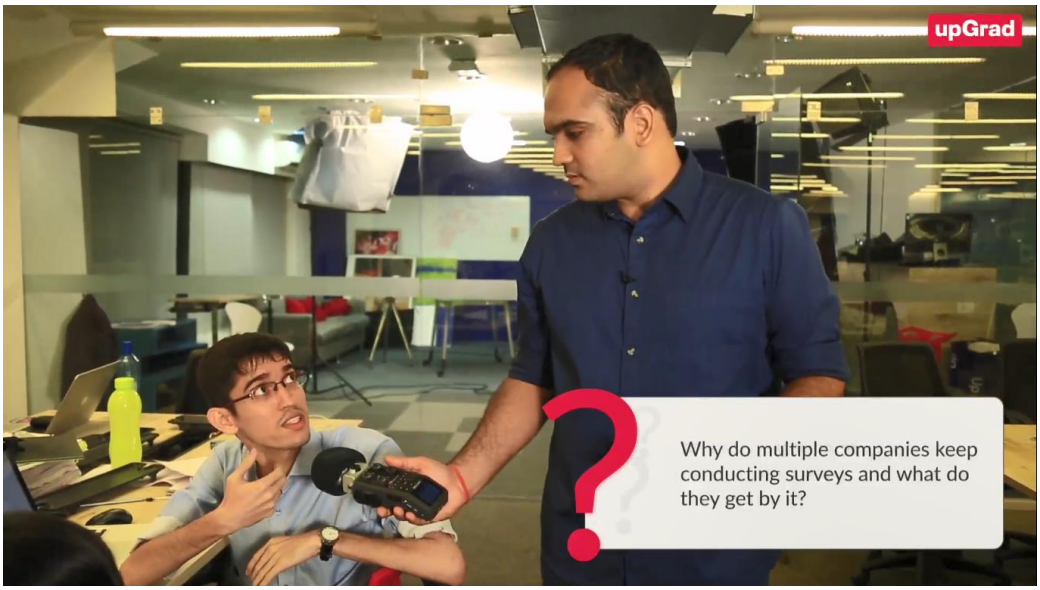
Transcription

Surveys

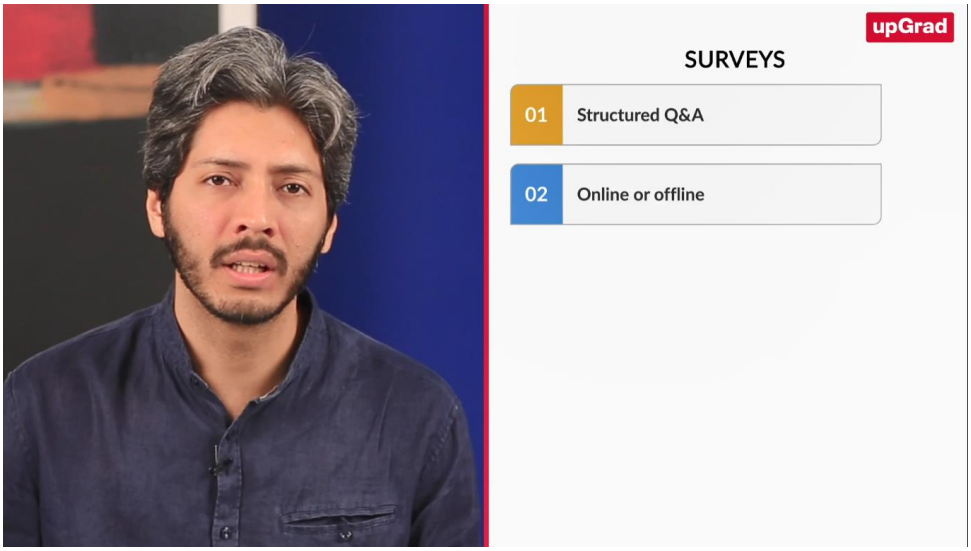
In the previous session, we saw the importance of user research and how drawing wrong inferences can make or break a product. In this session, well, come with me.

Surveys seem to be one of the most common methods to understand users. I have myself given numerous surveys. In fact, I just completed giving one using Google slides.

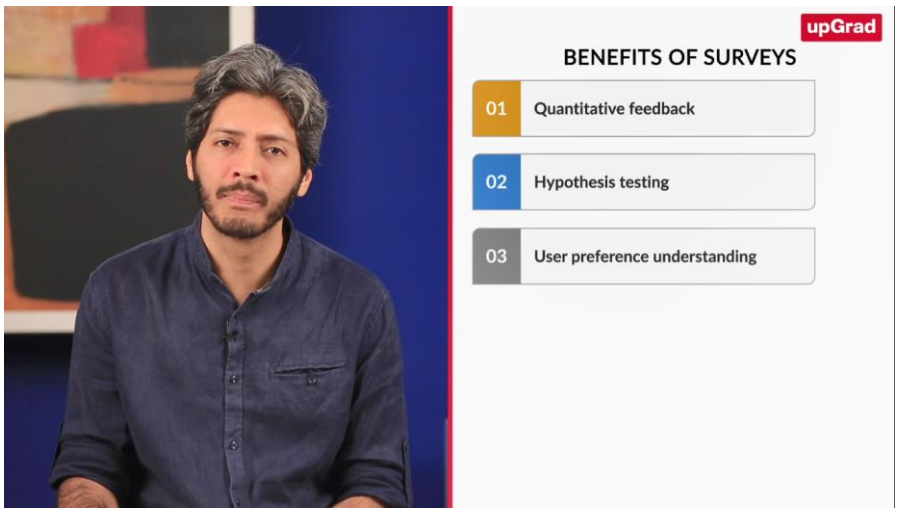


But why do multiple companies keep conducting surveys and what do they get by it? Hey, what are surverys and why are they so important to you as a PM? What are the different types of surveys? And when should you conduct surveys?

Well let's ask the expert.

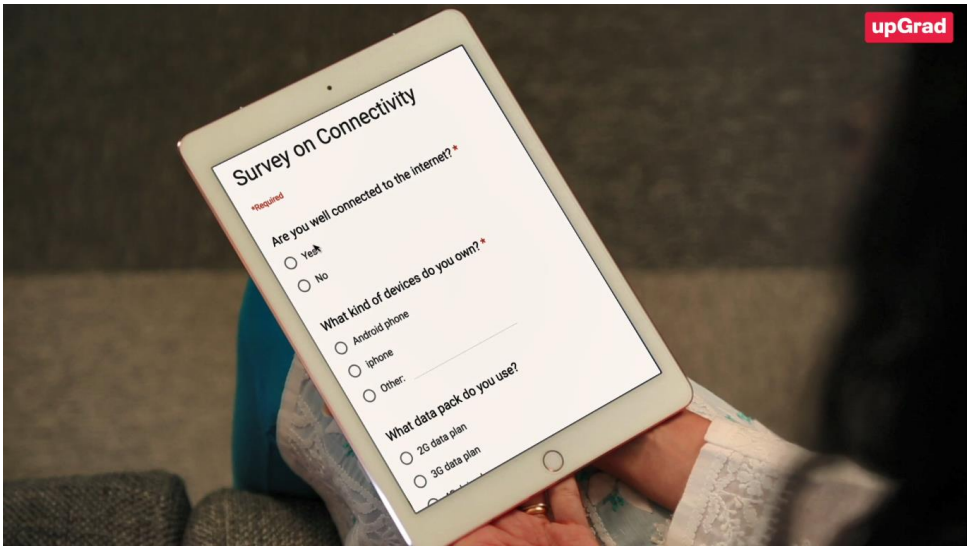


What is the survey? It is a method of collecting data from users based on a significant sample in order to make decisions and is mainly quantitative in nature. It would have a number of questions with structured answers to help understand opinions. Surveys can be online or offline, however, collection and analysis of the data is easier for online surveys. What do PM's get from surveys?



