes  
☐ More than 1 hour

Did you attend our orientation?

☐ Yes ☐ No

How often do you come to visit us?

☐ Once monthly or less ☐ Once every 2 weeks  
☐ 3-4 times a week ☐ Daily

What time of day do you normally come to the center?

☐ Early morning ☐ Mid-morning ☐ Daytime  
☐ Early evening ☐ Late evening

Do you have any special health care needs?

☐ Yes ☐ No

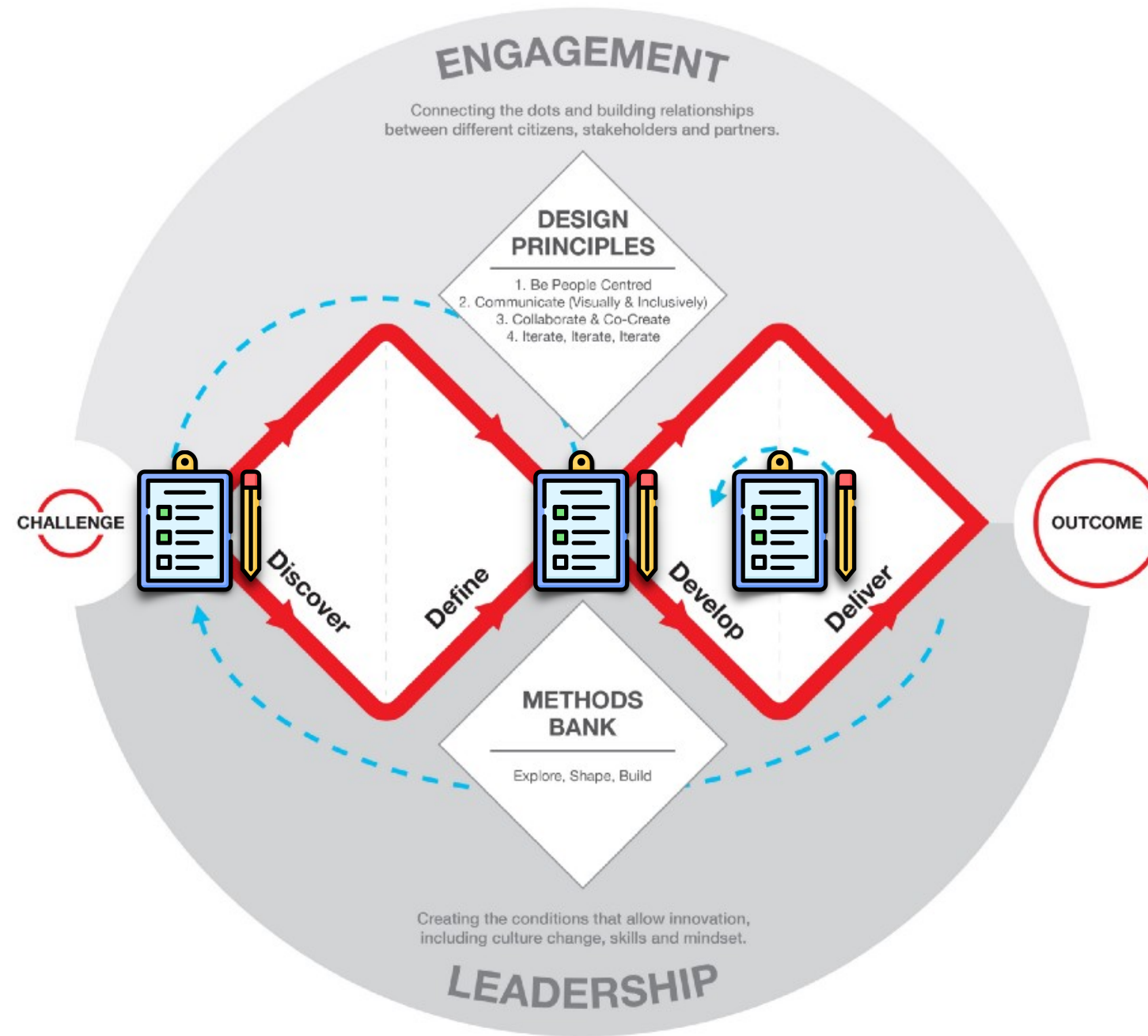
Select the option that is more appealing to you

| Option 1                                                                                         | Option 2                                                                                         |
|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Price: \$1.10                                                                                    | Price: \$3.30                                                                                    |
| Pack Type:  | Pack Type:  |
| Flavor: Plain                                                                                    | Flavor: Monterey Strawberry                                                                      |

