| Rating | Question | Notes (Summer) | Notes (Brand manager) |
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| | How would you describe Onfleet to a friend? | This is a good question to help understand how people perceive and articulate our brand. Also removes the "business" and brings it into emotional. | I like this one! It's ambiguous and fairly open. I do think that it is likely that some users would provide business-based answers so we could consider focusing the context into a specific category ( animal, plant, etc ) |
| | How would you describe our brand in one sentence? | Concise way to gauge people's overall impression of our brand. | Excellent! Limiting the length of expected answer should encourage interesting answers |
| | When you think of our brand, what comes to mind? | Helps to identify the key associations people have with our brand and company. | This is a great question as well; however, I think it might give us similar data as the one above. We can still add it but this is one that could work best on a 1-1 interview setting. |
| | What impression do you have of the quality of our brand's products/services? | This question helps to assess people's perception of the brand's offerings. | Great! This should give us some data linked to the business side as well. We could potentially use this for stakeholder buy in if we want to be more ambitious on the design for some assets. |
| | If you could change one thing about Onfleet's branding, what would it be and why? [look and feel] | This question can provide valuable feedback on areas for improvement in the brand. | Good setup and answer limit expectation. Maybe we can enhance the context further by adding "look and feel" to branding so we make sure the user is not limiting their thought process to just one part of the branding ( dashboard, emails, site, etc ) |
| | What values are portrayed in the Onfleet brand? [what 3 values do you think are best portrayed by our branding?] | Could be text entry or mulitple choice. This question helps to understand if the brand is aligned with its desired values. | I like the objective of the question but I think we should restructure the way is presented. I think the current setup has a bit of a "test" connotation so it could add a bit of stress to the user, particularly since this is an internal study. Let's make it text entry to mitigate that risk and give the user an aswer limit ( i.e. "what 3 values do you think are best portrayed by our branding?" ) |
| | Is it obvious what Onfleet's purpose is? [if not clear, what did you think the purporse was?] | Helps to determine if our brand's purpose is clear and understood by its audience. | This question will be perfect to also add on the brand tracking side with customers. We could go a step further and ask something like "if not clear, what did you think the purporse was?" The data we collect here will be extremely valuable for the marketing and sales team so they can adjust the message. |
| | What did you know about the company before you applied for a position here? [What attracted you to apply for a position here] | Helpful in understanding how people were first introduced to Onfleet and what their initial impression was. | This question could really work for brand recognition and familiarity. I think we could use it down the road as we keep growing. For now, we could refocus it to brand perception by asking something like "What attracted you to apply for a position here" |
| | Who do you think Onfleet is aimed at? | Helps to understand the target audience of our brand. | Perfect ambiguity and setup! Should give us some good insights that we can use for stakeholder buyin on future projects and for segmentation purposes with marketing. |
| | What do you think is Onfleet's best quality? | Allows people to identify the strengths of our brand. | I agree with the assessment for this question since I think we cover it on other questions. Could work well on a 1-1 setting but I think we could archieve for now. |
| | What do we do that makes us unique from competitors? [Does our branding set us apart from competitors? if so, how?] | Helps to understand what sets Onfleet apart from others in its industry. | I really like what this question could uncover but the current setup is likely going to focus the user on the business side. Let's rephrase to something like "Does our branding set us apart from competitors? if so, how?" I think this should be on green level. |
| | What emotions do you feel when you think about Onfleet? | | Definitely agree with the assessment. This could work well on the customer side and multiple choice with adjectives. |
| | Of the following, what values do you connect to our brand? | Similar to question 7 in Survey Monkey, could be useful to understand values as Onfleet is striving to be an ethical company (I think) | I agree with the assessement for this one. I think that the multiple choice setup could work well for external users but not as much for internal with this setup. Number 7 could work better so let's archieve this one for external use. |