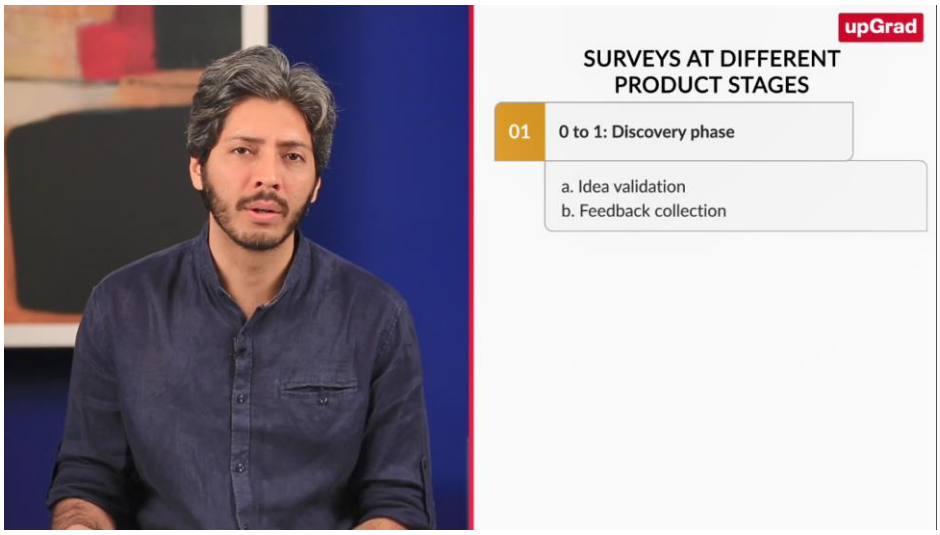
It is a great tool for getting quantitative feedback from a large sample set of users for testing your hypothesis and understanding preferences in subjective areas. It can also be used to understand what uses like or dislike about a product or experience. Which features they value the most? How likely are they to recommend the product to others?

Let's take, for example, a tech company that you're building. Your product was essentially around schools and parents, and you were giving a tool to parents to help them assess how well just the children are doing in schools. You would potentially do a survey to figure out what a more in-depth information about parents who are the key stakeholders here. So, for example, your survey could start off by asking what are the kind of devices that parents use? How well connected are they to the Internet? Do they use Android devices? Do they use iOS devices? What is the kind of data pack that they have? Do they have Wi-Fi at home? Do they have Wi-Fi at their offices? This would help you figure out what is the kind of platform you would potentially build your product for.

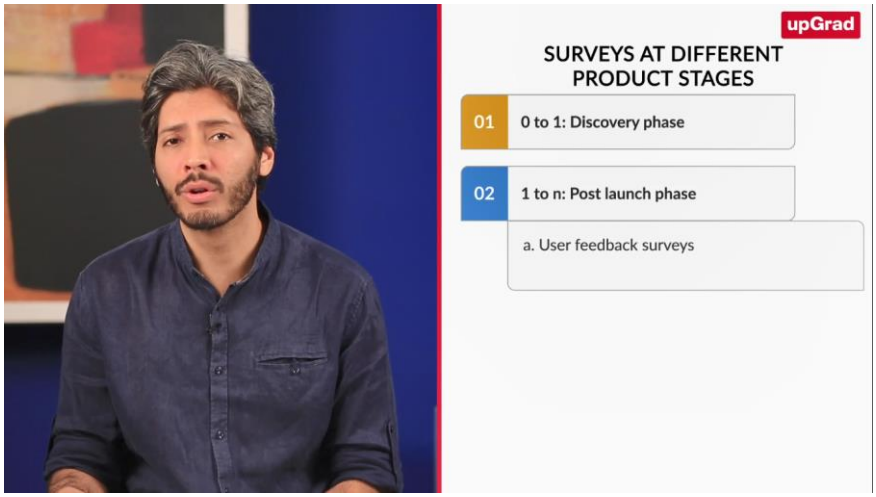


The second set of questions in your survey, could be around the fact that how closely connected are parents to their children's performance in the classroom. So, for example, you could ask parents how often they meet their children's teachers? How often they look at their children's notebooks? How often they help their children with the homework? This kind of gives you a sense of what is the frequency with which parents want to connect to a kids performance.

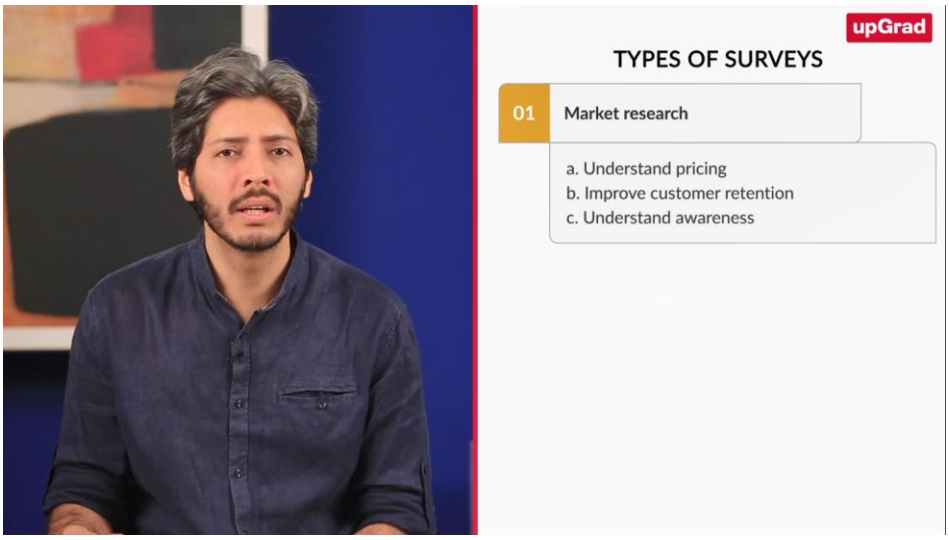
So survey questions can essentially be then broken down into these different areas. Answers that you specifically need for the kind of product you're building. When should one conduct surveys? Surveys can be conducted at various stages of the product. Like during the discovery phase, which would be your zero to one stage. You can conduct surveys in order to validate the idea or the utility or feedback of your product.



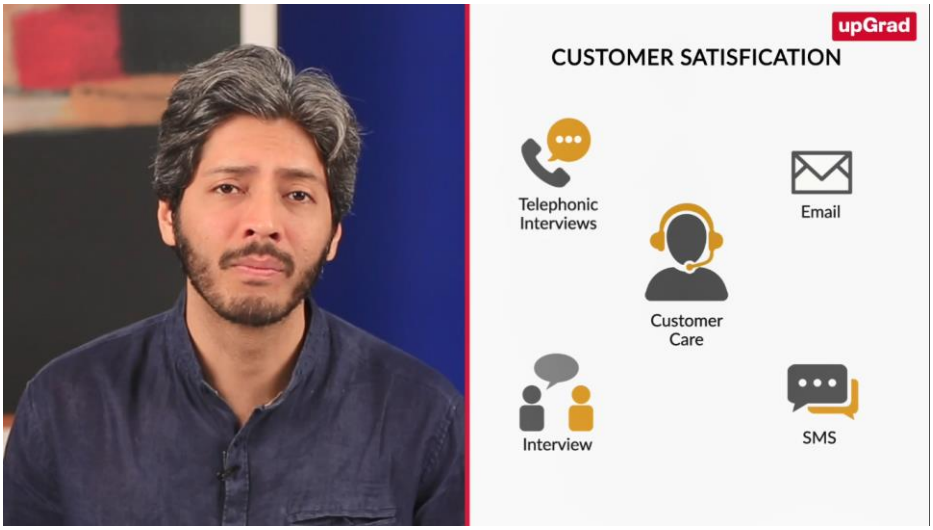
You should be careful while conducting surveys in this stage, because users can be very optimistic about their behaviour. For example, if you come up with a social network for pets, many pet lovers would welcome it and say they will use it. Though they might not use the product when you build it.



You can also conduct surveys post-launch for feedback, which is a one to end stage. In order to gain feedback for addition, or removal of features like Grofer's would ask if you like shopping with them or uber would ask you to rate your ride. These types of surveys generally come under user feedback which will be conducted in later sessions.



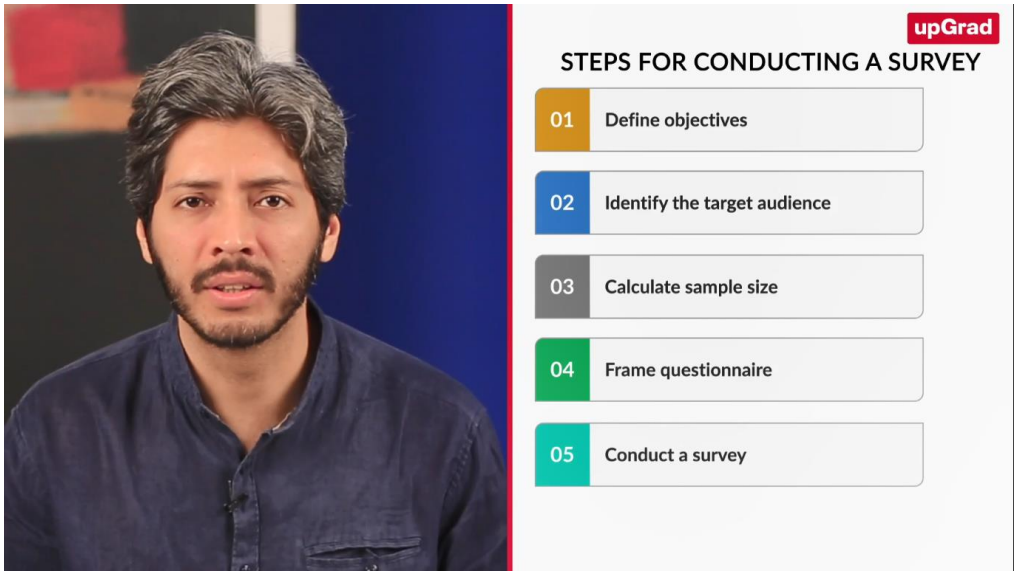
What are the various types of surveys? Given the nature of the project you would need to choose the type of survey. Let's look at different types. One could be the market research survey. It helps you to understand pricing for a new product or to improve customer retention or understand awareness. Companies like Procter & Gamble and Unilever frequently conduct these surveys before launching a new consumer product.



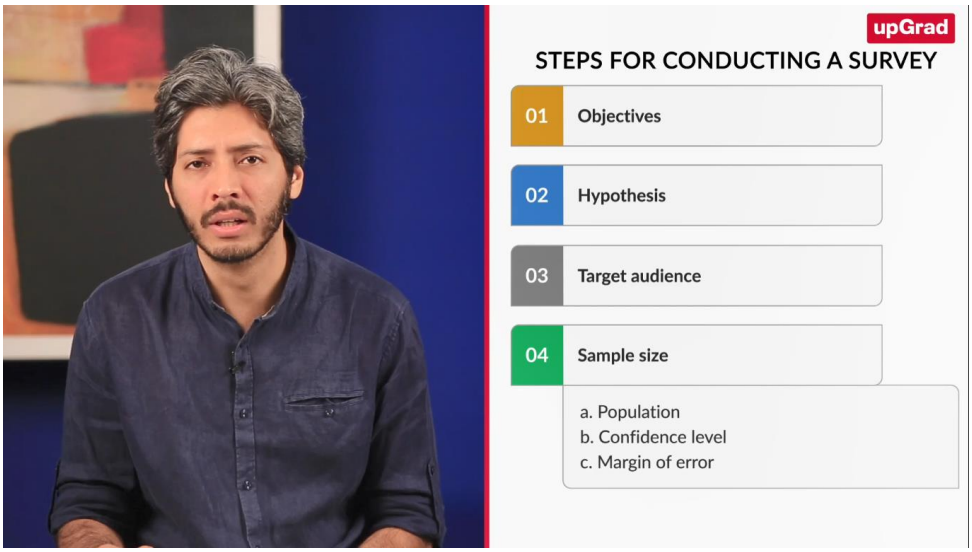
Then there are customer satisfaction surveys. These help you to understand the effectiveness of your product and how you can improve the same. You will learn more about this in the next few sessions. Customer satisfaction surveys are generally done over a call with the customer or over emails, and sometimes they can also be in product. You yourself would have received calls asking you a few questions after you might have tried a new product. These can also be embedded on your website or app, like the customer satisfaction survey by Dell.

Net Promoter Score. It helps you to understand if customers would recommend your product to others where you can test it over a period of time.

You know now the various types of survey, but how do you go about conducting them? You can't just list down questions you need answers to and go around asking random strangers. There must be some steps you have to follow to conduct a proper survey. Also, what is the right sample size? Let's hear more about this from our subject matter expert.



