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BA COMPUTER GAMES DESIGN

USER EXPERIENCE DESIGN

UX Surveys



UX Surveys

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- ① **UX Survey Overview**
- ② **How to Conduct a Survey**
- ③ **Surveys: Best Practices**



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UX Surveys Overview

USER
RESEARCH

WORKS

USABILITY

NAVIGATION

DESIGN

HCI

STRUCTURING

INTERFACE



USER EXPERIENCE DESIGN

UX Surveys

UX SURVEYS OVERVIEW

UX Surveys, or User Experience Surveys, gather information about **users' feelings, thoughts, and behaviours** related to **UX design, product, or service**. These online surveys form a part of the broader field of usability surveys.

They focus on understanding how users interact with a system, application, or website to create a **user-centered design**.

Surveys should be used when you want to **compare users to each other**, control how questions are asked, or ask a lot of people for feedback or research [1].



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UX SURVEYS OVERVIEW

Good points

- Private, anonymous and (hopefully) more honest
- Every user gets the same questions
- Cheap and easy

Bad points

- No follow-up questions or clarifications
- The wording or ordering of questions can influence the results
- The longer the survey, the fewer users will complete it



UX Surveys

How to Conduct a Survey



HOW TO CONDUCT A SURVEY

Conducting UX surveys is essential for understanding user interaction with your product. Interaction-Design.org provides these **steps to design, distribute, and analyze surveys** for actionable insights [1].

Step 1: Define Your Objectives

Step 2: Identify Your Target Audience

Step 3: Craft Engaging Questions for the Questionnaire

Step 4: Select a Tool For the UX Research Survey

Step 5: Pilot the Survey

Step 6: Launch the Survey

Step 7: Analyze and Interpret the Results

Step 8: Share Insights and Implement Changes



HOW TO CONDUCT A SURVEY

Step 1: Define Your Objectives

Defining clear objectives sets the stage for a **successful UX survey**. It helps you understand the key insights you are seeking. **Clarity in the objectives** will guide every next step and ensure you align the results with your project goals.

Well-defined goals will **streamline the survey's structure** and help craft relevant questions. The sharper focus also helps in **analyzing the data** you collect later on [1].



HOW TO CONDUCT A SURVEY

Step 1: Define Your Objectives

To zero in on what you're aiming to discover, consider these questions [1]:

What is the main goal?

Understand if you want to measure user satisfaction or you want to focus on something else.

Which user behaviors are relevant?

Is the survey targeting frequent users, new users, or both?

What are the key metrics?

Do you want to look at completion rates, time spent, or other indicators?

New feature opinions:

Are you seeking input on new rolled-out features?

Pain points:

Are you trying to identify user frustrations and roadblocks?



HOW TO CONDUCT A SURVEY

Step 2: Identify Your Target Audience

Identifying your target audience is a **pivotal step in creating a survey**. Here's why [1]:

- **Product awareness:** Gauge how much your audience knows about your product. This shapes the depth and detail of questions.
- **Interests:** Understand what topics engage your audience. Use that insight to make questions interesting.
- **Language:** A professional audience may understand industry jargon. A general audience may not. Choose words carefully.
- **Region:** Geography can affect preferences and opinions. Localize questions if needed.



HOW TO CONDUCT A SURVEY

Step 2: Identify Your Target Audience

Understanding your target audience helps you **write questions that they can relate to**. It leads to **higher engagement and more accurate data** in user research.

You can also create **customer personas** and a user journey around them [1].



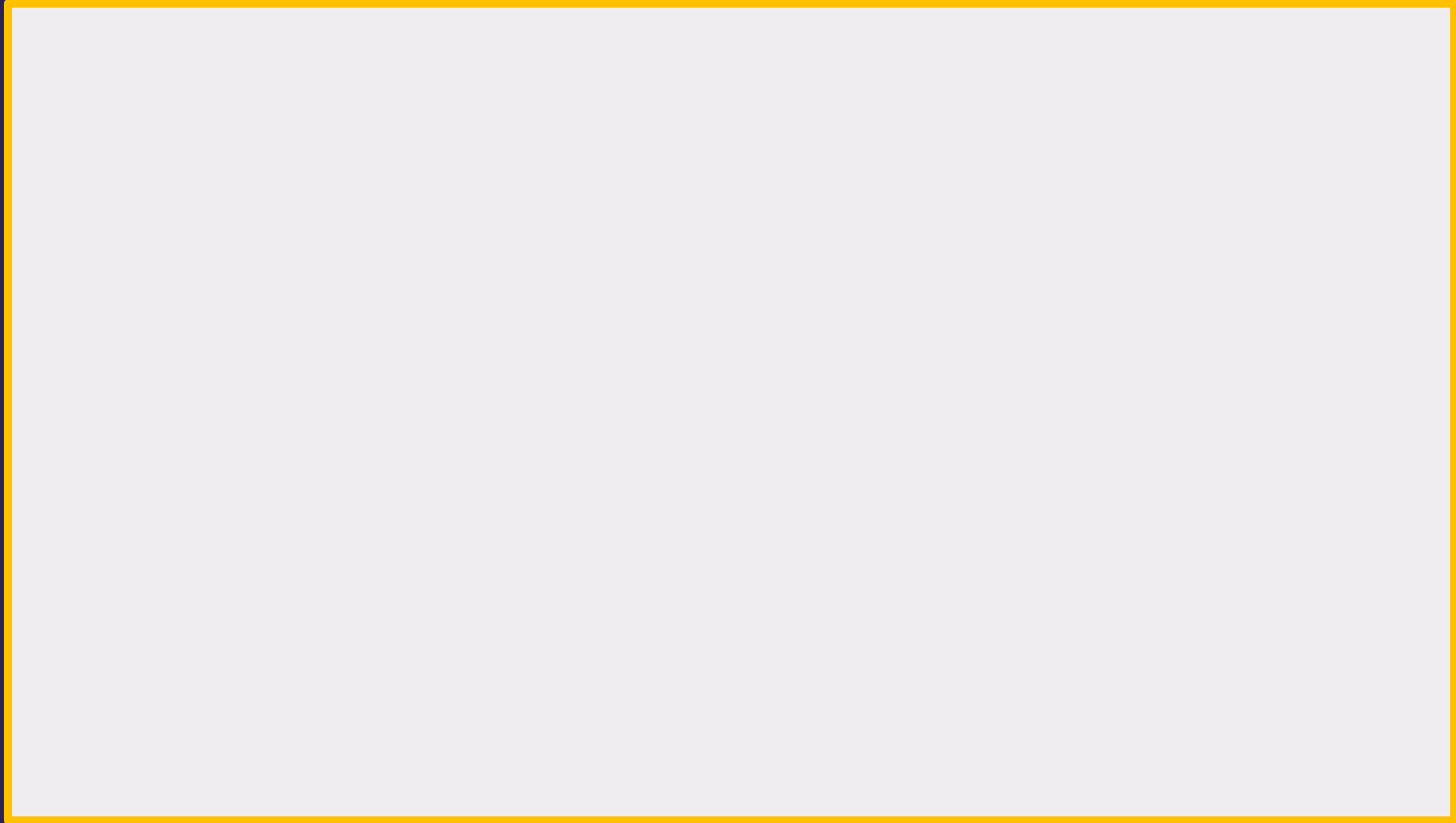
HOW TO CONDUCT A SURVEY

Step 3: Craft Engaging Questions for the Questionnaire

Questions are the heart of your survey. Writing **engaging, clear, and unbiased questions** will provide the insights you need. Your questions must **captivate the user's interest** and **guide them through** the survey [1].

Here's what you can do to craft engaging questions:

- ▶ Use different types, such as multiple-choice for quick feedback or open-ended for deeper insights.
- ▶ Use simple language, avoid jargon, and ensure each question serves a clear purpose.
- ▶ Be mindful of potential biases and keep the questions neutral.





HOW TO CONDUCT A SURVEY

Step 4: Select a Tool For the UX Research Survey

Selecting the right tool for your UX survey is crucial for data collection and analysis. A [Google Form](#) provides a quicker way to get started with UX surveys [1].

Here's why:

- **Ease of use:** Google Forms is user-friendly. Even if you're not tech-savvy, you can create a survey quickly.
- **Customization:** It offers various themes and allows question branching based on prior answers.
- **Integration:** Google Forms integrates with other Google services like Google Sheets for real-time data tracking.



HOW TO CONDUCT A SURVEY

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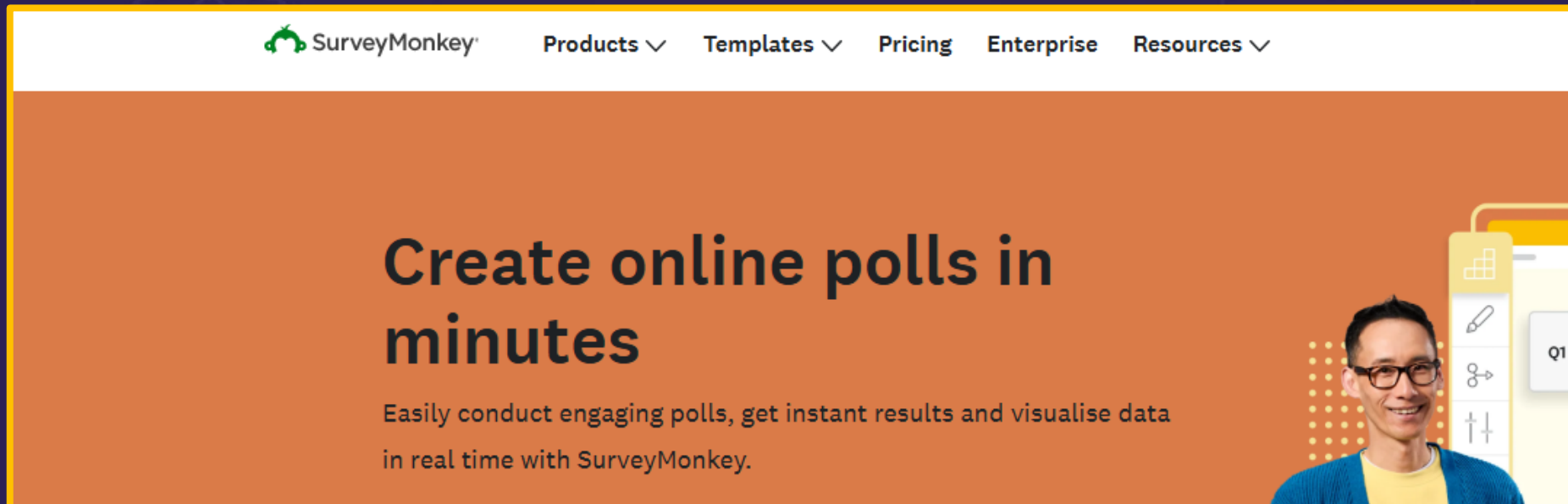
- **Free:** For basic features, it's free of charge.
- **Data analysis:** Offers basic analytics like pie charts and bar graphs for quick insights.



HOW TO CONDUCT A SURVEY

Step 4: Select a Tool For the UX Research Survey

You can also use specialized UX research tools like [SurveyMonkey](#) with more advanced features. **Consider what your objectives and target audience need.** Then, choose a tool that best serves those needs [1].





HOW TO CONDUCT A SURVEY

Step 5: Pilot the Survey

Pilot testing is an invaluable step in refining the UX survey. It provides an opportunity to **uncover unforeseen issues with the survey design, questions, or technology**.

Recruit participants in small numbers to test the survey. You can **ask internal team members** for help or contact professionals via LinkedIn. Use this test survey to understand their experience and make necessary adjustments.

This can make the difference between a **good survey and a great one**. It helps iron out the kinks and ensures a smoother product experience for the primary audience [1].

