Discover – Surveys Questionnaires

REQUIREMENT ENGINEERING | Engenharia de Requisitos

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Structuring a good questionnaire following outcome-driven innovation

1. **Screening section** - ensure only qualified respondents take the survey and that specified quota groups are filled

2. **Context Setting Section** - discover the circumstances surrounding the respondent. Used to profile the segments and reveal what is causing people to have different unmet needs

3. **Outcome Rating Section** - collect the respondent importance and satisfaction ratings for each statement. Used to discover which outcomes are underserved and overserved

4. **Related Job Rating Section** - collect the respondent importance and satisfaction ratings for each of the related statements. Used to discover the most attractive adjacent markets to consider for pursuit.

5. **Emotional Job Rating Section** - Included to collect the respondent's importance and satisfaction ratings for each of the emotional statements. Used to inform marketing communications and value proposition development.

6. **Participant Profiling Section** - Included to enrich the data analysis with traditional demographic, psychographic, and other types of profiling data.

Let's drive the example of an elevator through the slides

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1. **Screening section should frame the respondents to:**

   - Are in the target population?

   - Are not biased in some way?

   - Are trying to get all parts of what is needed?

   - Have performed the task recently?

- It is not uncommon to include 10 or more screening questions in a survey.

- Only those who pass all the screening questions go on to take the rest of the survey.

- Ineffective screening can lead to a variety of problems, and potentially invalidate the data collection process.

Fit into a specified sampling quota group, e.g., age, mobility, floor, etc.
If it does not have an elevator to use it need to be disqualified

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2. **Context Setting Section** – example of a potential unexplored setting: when the elevator has stopped for security reasons, when people are on a call for work purposes and they loose signal when they enter the elevator, etc.

- People often find themselves in unique circumstances or situations when executing a job. They often impact which desired outcomes they consider important and unsatisfied.

- After outcome-based segments are discovered, the context setting questions are used to determine if any of the stated circumstances are causing people to have different unmet needs. (profile people)

An elevator user using an elevator at work, on the subway or at home may have different unmet needs while listening to music, having a call, bringing groceries, etc.

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3. **Outcome Rating Section** – Understand the importance and satisfaction for each statement

    - Divide into 2 sections, "importance to you" and "your satisfactiom with"

- This section of the survey is designed to obtain importance and satisfaction data for each of the 50 – 150 desired outcome statements associated with the customer's job-to-be-done.

- This section is the heart of the survey, as it is intended to collect the inputs needed to determine which outcomes are underserved and overserved when the job is being executed in the stated circumstances

	How important is to you that…					How satisfied are you with the ability to….				
	1	2	3	4	5	1	2	3	4	5
Minimize the time it takes to move between floors										
Minimize the time that I wait when I cal the elevator										
Minimize the time that the doors take to open when I reach the floor										
Minimize the likelihood of stop performing my task once inside the elevator										

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4. **Related Job Rating Section** - The only difference between the previous one is that the related job statements are displayed in place of the outcome statement

This allows to obtain importance and satisfaction data for each related job.

This insights can be used to help people get multiple jobs done with a single product, or to develop altogether new products

	How important is to you that…					How satisfied are you with the ability to….				
	1	2	3	4	5	1	2	3	4	5
Listen to music inside the elevator										
Continue a work-cal on the elevator										
Have internet access inside the elevator										
Arrange my hair while moving between floors										
Select the destination floor										

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5. **Emotional Job Rating Section** - help to wrap an emotional context around the job executor's underserved outcomes. Can lead to new insights on how to refine features and message the brand.

	How important is to you that…					How satisfied are you with the ability to….				
	1	2	3	4	5	1	2	3	4	5
Feel confident										
Feel secure healthwise										
Feel safe										
Feel inspired										

Confident – we can relate to the mirror.
Inspired – we can relate to the music
Secure healthwise – hand sanitizer
Feel safe - Trust the elevator functioning and security measures

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6. **Participant Profiling Section**

- contains questions that provide helpful insights into the lives of the survey participants
  - Frequency of job execution
  - Point of product purchase
  - Media consumption
  - Personal interests
  - Buying habits

How many times you use the elevator per day?

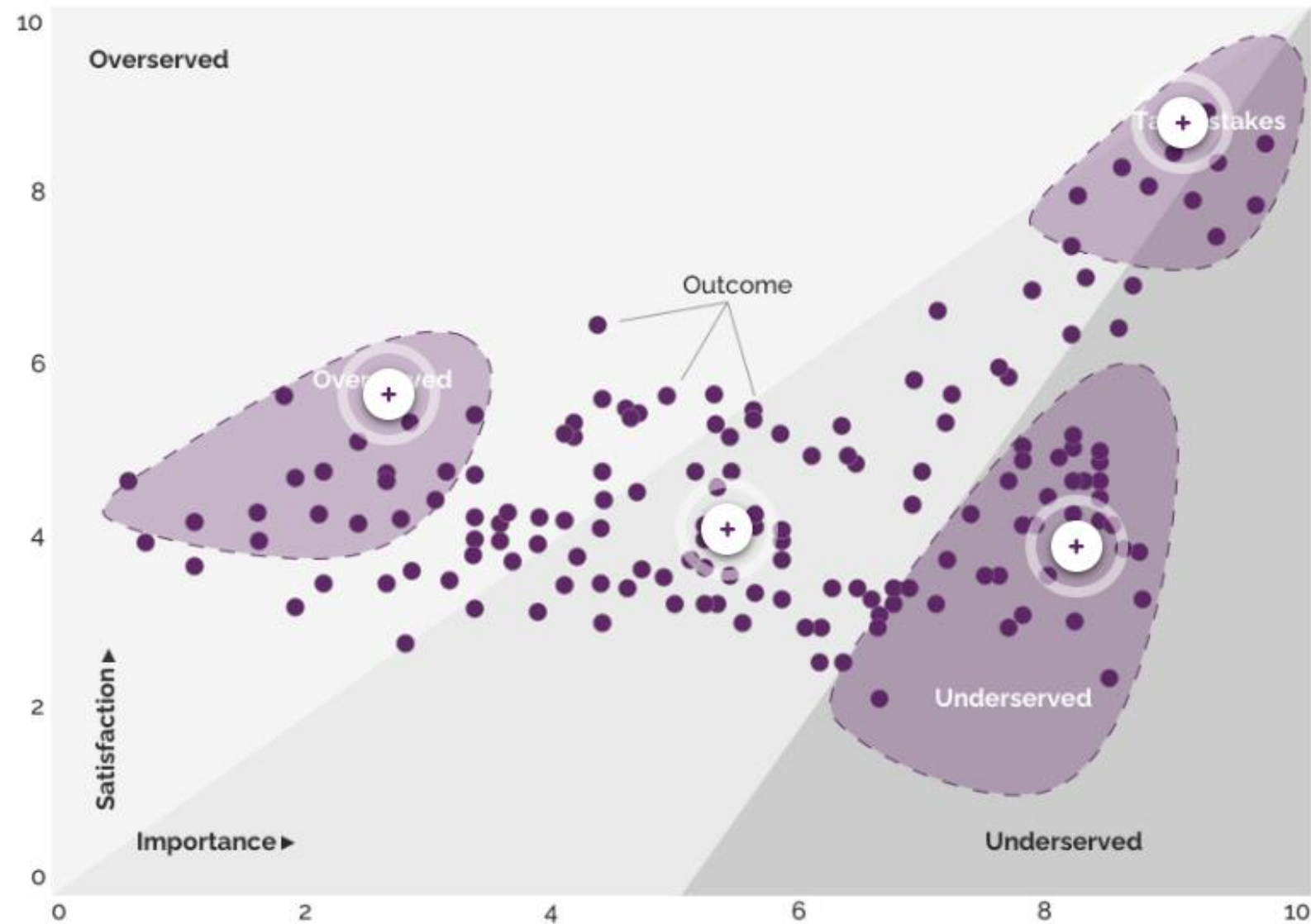How many times you arrange your looks into the elevator?

How many times times you sanitize your hands when entering the elevator?

…

Survey Questionnaire

Outcome

Survey Questionnaires - Outcome

Survey Questionnaire

Exercise

How important is it to you that you are able to share a music selection with others?

(A)

1. Screening Section

Which of the following ways is your preferred method to acquire new music selections? (Choose one)

(B)

Which of the following activities have you recently performed in which music was used to enrich the experience? (Select all that apply)

(C)

2 Context Setting Section

How satisfied are you that you are able to feel inspired?

(D)

Are you a music enthusiast?

(E)

3. Outcome rating section

How satisfied are you that you are able to minimize the likelihood that music sounds distorted at high volumes?

(F)

How important is it to you that you are able to minimize the likelihood that music sounds distorted at high volumes

(G)

4. Related job rating section

When was the last time you enriched an activity with music?

(H)

5. Emotional job rating section

How important is it to you that you are able to be perceived as a connoisseur of fine music?

(I)

Which of the following venues were you using when you performed this activity most recently? (Choose one)

(J)

6. Participant profiling section

Which of the following ways do you use to shop for new music selections? (Select all that apply)

(K)

How satisfied are you that you are able to learn the words to a song?

(L)

How important is it to you that you are able to share a music selection with others?

A

E

H

1. Screening Section

Which of the following ways is your preferred method to acquire new music selections? (Choose one)

B

Which of the following activities have you recently performed in which music was used to enrich the experience? (Select all that apply)

C

C

2 Context Setting Section

J

How satisfied are you that you are able to feel inspired?

D

Are you a music enthusiast?

E

F

3. Outcome rating section

G

How satisfied are you that you are able to minimize the likelihood that music sounds distorted at high volumes?

F

How important is it to you that you are able to minimize the likelihood that music sounds distorted at high volumes

G

L

4. Related job rating section

A

When was the last time you enriched an activity with music?

H

D

5. Emotional job rating section

How important is it to you that you are able to be perceived as a connoisseur of fine music?

I

I

Which of the following venues were you using when you performed this activity most recently? (Choose one)

J

Which of the following ways do you use to shop for new music selections? (Select all that apply)

K

K

6. Participant profiling section

B

How satisfied are you that you are able to learn the words to a song?

L