**User Survey - Questionnaire**

User surveys are designed to collect data from a range of individuals in a way that limits bias and ensures that collected data can be compared across respondents. They can be useful in quantifying subjective experiences and collecting background information.

User surveys are similar to structured interviews with users, where a list of questions is displayed online and users' responses are recorded.

User surveys are structured questionnaires that target users complete, generally through filling out a form. The responses are stored in a tool where there are general survey analysis tools, and provide the ability to review the data by a trained expert.

User surveys can be conducted at any phase of development, but particularly for requirements gathering, feedback during design phases, and as part of field testing. Surveys can be effective for rating and ranking features and/or content to gather ideas for future improvements.

The results of a user survey are only as good as the questions asked. It is very important to design the survey well by trained experts.

**Benefits**

* User surveys can be easy to distribute and collect from a broad, distributed audience for comparatively little cost.
* Respondents can participate at convenient times and locations.
* When conducting a survey, you can learn:
  + Who your users are.
  + What your users want to accomplish.
  + What information your users are looking for.

**Limitations**

* Answers are subjective and therefore limited to the user's perceptions. Hence, they cannot be reliably used to gather performance measures.
* Surveys can be used to gather a general sense of what is working and what is not working in the application being tested, but they usually cannot pinpoint specific points of failure.
* People often put more weight on quantitative results. However, often the results are not statistically significant, theredore you have to be aware that this subjective data must be analyzed with other methods to identify the full usability of an application.

**Study Execution**

|  |  |
| --- | --- |
| **​Milestone** | **​Owner** |
| ​Initiate kick-off call | HFE |
| Define the data that will be collected | ​          Business Office |
| ​Select criteria for sample inclusion and approve survey instrument | Business Office |
| ​Identify recruitment strategy | ​                   HFE |
| Field the survey | ​                   HFE |
| ​Develop a data analysis plan | ​                   HFE |
| ​Analyze and summarize results | ​HFE |
| [**Conduct After Action Review (AAR)**](https://vaww.portal2.va.gov/sites/humanfactors/SitePages/AAR%20Process.aspx) | ​                   HFE |

**Outcomes**

The output of an online survey would be a quantitative and qualitative analysis of the submitted data, along with the list of people invited and participated in the survey, and their backgrounds for a sample profile. Depending upon the structure of the data, the quantitative data would be summarized. A list of common themes, patterns and/or trends would be provided from open-ended questions.

|  |  |
| --- | --- |
| **Phase of Development​** | |
| **✔** | **​Planning, Scoping & Definition** |
| **✔** | **​Requirements Gathering** |
| **​✔** | **​Early Design** |
|  | **​**Detailed Design & Development |
| ​​​**✔** | ​**Field Testing** |
| ​ | ​Deployment |
| ​**​✔** | ​**Post-Deployment** |

|  |  |
| --- | --- |
| **​Study Characteristics ​** | |
| ​**Timeframe** | 2 days to 3 weeks |
| **​Level of Effort** | Med |
| ​**Data Collection** | Attitudinal |
| ​**Data Reporting** | ​Quantitative, Qualitative |

|  |  |
| --- | --- |
| **​Related Methods ​** | |
| Derived from​ | ​none |
| ​Complimentary Methods | ​tbd |
| ​Similar Methods | [Focus Group](https://vaww.portal2.va.gov/sites/humanfactors/HFBoK/SitePages/Focus%20Group.aspx) [User Interview](https://vaww.portal2.va.gov/sites/humanfactors/HFBoK/SitePages/User%20Interview.aspx) |
| ​Follow-Up | ​TBD |

|  |  |
| --- | --- |
| **​Lessons Learned​** | |
| [**Lessons Learned Journal**](https://vaww.portal2.va.gov/sites/humanfactors/Lists/LLJ)  |  |  |  | | --- | --- | --- | | | **Topics** | [Title](javascript:) | | --- | --- | |  |  | | --- | | There are no items to show in this view of the "Lessons Learned Journal" list. |  |  | | --- | |  | |  |

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| --- |
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