[Continue](#)

# THE DESIGN PROCESS

## WHEN & WHERE



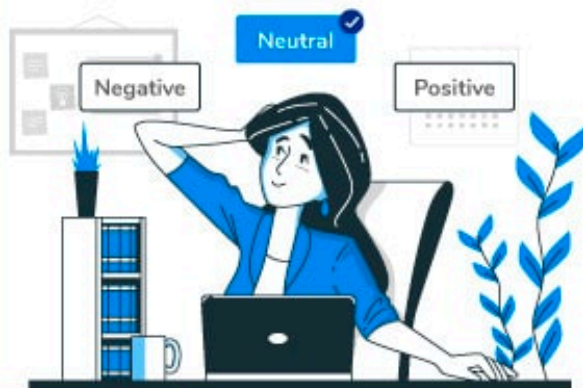
# QUICK TIPS

- **Keep it short.**  
Don't forget that every extra question reduces your response rate. If the questionnaire / survey is too long, you may find that you don't get as many responses as you'd like. Better to send a few short surveys than to put everything you want to know into one long survey.
- **Open-ended versus close-ended questions.**  
Asking open-ended questions is the best approach, but it's easy to get stuck in analysis because every user answer requires researcher time for analysis. Plus, users quickly tire of answering open-ended questions, which usually require a lot of reading and typing.

# QUICK TIPS

## Tips for good survey questions

**Be neutral:** don't boast too much about your products or services.



**Keep it simple:** create questions that are easy to understand and answer.



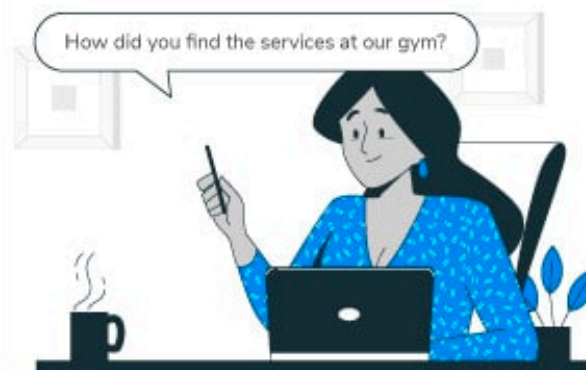
**Don't ask just because you can:** Many users view overly intrusive surveys as suspicious and irritating.



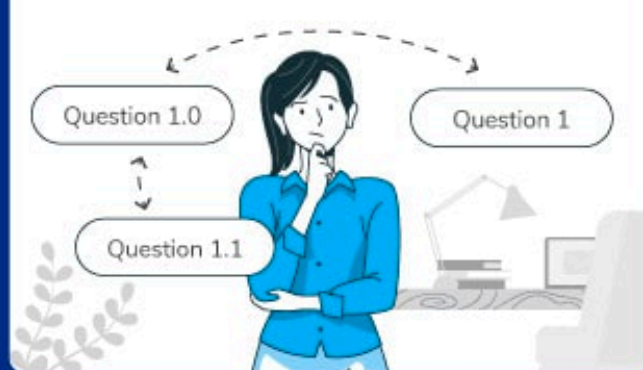
**Skip hypothetical questions:** avoid asking about situations that your respondents may never face.