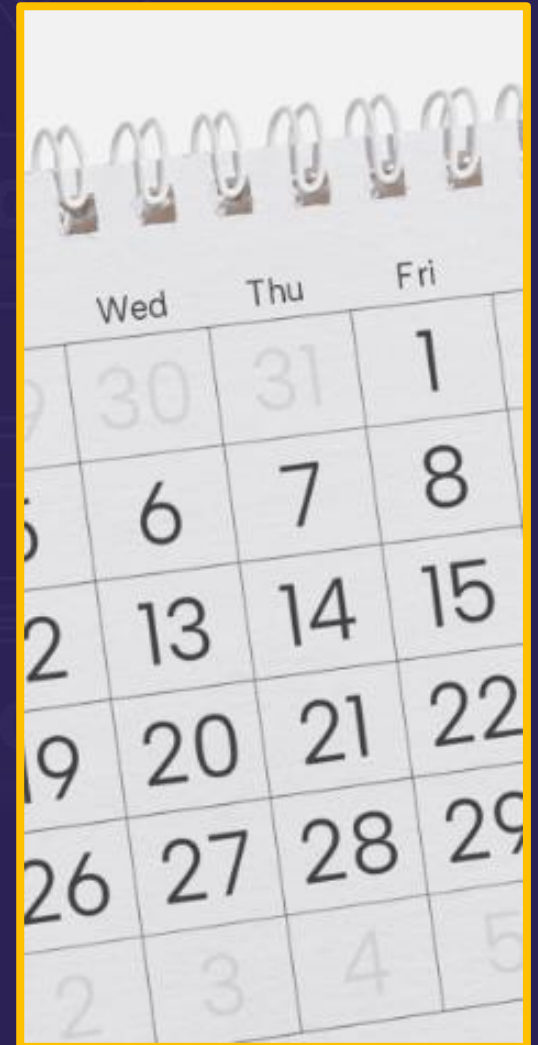


HOW TO CONDUCT A SURVEY

Step 6: Launch the Survey

Launching the survey is more than making it live. It involves **choosing the proper channels, timing**, and even **incentives**. Promoting the survey ensures that it reaches your intended audience and encourages participation.

Consider the time of day, week, and even platform that aligns with your audience. You must plan every aspect of the launch to maximize participation [1].





HOW TO CONDUCT A SURVEY

Step 7: Analyze and Interpret the Results

Data analysis transforms raw data into **valuable insights**.

Use **analytical tools** to sort, filter, and interpret the data in the context of your objectives. **Look for patterns and correlations** but also for **unexpected discoveries**.

Your interpretation should lead to **actionable insights that guide product or service improvement**. This step transforms the effort of surveying real value for your project [1].



HOW TO CONDUCT A SURVEY

Step 8: Share Insights and Implement Changes

Finally, **sharing your findings** and **implementing changes** completes the process. Sharing fosters a shared understanding and sets the stage for **informed decisions**.

Plan and iterate on improvements based on the insights and use the learnings for continuous enhancement [1].



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HOW TO CONDUCT A SURVEY

Each step is a building block that **contributes to a successful and insightful user experience survey.**

Following this roadmap helps ensure that you create an **engaging, relevant, and actionable** UX research survey [1].



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NN Group: *Types of Surveys to Run Throughout the Design Process* (4:44) [2]



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Surveys: Best Practices

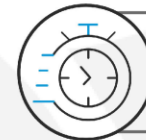


SURVEYS: BEST PRACTICES

Conducting a UX survey requires **careful planning and execution** to achieve actionable insights. Interaction Design's site suggests best practices such as the following, taken from experts in the field [1]:

- A. Make it Quick
- B. Avoid Bias
- C. Mix Up Your Question Types
- D. Ensure Accessibility
- E. Maintain Privacy
- F. Keep It Relevant

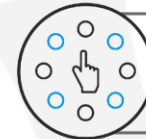
6 UX Survey Best Practices From Experts



Make it Quick



Avoid Bias



Mix Up Your Questions Types



Ensure Accessibility



Maintain Privacy



Keep it Relevant



SURVEYS: BEST PRACTICES

Following these best practices, you can make UX surveys **effective for gathering insights** and **improving the user experience**.