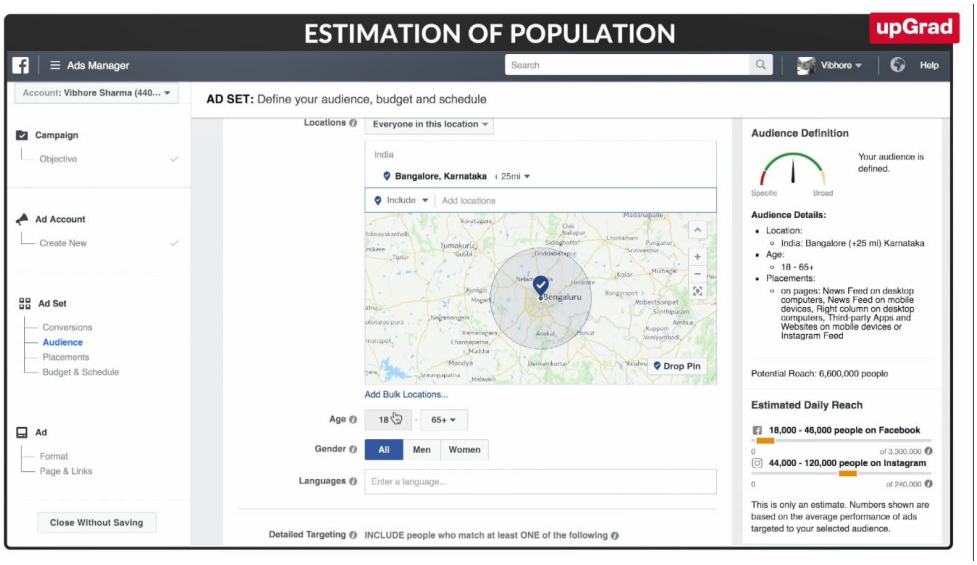
So what are the steps for conducting a survey. You define objectives of the survey, identify target audience and the sample size. Frame, the right questions to ask, conduct survey and gather data. Analyze the data collected and derive insights.



How do you define objectives and hypotheses for a survey? Think about its purpose. Is it for market research? Is it for feedback or for monitoring performance? Write down the hypothesis, you want to test from the surveys, as you have learned in the earlier session on how to create hypotheses.

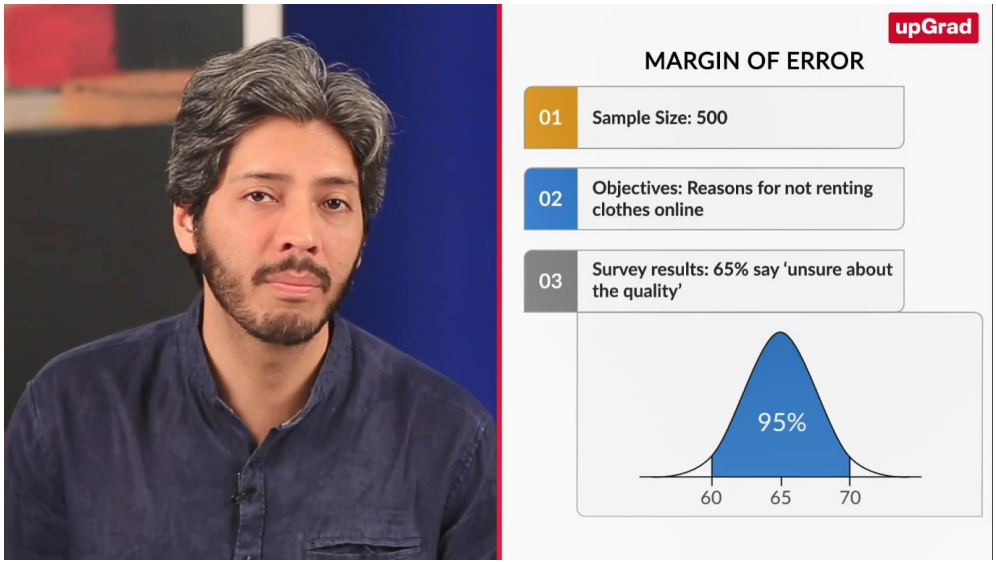
How do you select your target audience? Surveys are sent to a subset of a large population. You should make sure they represent your customers. They represent your users. They should be of the right proportion to your user base. For example, the target group for snapchat would be people between the age group of 15 to 25. How do you calculate the sample size? Sample can be calculated based on the population, confidence level in percentages and margins of error? Let's look at each of these terms.

So population would be the total number of people you are trying to reach. Think about the potential of your target population. For example, if you're thinking of launching a fashion rental website which aims to target working women in the age group between 22 to 35, who are located in Bangalore, and you want to conduct a survey, you may need to do some research to determine how many total women fit that criteria.



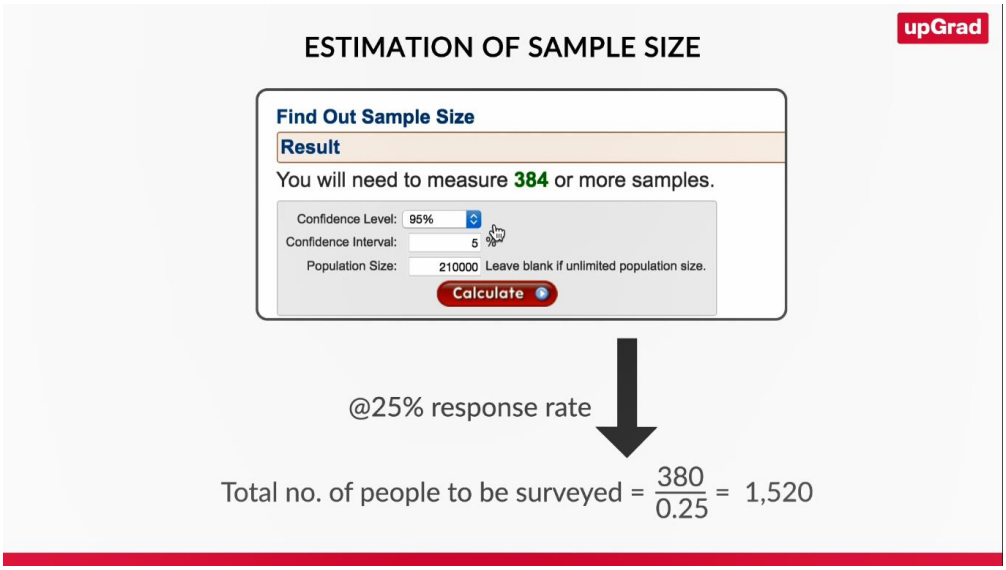
One of the ways to estimate the population would be to create a Facebook ad specifying the parameters of your target audience. That would come out to be approximately 210K people.

Confidence level. A measure of how certain you are that your sample accurately reflects the population. Common standards used by researchers for confidence are 90%, 95% or even 99%. Among these, the industry standard is typically 95%. A 95% confidence level means that, if the same survey of fashion rental were to be repeated hundred times under the same conditions, 95 times out of hundred the measure would lie somewhere within the margin of error.



Now, what do we mean by the margin of error? It is a percentage that describes how close the answer your sample gave to the true value in your population. The smaller the margin of error is the closer you are to having the exact answer at a given confidence level. In general, the larger your sample, the lower the margin of error. For example. let's say we asked 500 people that what are the reasons which would stop you from renting clothes online and 65% say that it is because they are skeptical about the quality of clothes which are there for renting.

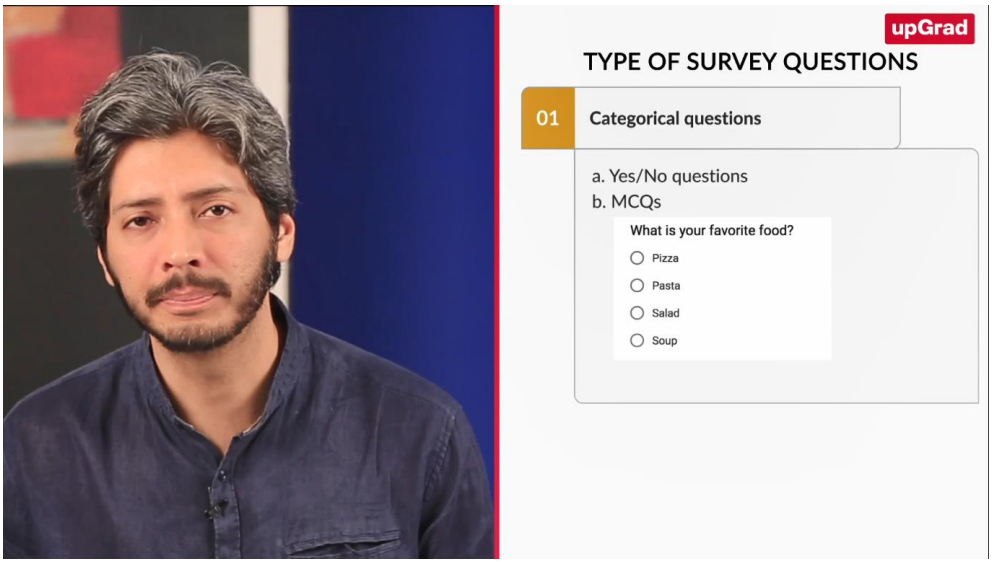
Using a 95% confidence level and a plus minus 5 percent margin of error. If we repeated this survey hundred times under the same conditions, 95 out of hundred times, the response would be somewhere between 60 and 70 - that's 65, plus minus 5%.



Apart from these, there is something called a response rate, which is the ratio of the number of people you will invite for the survey to the number of people who will actually respond. So, for example, if you need hundred respondents - and you expect 25% response rate off the people - invited to take your survey, you will actually have to conduct and invite 400 people to take the survey. Now that you have learnt about population, confidence level, margin of error and response rate, let's estimate the sample size for the fashion rental example above.

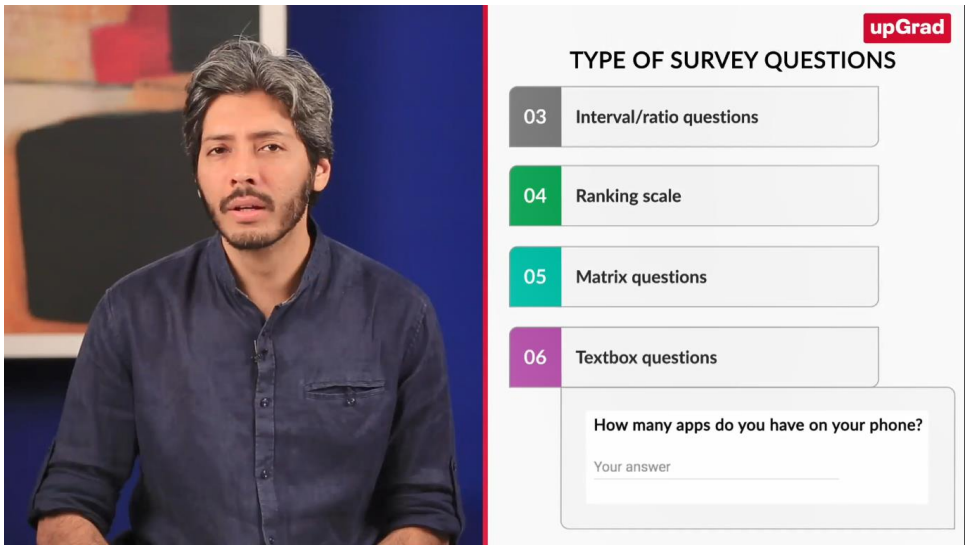
We estimated the population to be around 210k, and if you assume 5% margin of error at a 95% confidence level, then you will need to get around 380 completed surveys. Sample can be calculated using tools which are available online, such as Survey Monkey. Now, if you assume a response rate or 25%, then number of people you will need to send out the survey to or invite to the survey would be about 1520.

Now you know what is the step-by-step process for conducting a survey, but how would you go about determining the type of questions that need to be asked? What are the do's and dont's of conducting a survey? What are the tools which you can use for designing the survey?



There are various types of questions that can be included in a survey.

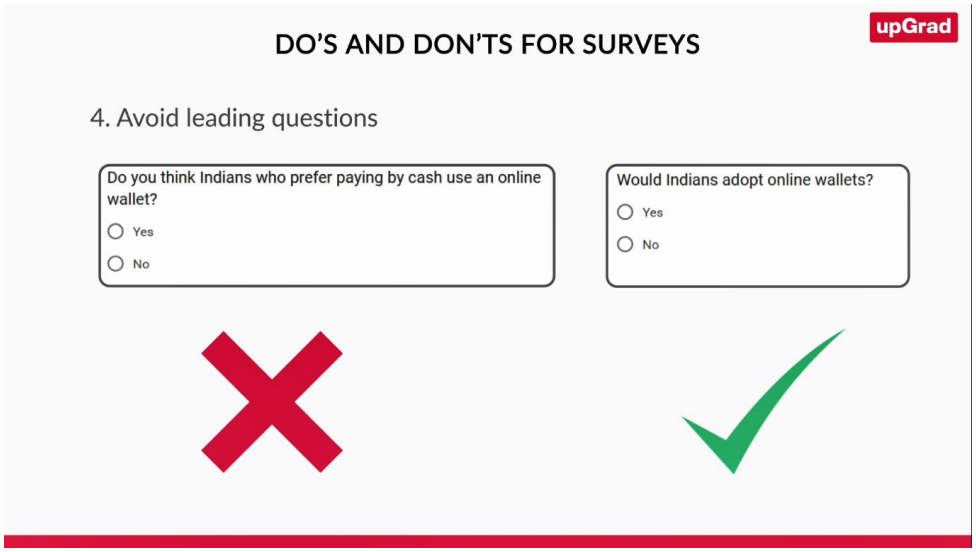
1. Categorical questions. If you're looking for a simple count, how much percentage of the population said ABC. You can use the yes/no type of question. Example: are you a vegetarian, yes/no? You could also use a multiple-choice question or an MCQ. What is your favourite type of food? Pasta, pizza, salad or soup? You can also use check boxes where people may need to choose more than one option. What type of vegetables do you like? Cabbage, brinjal, cauliflower or peas?
2. Ordinal questions. When responses have a clear order? You can get counts of percentages for defining this order. For example in a drop-down which works like an MCQ. What is your age? So the brackets could be 15 to 20, 21 to 25, 25 to 30, 30 to 35, 35 to 40 and 40 plus. You can also rank, ranking in order of preference. What is your favourite beverage? Ranked in order of juice, tea, coffee, milk, or soda?
3. The interval or ratio questions? These questions allow you to conduct analysis, finding averages, testing correlations and running regression models. This is also the Likert scale, which is a method of attributed quantitative value to qualitative data, so that statistical analysis can be carried out. Here we explain questions of gauging on a 5 level or 7 level scale and can range from strongly agree to strongly disagree.
4. The ranking scale example on a scale of 1 to 5. How would you rate your ticket booking experience. 1, 2, 3 or 5.



5. The matrix? If there are multiple ranking experiences? So, for example, you have different types of fruits, mangoes, grapes and bananas, and you can rate them at different levels. Hate dislike, okay, like or love. So this would create a grid
6. The text box. This can be used to gather personal data names. How many apps do you on your phone? Here's an example of a survey that we do at practo. It's a customer satisfaction survey at the end of a medicine order delivery. How was your experience of ordering medicines using the practo app and it's on a one to five scale?

What are the do's and don'ts for surveys?

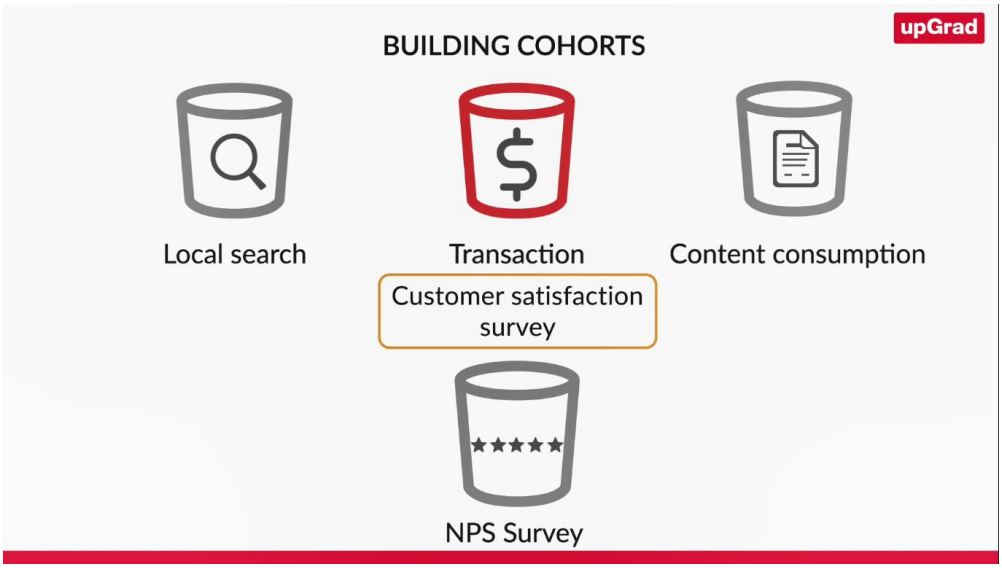
- Use simple and direct language. Do not use jargon or words which could have multiple meanings. For example, a question like do you own a tablet PC would be confusing for some people, as they may take it to mean laptops. It can be made better by specifying the types of devices you want to know about. So reframing the above question. It becomes: do you own a tablet, PC like an iPad or an Android tablet?
- Be specific. Things mean different things to different people. Instead of asking Do you order food regularly? You could ask how many days per week on an average, do you order food?
- Break down big topics into multiple questions, for example, in a customer satisfaction survey instead of asking how satisfied were you with a product, you could break it down. I enjoy using this product. This product meets my needs. I will purchase this product again and have a five-point scale, strongly agree, agree, neutral, disagree and strongly disagree.



- Avoid leading questions avoid getting your opinions into the questions. Do you think Indians who prefer paying by cash use an online wallet? Instead, you should ask would Indians adopt online wallets.
- Ask one thing per question: for example, do you drink milk and juice on a daily basis? What if someone drinks, only milk or only juice? So this is a bad question.
- Use more interval questions. You can change your yes, no to 1 to 5 or a 1 to 7 scale. Giving you better results like strongly disagree, agree, neither agree nor disagree or agree or strongly agree.
- Do not have any biases asking information like gender, race or income can tend to influence while analyzing the results. For example, people tend to overstate their income. So if you need sensitive information, you can make the surveys anonymous.
- Incomplete options when, on a scale of 1 to 5, strongly agree to strongly disagree. If people don't get and any or neutral option, they tend to get annoyed. The options should be mutually exclusive and collectively exhaustive. If they are not, exclusive people will be confused between options and if they are not exhaustive, it will be annoying.

Which tools should you use to conduct a survey? There are many tools for running a survey like Google Form, Survey Monkey, Survey Gizmo and Typeform. You may run the survey by email to an existing audience or a pre filtered participation list. Alternatively, service may be delivered randomly on sites or apps in production to elicit feedback. For example, web engage is one tool that collects online feedback and on-site feedback.

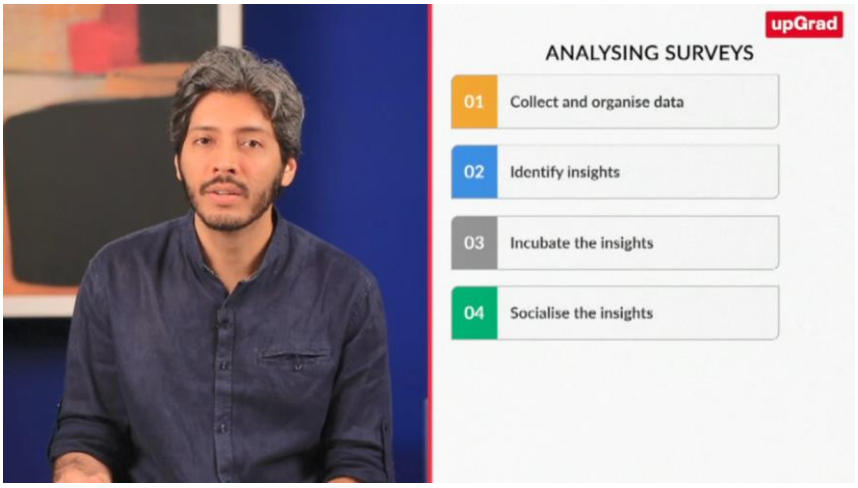
How a survey is done at practo? We conduct surveys over email and inside the product, usually as a pop-up, we don't want the same user getting multiple pop-ups or emails. So building cohorts or sets is very important.



Surveys like Net promoter score are only conducted for the most valuable users. Customer satisfaction, surveys are for anyone who does a transaction on the platform. So how would you go about building cohorts. So cohorts are typically based on user behaviour. For example, one could say that there are users who only come to the practo.com website for searching for doctors right. So that's one type of user, but now, if that user also ends up booking an appointment, he becomes a slightly more valuable user for you, because he's done a transaction. So he falls into a different bucket. You can also have people who just come to the practo app for reading health based articles.

You also have people who only order medicines. So by building these different sorts of buckets, you can ensure that you are targeting these users in through different types of surveys. For some users who are transactional users, you might just want to do a customer satisfaction survey, but users who are incredibly valuable to you, who book regular appointments on your app, who read health articles, who order medicines fall into perhaps the most valuable user list, and for these users, you might just want to conduct a Net Promoter Score survey once every 90 days.

So now you have so much more clarity about how to go about conducting a survey. Earlier you heard that the survey needs to be sent to about 1,500 people. The usual response rate is 25%. That means responses from about 300 people. How do you turn this data into something meaningful? Let's have a look.



How can then analyze the data collected through surveys? For analyzing the data one would need to perform the following steps:

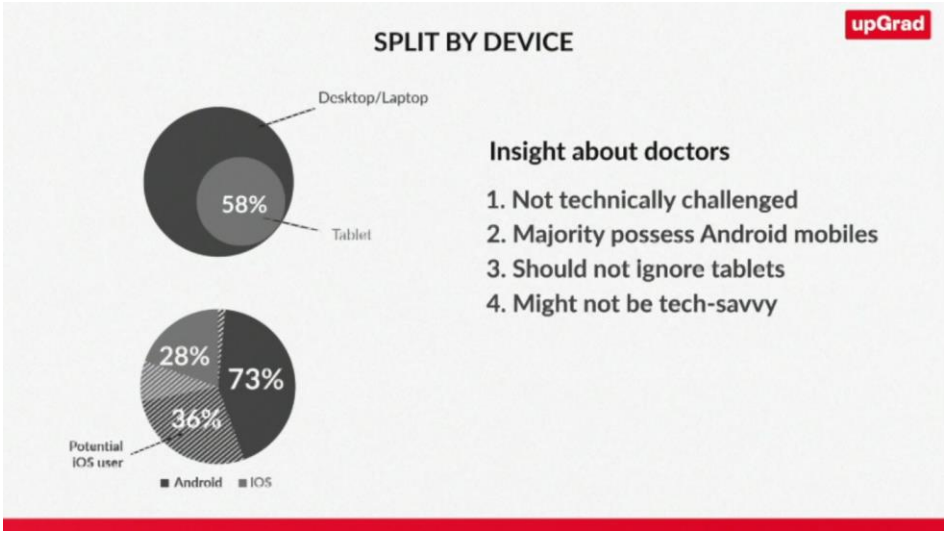
1. Collect and organize the data. Make your data are manageable.
2. Mine the data.
3. Identify what you see.
4. Sort and cluster the data.
5. Manipulate or reframe your data as necessary.
6. Identify insights.
7. Discuss, articulate, incubate and socialise your insights.

In order to analyze the data, use simple tools like an excel sheet or export raw data. You can create pivot tables to help visualize the data better. Use the methods that come easily to you, whether SQL queries or Excel sheets does not matter. Collect and organize the data. Set up a system to organize the files you would collect, including notes, sketches digital notes, photographs, audio recordings and video recordings. It could be digital or physical.

Identify the insights. Discuss each pattern and point of synthesis. Talk about why you think each is important and what it means. Recall exact quotations from participants, facial expressions, body language, feelings and attitudes relating to the patterns. Articulate in one simple statement: the insight that emerged out of each pattern or point of synthesis. Draft each insight on a post-it note, but be flexible about changing them when you come back to them later.

Incubate the insights. Leave them for 24 hours. Do some other work. Remove yourself further from the work. Let them sit with you undisturbed for an extended period of time. Return to and rearticulate the insights with the team. Think of a different way of expressing or articulating them. But if you got them right the first time don't change them.

Socialize these insights. Show them to other people who were not involved in the research or analysis or the synthesis process. Give them some context, show them the insights and get their reactions. This will tell you whether the insights actually resonate with other people. Do people get them? Do they speak to people as if they were the truth? Do the insights compel the design team to create meaningful products and services?



Now let's take an example of a survey. Suppose you conducted a survey of doctors and you were trying to figure out how well-connected doctors are, how tech-savvy they are. Now the type of questions you would have asked, either through an interview or through a survey question, would have been around the types of devices they use. So now, when you look at all the result, you get to see that almost all doctors either have a desktop or a laptop, which is great. You also realize that about 58% of them have tablets, which is also fantastic. You realize that a lot of doctors have multiple phones, Android is dominant at 73%, but a solid 28% also have iPhones. You might have also asked the question: what would be their next device? And you would have seen that 36% doctors have said that their next device would be an iPhone.

Majority, though, will still not to stick with an Android device. Now, if you looked at all these data points, you would like to convert these into some sorts of nugget. Now you could potentially say that doctors seemed to be not completely tech challenged. That they do have a lot of devices at their disposal. They clearly tend to favour Android over iOS. You'll also be able to see that you might want to not ignore tablets, because a fairly large number of them have tablets but be careful about the kind of inferences you make.

One could potentially make an inference from a data set which says that everyone has a laptop or a desktop and say that doctors are tech savvy, but this would be an incorrect assumption if you actually go and spend time with doctors. You'd realize that a laptop or a desktop or a tablet or a phone is actually just a means to an end for them. So you have to be careful with the kind of inferences you draw with your data, but don't be vary of drawing these inferences. It's possible that later on, you realize that they might be incorrect. But it's important to note these down.

I'm going to take you through three things:

1. First, the difference between objective and hypothesis.
2. Second, how to design a survey
3. Third is about how to analyse the data that you get from the survey.

So let's start with how to find a frame, objectives and hypothesis In a survey. This is the first thing you have to do while you are creating a survey. Make sure you have already identified you target group before hand, because if you haven't identify the target group, it will be difficult to get a hypothesis and objective. So let's talk about objectives and hypothesis. You will often hear people using objectives in hypothesis interchangeably, which is what leads to a confusion. So, first, let's get clear on the definition part.

An objective is a question which you want to answer through your survey, but hypothesis is a possible answer to such question. So let me give you an example: let's say upGrad wants to launch a Data Analytics program and we want to roll out a survey where our first objective is to find out why people are taking this program. Our second objective is to find out if there are willing to invest time and money, and if yes, how much? So this is my second objective.

The third objective is to know: where do I find the people who will play for this program, right? So in other words, what are the channels of acquisition and that I should use to get these users. So we started with these three objective.

- One is why people are taking this program?
- Two is how much time and money they are willing to invest?
- And three is what are the most effective channels of acquisition?

Coming to hypothesis. Hypothesis should be the possible answer to a objective and there should be a testable statement. Now what is testable statement right? So it is something which we are able to test and prove or disprove through data. At such it carries the relationship between two variables and we disprove or prove the relationship through survey. I will give you another example.

Let's say one variable is my proficiency in Data Analytics and the second one can be the salary that I am getting. So now like what are the chances of me getting a very good salary if I have a good proficiency in Data Analytics right? Now if I ask you, you would be telling me that it's very intuitive that the person who is more efficient in Data Analytics will be getting a higher salary. Now I would say that this is a hypothesis. A testable statement with relationship between two variables and you can create a survey which you can roll out to recruiters for people who have gotten proficient overtime to find out whether it's true or not.

Let's start listing down the hypothesis for our Data Analytics survey. The first objective is to find out why people are taking this program. One possible answer is to get a highest salary. As discussed above we can put the hypothesis that an increase in proficiency which is one variable, leads to an increase in salary which is second variable. The second objective is whether the TG is willing to invest time and money to gain such skill, and, if yes, by how much?