**Find out "how"** This question captures detailed data and can generate more actionable information.



**Ask one question at a time:** Asking two or more correlated items in one question will confuse your customers.



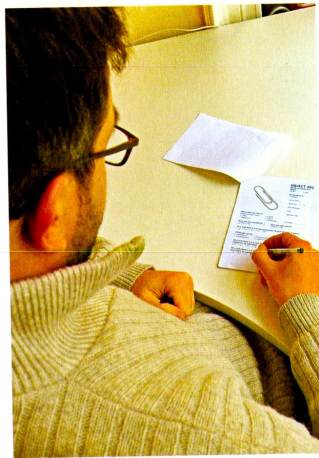
# HOW TO CREATE A GREAT QUESTIONNAIRE



## Research Methods for Product Design

### Tutorial

## How to create a great questionnaire



It's important to give respondents enough time and an adequate place to complete their questionnaire.

Before setting off on writing your questionnaire you should use the following steps as a guide:

1. Decide what information you want to gather from the questionnaire.
2. Keep the questionnaire as short as possible, asking only those questions that will provide the information you need.
3. Use a casual, conversational style, making the questions easy for almost anyone to understand.
4. Structure the questionnaire so that the questions follow a logical order and evolve from general to specific.
5. Use multiple-choice questions whenever possible. This helps the respondent to better understand the purpose of your question and will reduce the time it takes to complete the questionnaire.

6. Avoid leading questions that might generate false positive responses. For example, the question 'How great was the service provided by our excellent waiters?' should be 'How was the service provided by our waiters?'.
7. Use the same rating scale throughout. For example, if the scale is from 1 to 5, with 5 being the most positive, keep that same scale for all of the questions requiring a rating.
8. Test the questionnaire on 10 to 15 people before you produce it for mass distribution. Conduct an interview with each of those respondents after he or she completes the survey to determine if your questions were easily understood and easy to answer.

Following these simple steps will help you get the most out of your questionnaire and go some way to obtaining the information you require from people.

### Question sequence

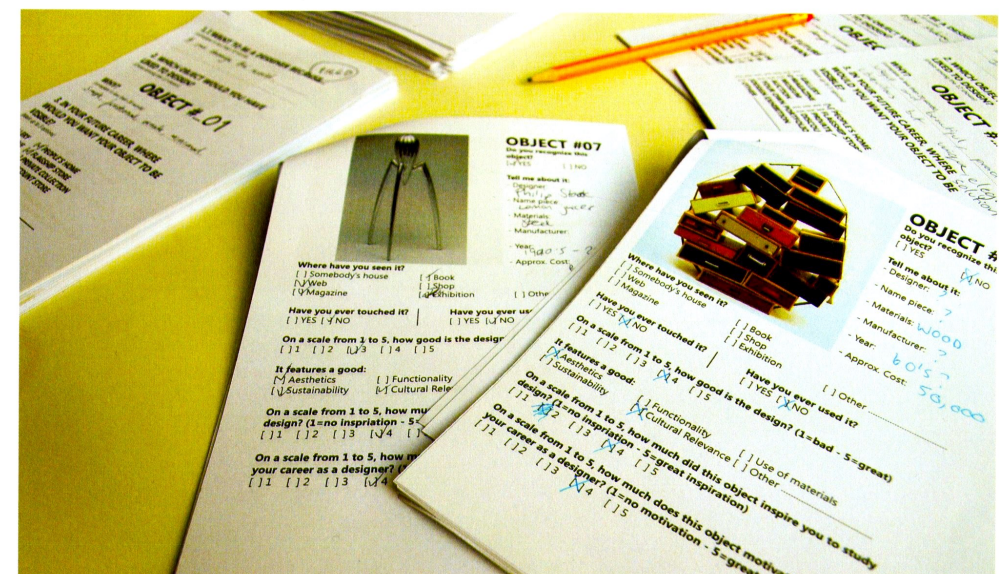
In general, questions should flow logically from one to the next. To achieve the best response rates, questions should flow from the least sensitive to the most sensitive, from the factual and behavioural to the attitudinal, and from the more general to the more specific.