| | On a scale of 1-10 (with 10 being high), how would you rate Onfleet on the following attributes? | Similar to question 7 in Survey Monkey | I like where this one is going. Are we providing the users with a list of attributes so they can rate? if so, which? |
| | What was your first reaction to Onfleet? | Everyone that works here would have looked into Onfleet before applying, gives us a good view of First Impressions | Love it! The setup doesn't specify a specific asset or product so we should be able to get some good data. |
| | What factors made you want to work for us? | | This one is very similar to question 9 ( after rewriting ). Add to archive. |
| | What was your first impression when you interacted with our company for the first time? | | This one is very similar to question 16. Add to archive. This could be used for a future five second test with external users that have no affiliation with our brand. |
| | Is it obvious what Onfleets purpose is? | | Duplicate question ( #8 ) |
| | What do you think is Onfleet's best quality? | | Duplicate question ( #11 ) |
| | Are there positive feelings that draw you in or negative feelings that pull you away? | | Interesting approach. I would be curious to hear potential responses on a 1-1 interview. We could test it through a survey variation but let's review on our 1-1. |
| | How would you describe your level of emotional attachment to our brand? (This question uses a ranking scale e.g "strongly attached to strongly unattached") [look and feel] | | I like this one since it is similar to the one made to customers but is brand-focused. The only thing that i would recommend is adding more context with words like "look and feel" .This should help us keep the users not focused on the business side. |
| | What is our specialty? | | This question is somewhat similar to #8 and I think that one is a bit stronger. Add to archive. |
| | What do you want or need most from businesses in this specialty? | | I think this one should be clarified. The currents setup seems to fit better for external use but I think I see where it is going. For this one to work we might have to give more context by naming the "specialty" which could corrupt the data. Let's review in our 1-1. |
| | What makes you happy about working here? | | I think this one might apply more to the people ops team; however, it could give us data that connects with our philosophy and therefore our branding. Let's add this one to the archive since it could be useful after the brand update is complete. |
| | What do you hope to accomplish with your business? | | I think this one applies more to the external study but we might need to rework it so it is less ambiguous and is more connected to our brand. |

| | | Question | | Feedback |
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| | | Where do you think Onfleet sits in the market? (high-end Low-end) | | This one might need to be reworked since "low-end" has a negative connotation so it is likely that most users choose "high-end" as a safe answer. We can likely get this data through alternate questions and adjetive association. |
| | | What do you think about Onfleet's advertising? | | I like this one. Even though it specifies a set of assets, it could give us some data for stakeholder buy in since it might show how our branding is currently "fractured". It think it should be bumped at least one color level. |
| | | What is the first brand you think of when you think of [your brand's product/service type]? | | I'm not sure if this one could work since it might give us bias answers on both internal and external settings; unless it is done with a very specific testing pool ( users that are part of our industry but not customers ) |
| | | What problem/s are you trying to solve? | | This one is fairly standard on product design but I'm not sure it would fit here unless we rewrite it with a focus on either business or brand and do it externally. |
| | | Thinking about companies that provide delivery, what companies come to mind? | | This one is similar to question #29. Same feedback applies. |
| | | When you hear our business's name, what main idea comes to mind (something we stand for)? | | This one is similar to question #4. Same feedback applies. |
| | | If you were in charge of this brand/product/service, what's the first thing you'd change? | | This one is similar to question #6. Same feedback applies. |
| | | How can Onfleet do better? | | This one is similar to question #6. Same feedback applies. |
| | | How would you describe our products to a friend? | | This one is similar to question #2. Same feedback applies. |
| | | What emotions do you feel when you think about Onfleet? | | Duplicate question ( #13 ) |
| | | How would you personally describe our brand? | | Duplicate question ( #3 ) |
| | | Have you seen any advertisements or promotions from Onfleet recently? If so, what did you think of them? | | This one is similar to question #28. Same feedback applies. |

| Legend | |
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| | top teir, good question |
| | middle teir, decent enough question, it's a maybe |
| | bottom teir, not so great, didn't make first cut |
| | redunancy, has been asked in a different manner, usually will be placed in row below simialr question |