The actionable steps outlined in this section of the presentation **make creating an engaging, unbiased, and insightful survey possible** [1].



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SURVEYS: BEST PRACTICES

A. Make it Quick

People value their time, and **long surveys can deter participation**. A quick and concise survey ensures that the participant remains engaged. **Focus on the essential questions** and **remove any unnecessary ones** [1].



SURVEYS: BEST PRACTICES

A. Make it Quick

People value their time, and **long surveys can deter participation**. A quick and concise survey ensures that the participant remains engaged. **Focus on the essential questions** and **remove any unnecessary ones** [1].

Steps you can take:

- ▶ Limit your survey to 5-10 essential questions
- ▶ Use clear and concise language
- ▶ Preview the survey with a friend or colleague to get feedback on the length.



SURVEYS: BEST PRACTICES

B. Avoid Bias

Bias can **distort the results** and lead to **misguided conclusions**. The objective framing of questions helps in collecting unbiased responses [1].



SURVEYS: BEST PRACTICES

B. Avoid Bias

Bias can **distort the results** and lead to **misguided conclusions**. The objective framing of questions helps in collecting unbiased responses [1].

Steps you can take:

- ▶ Avoid leading questions
- ▶ Use neutral language
- ▶ Consider asking an expert to review your questions for potential bias
- ▶ Test the survey on a small group before launching it.



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SURVEYS: BEST PRACTICES

C. Mix Up Your Question Types

While **multiple-choice and rating scales excel at gathering numerical (quantitative) data**, open-ended questions offer **rich and sometimes unique insights (qualitative)**. The blend of both can give you a **more comprehensive view** of customer sentiment [1].



SURVEYS: BEST PRACTICES

C. Mix Up Your Question Types

While **multiple-choice and rating scales excel at gathering numerical (quantitative) data**, open-ended questions offer **rich and sometimes unique insights (qualitative)**. The blend of both can give you a **more comprehensive view** of customer sentiment [1].

Steps you can take:

- ▶ Use a mixture of types of questions according to the information you need
- ▶ Utilize open-ended questions for in-depth insights and multiple-choice for quick feedback
- ▶ Consider using scale questions to gauge user satisfaction or preferences



SURVEYS: BEST PRACTICES

D. Ensure Accessibility

Making your survey **accessible** helps you capture a wide range of perspectives. If you create an accessible survey for everyone, including those with reduced abilities, you'll get a **more complete and diverse set of insights**. This comprehensive view can **enhance the quality of your data** and decision-making [1].



SURVEYS: BEST PRACTICES

D. Ensure Accessibility

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Steps you can take:

- ▶ Utilize easy-to-read fonts and adequate colour contrast
- ▶ Provide alternative text for images
- ▶ Ensure that users can navigate the survey using keyboard controls
- ▶ Test the survey's accessibility features
- ▶ Avoid complex layouts and matrix-style questions



SURVEYS: BEST PRACTICES

E. .Maintain Privacy

Prioritizing participants' privacy is critical to **building trust**. When people feel confident that their data is safe, **they're more likely to engage fully in your survey**. A strong privacy policy meets legal standards and boosts participation rates. It enriches the quality of your insights [1].



SURVEYS: BEST PRACTICES

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Steps you can take:

- ▶ State your privacy policy at the start of the survey
- ▶ Use secure platforms for conducting the survey
- ▶ Assure participants that their responses will remain confidential
- ▶ Put sensitive or personal questions towards the end



SURVEYS: BEST PRACTICES

F. Keep It Relevant

Ensuring **relevance in your survey questions** is crucial for collecting **valuable data**. If questions stray off-topic, they risk **irritating or baffling participants**. Keep questions focused to ensure you get the insights for your goals [1].



SURVEYS: BEST PRACTICES

F. Keep It Relevant

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Steps you can take:

- ▶ Define your target audience and goals before writing questions
- ▶ Avoid generic questions that don't relate to the product or service
- ▶ Focus on specific user experiences that align with your objectives
- ▶ Provide not applicable / don't know answers for all closed questions



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