

WORKSHEET #2b.

SURVEY TEMPLATE - ONLINE INTERVIEW

THE SURVEY YOU CRAFT ONLINE WILL VARY HEAVILY DEPENDING ON THE PROBLEM YOU'RE TRYING TO ADDRESS FOR YOUR CUSTOMERS AND TO WHOM YOU'RE TALKING. YOU CAN USE THESE QUESTIONS AS A GUIDE.

Also, check out [these tips on how to approach the interview.](#)

DON'T ASK FOR SOLUTIONS:

Avoid asking people straight-out to list what they want. Most times, they don't know! Henry Ford of Ford Motors said "if I had asked people what they wanted they would have said faster horses." It's easier and more accurate for them to tell you what problems they're experiencing or trying to achieve and for you to ask about their motivations behind this. Uncovering this information enables you to gauge whether your problem is the one needing addressing, or if you need to tweak it slightly to solve a more pressing problem.

DON'T ASK LEADING QUESTIONS:

Another damper on user interviews is leading or suggestive questions. These are questions peppered with the interviewer's assumptions, which could lead to false results. Keep the questions unbiased and open-ended — like: "What's your impression of using feature X?" instead of "*How easy was it to use feature X to navigate?*". See the interview checklist worksheet to avoid these problems.

TECHNOLOGY:

Make sure to use an online survey software if possible. It will save you time, help you send emails that have the legally mandatory "unsubscribe" link in them, and it will organize the results for you - it's like having your own statistician! We use SurveyMonkey - they have a free account. If you have to have the information stored in Canada, we recommend Fluid Surveys.

SAMPLE QUESTIONS:

Have you experienced "X" as a problem before?

- Yes
- No
- Unsure

Please describe the last time you experienced "X." What were you doing? How did it affect you? What did you do in response?

Open-ended response

What's the hardest part about experiencing "X"?

You can have suggested/ assumed answers and leave an "Other" box for people to leave their own answers, or you can simply ask an open-ended question.

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What have you tried to fix “X”?

Yes

No

Comment: "If yes, what have you tried and did it work?" [open-ended response]

How would your life be different if “X” stopped happening to you (and/or those you care about)?

Open-ended response

How important is it to you that “X” is solved/ removed/ fixed etc.?

Very Important

Somewhat important

Somewhat unimportant

Not important

Tell us a bit about yourself (remember, these are sensitive questions, think about them before asking them):

Gender:

- Female
- Male
- Transgender
- Prefer not to say
- Other (specify)

Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and older

How would you describe the legal structure of your organization?

- None
- Sole proprietorship
- Partnership
- Business corporation

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- Co-operative
- Non-profit organization
- Charitable organization
- Community contribution company/ community interest
- company
- Other (please specify)

Where are you based?

- (location drop-down menu based on the scale of geography you need)

What is your household's total income per year? (be careful of this question, some people are sensitive about it)

- under \$5,000
- \$5,000 and over
- \$10,000 and over
- \$15,000 and over
- \$20,000 and over
- \$25,000 and over
- \$35,000 and over
- \$50,000 and over
- \$75,000 and over
- \$100,000 and over
- \$150,000 and over
- \$200,000 and over
- \$250,000 and over

Ethnic origin:

- British Isles origins
- English
- Other North American origins
- Canadian
- Irish
- Scottish
- European origins
- French origins
- French
- Aboriginal origins
- Western European origins
- German
- North American Indian
- Newfoundlander
- Southern European origins

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British Isles, not included elsewhere

Northern European origins

Welsh

Scandinavian origins

Eastern European origins

East and Southeast Asian origins

Inuit

Chinese

Dutch (Netherlands)

South Asian origins

Norwegian

M’s

Italian

WRAP-UP:

Once you finish collecting data, take some time to think about what you learned:

- What assumptions were proven wrong? Which ones were proven correct? Which ones are still unknown?
- Are your customers more than one group? Perhaps there are multiple groups of people experiencing the same problem, but you can only help one group. Who would you choose and why?
- How should your product or service be changed? How would you define it now?
- How has it impacted what you thought your product or service would be?
- What do you think it should be now, following what you've learned?

Take a minute to write down what you learned below: