



DISCOVERY

Drafting Survey Questions

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Using guidelines mentioned in Teresa Torres' book "Continuous Discovery Habits", formulate a survey to capture feedback for a fintech product (mobile app) that helps users make digital payments without a credit card.



1. How frequently do you use our app to make digital payments?
2. On a scale of 1-5, how would you rate the ease of use of our app?
3. Are there any features that you feel are missing from our app?
4. Have you had any technical issues while using our app? If so, please describe.
5. Are there any specific merchants or stores that you would like to see added to our app?
6. What was your last experience like when you had to contact customer support?
7. On a scale of 1-5, how likely are you to recommend our app to a friend or family member?

Note:

- Teresa Torres' book "Continuous Discovery Habits" suggests to keep the survey short, simple and focused on the core issues to get the most valuable feedback.
- It's also recommended to include open-ended questions that allow users to provide more qualitative feedback on the app, as well as rating scale questions (e.g. 1-5) that make it easier for users to provide a quick answer.
- It's also important to make sure that the survey is well-designed, easy to understand and that the questions are clear and concise.