### Basic rules for questionnaire item construction

- Use statements that are interpreted in the same way by members of different sub-populations of the population of interest.
- Use statements where people that have different opinions or traits will give different answers.
- Think of having an 'open' answer category after a list of possible answers.
- Use only one aspect of the construct you are interested in per item.
- Use positive statements and avoid negatives or double negatives.
- Do not make assumptions about the respondent.

- Use clear and comprehensible wording, easily understandable for all educational levels.
- Use correct spelling, grammar and punctuation.
- Avoid more than one question per item (e.g. 'Do you like strawberries and potatoes?').
- Write down the central idea or use a central multicoloured image that signifies the mind map subject.
- Think up new ideas related to the central idea.
- Use themes to provide the main divisions of the mind map.
- Enclose each theme with an outline that hugs the shape created by the branches.
- Make sure that the lines that support each key word are the same length as the word and 'organically' connect to the central image.
- Print so that each word used is clear and legible.
- Try to use single key words uncluttered by adjectives or definitions.
- Use colour for vividness and to enhance memory recollection.

Completed 'I want to be a Designer because...' questionnaires.



# TYPES OF QUESTIONS

The types of questions you ask can prove to be one most critical factors determining the success of a survey.

Using different question and answer types effectively lead to more engaging surveys. Incorporating the different types gives you more complete and accurate results.

The image displays a central blue square with a white question mark, surrounded by ten different survey question types, each in a light blue rounded rectangle:

- Top Left:** "What do you think of Starbucks?" with "Love It" (thumbs up) and "Hate It" (thumbs down) buttons.
- Top Center-Left:** "What type of credit card do you use?" with checkboxes for Visa, Mastercard, American Express, and Discover.
- Top Center-Right:** "Which of the following features would be most likely to make you choose X?" with a table of features and radio buttons.
- Top Right:** "How satisfied are you with your purchase?" with "Very Dissatisfied" and "Dissatisfied" options.
- Middle Left:** A semantic differential scale with "Good" and "Excellent" anchors and five radio buttons.
- Middle Center:** A semantic scale with five stars, where the first four are yellow and the fifth is grey.
- Middle Right:** A slider question with a blue dot on a horizontal line.
- Bottom Left:** A "Have you ever..." question with "Yes" and "No" radio buttons.
- Bottom Center:** A contact details form with fields for First Name, Last Name, Phone, Email Address, and Address Line 1.
- Bottom Right:** A ranking question: "Please rank (1-3) the following in..." with a list of items and dropdown menus for ranking.

# TYPES OF QUESTIONS

## 1. Dichotomous Questions

Have you ever purchased a product or service from our website?

☐ Yes

☐ No

## 2. Multiple Choice

How did you hear about our website?

☐ Television

☒ Newspaper

☐ Radio

☐ Magazine

☐ Word-of-Mouth

☐ Internet

☐ Others (Please specify)

# TYPES OF QUESTIONS

## 3. Rank Order Scaling

Considering the fitness tracker you currently have, which of the following features do you like the most? Order the features from highest (the ones you like most) to lowest (the ones you like least).

Measuring sleep

-- Select --



Setting goals

-- Select --

Active minutes

1

Calories eaten

2

3

4

Done

## 4. Rating Scale / Likert Scale

How satisfied are you with the following?

Very  
dissatisfied

Not satisfied

Neutral

Satisfied

Very satisfied

Website

Satisfied

Customer Service

Neutral

Overall

Satisfied

# TYPES OF QUESTIONS

## 5. Semantic Differential Scale

Given your most recent experience, please rate the following question on scale of 1 to 7.

A horizontal bar chart with two rows. The top row is for the question 'How likely are you to use our service again?' with a score of 6. The bottom row is for the question 'How was your experience with our customer support team?' with a score of 7. Both rows have a scale from 1 to 7. The bars are blue, and the scores are indicated by a blue dot on the bar and a number to the left of the bar.

| Question                                                | Score |
|---------------------------------------------------------|-------|
| How likely are you to use our service again?            | 6     |
| How was your experience with our customer support team? | 7     |

Unlike the rating scale, the semantic differential scale does not have a neutral or middle selection. A person must choose, to a certain extent, one or the other adjective.

## 6. Stapel Scale

How well do you think the word 'innovative' aptly describes our company?

[illegible]

# TYPES OF QUESTIONS

## 7. Constant Sum Survey Questions

Please allocate 100 points on how you spend your income:

Essentials (Gas, Grocery etc.)



\$ 40

Entertainment (Movies, Clubs etc.)



\$ 20

Utilities



\$ 30

Other



\$ 10

Done

## 8. Open-ended

Do you have any comments or suggestions for us?

A large, empty rectangular text input field for providing comments or suggestions. A small double-slash icon is visible in the bottom right corner of the field.

# TYPES OF QUESTIONS

## 9. Demographic Survey Questions

Please select your age group.

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ Above 64

## 10. Matrix Table

Please rate us for the below attributes.

|                     | Poor                  | Below average         | Average               | Good                             | Excellent                        |
|---------------------|-----------------------|-----------------------|-----------------------|----------------------------------|----------------------------------|
| Customer Service    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| Delivery            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |
| Shopping experience | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> |
| Quality             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            |

# TYPES OF QUESTIONS

## 11. Side-by-side Matrix

Based on your recent online shopping experience, please rate below items based on how important they are for you.

|                   | Importance            |                       |                       |                       |                       | Satisfaction          |                       |                       |                       |                       |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|                   | Not Important         |                       |                       | Very Important        |                       | Not Satisfied         |                       |                       | Very Satisfied        |                       |
|                   | 1                     | 2                     | 3                     | 4                     | 5                     | 1                     | 2                     | 3                     | 4                     | 5                     |
| User-friendliness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Interface         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Speed             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Product Catalog   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Customer Service  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Returns policy    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## 12. Static Content

Please spare a few minutes of your time and share your feedback.

# TYPES OF QUESTIONS

## 13. Miscellaneous

What is your date of birth?

Month  Day  Year 

## 14. Visual Analog Scale

How satisfied are you with our services?



Very Unsatisfied



Unsatisfied



Neutral



Satisfied



Very Satisfied

# TYPES OF QUESTIONS

## 15. Image Chooser

How do you like your coffee?



Caffè Americano



Café Latte



Cappuccino



Espresso



Irish Coffee



Macchiato

## 16. Data Reference

Enter a valid zip code

# TYPES OF QUESTIONS

## 17. Upload Data

Please upload your file.

Drag your file here

Or, if you prefer

Browse

## 18. Net Promoter Score (NPS)

Considering your *complete* experience with our company, how likely would you be to recommend our products to a friend or colleague?

|               |   |   |   |   |   |   |   |   |   |    |             |
|---------------|---|---|---|---|---|---|---|---|---|----|-------------|
| 0             | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |             |
| Very Unlikely |   |   |   |   |   |   |   |   |   |    | Very Likely |

# TYPES OF QUESTIONS

## 19. Choice Model

Which product would you like to buy based on the below combination of attributes?

Step 1 of 2

Brand

Vizio

Vizio

Price

USD 1200

USD 1500

Size

32"

32"



# EMPLOYABILITY IN THE CURRICULUM - STUDENT SURVEY

<https://advance-he.onlinesurveys.ac.uk/employability-wales21?x1=University+of+Wales+Trinity+Saint+David&xx>

## Employability in the Curriculum - Student Survey

0% complete

Page 1: Welcome

Cyngor Cyllido Addysg  
Uwch Cymru  
Higher Education Funding  
Council for Wales

hefcw

AdvanceHE

This survey invites you to share your experiences of how your course is providing opportunities to develop your skills. The results will provide comparison across institutions in Wales, to identify any changes that will help prepare students for the future as effectively as possible. It will also help create the first fully representative student view across Wales as a whole. This will help improve the experience of undergraduate students like you in the future.

This survey is available in both English and Welsh. For access to the Welsh version of the survey, please click on the link below:

<https://advance-he.onlinesurveys.ac.uk/cyflogadwyedd-cymraeg21>

Thank you very much for your time.