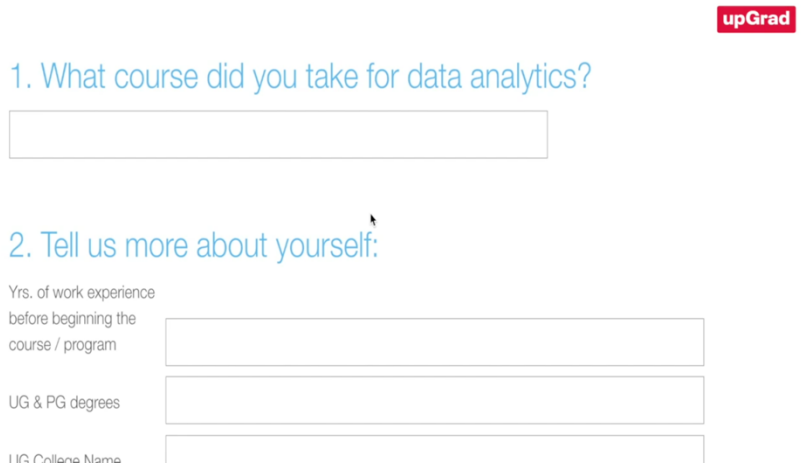
So the hypothesis in order to gain these skills, people are willing to invest time and money. You further hypothesized that people are willing to spend let say 100,000 and 14 hours in a week to gain Data Analytics skill. Now it may seem very naive to ask such a question, but because it if it leads to increase in salary why won't people be willing to invest in time and money.

So let me give you an example: so the case in point would be android. So if we ask the same question for Android, the answer might be different because there already many online courses and a great community available for Android. So people there might be willing to invest a good amount of time but less money. What about Data Analytics? Well there are not many great courses and a good community so the answer might be different.

Coming to the third objective on how we can bring these users to our platform. Because once we have answered 1 and 2, and we might arrive at a conclusion that we want to go ahead with this program. So we would like to know what one channel of acquisition can be more effective than the others. Hence the hypothesis there is not all channels are equally effective. In other words, one channel is more effective than the other. Because if you believe that all channels are effective to the same extent, you would spend your money on one channel and get the same results.

Now I hope you have got good understanding of objectives and hypothesis. Objectives are the questions you want to answer through survey and hypothesis are the possible answers you want to test. And do remember a single objective

can generate multiple hypothesis. A survey is prepared based on these hypothesis. Next, we will see how to design a survey.

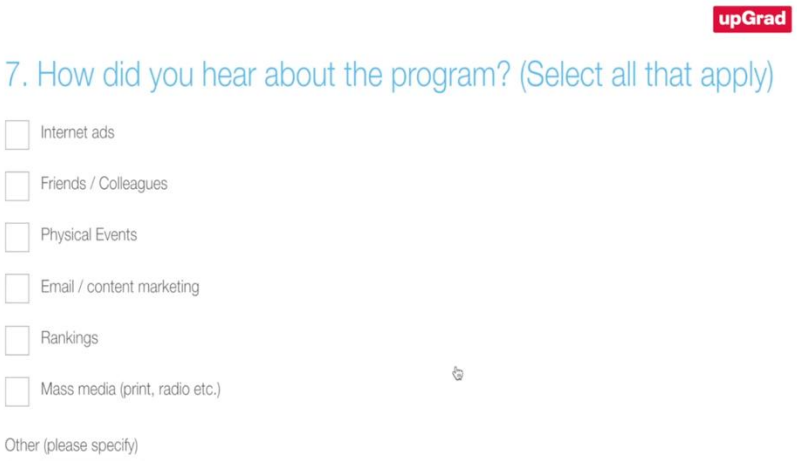


Now I am going to take you through how to design a survey. Let' say we have to design a survey for upGrad Data Analytics course. Let's go by the questions one by one, because here is a sample survey. Please note that this survey is anonymous because we often ask information like salary or kind of college or n number of things from people in the survey. So we want to keep this anonymous so that people can be comfortable with this.

So, as you can see, the first two questions are around gathering more information about people who are filling the survey. It asks them about their experience, college name and the course they did. This is important in anonymous survey because since you don't know who is filling the service, you want to have the profile information.

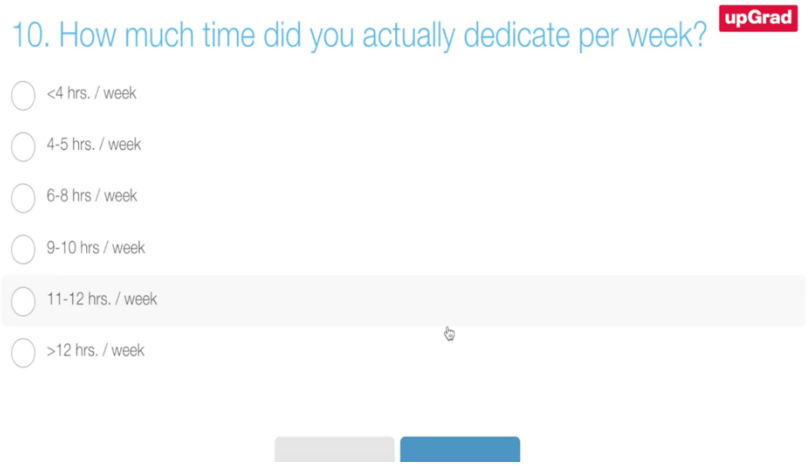
Let's look at the question 3 and 4, which gather information about how do people benefit from the course? This is in terms of better company, salary hike, ability to move from non-analytics role to an analytics role As you can see, one can derive loads of information from these two questions about the person who is filling the survey, and one particular thing to notice is that we can even put these numbers into marketing campaigns as well. If I can tell people that there is 15 to 30% increase in salaries, pre and post the program, that can be a very good fit for my marketing team.

As a pm, you have to think about how you can craft something that could be beneficial to multiple teams and this is one example of that. Coming to question five and six, which are more program specific, These two have like these questions have two objectives. One is how much people are willing to devote in terms of time and money, and second is what does a program cost and time commitment looks like for other programs that are available in the country.



Once you get this information, you also want to know the channel acquisition part which is question 7. This will tell you where these people come from and where do these people come to know about the program and you can target them through the channels. Coming to question 8 and 9 we can see it explores the motivation of the people taking up the course. It will be very interesting to link these questions with question 3 and 4, where the actual benefits are listed, because then we can gauge the program effectiveness in terms of meeting the expectation of people who are taking up the program.

In question 9 and other interesting thing to note is that, since there are lots of options, the user is asked to mark the top three reasons. This is useful in cases where there are multiple correct options and one might be more important than the other. This is another thing I want to highlight at this particular point. Look at the other as the last option in these questions. Almost all of these questions, other as a free text option is pretty useful in cases where you can't arrive at all possible options for a question.



Coming to question 10, it check whether there is a difference between number of hours required in the course and the actual number of hours spent. So going to all these questions, I hope you have got a good idea of how and why to frame questions in a survey. Next is what to do once you have designed a survey which is like there are a couple of things that you will need to do after you have designed the survey.

One is you need to see whether it make sense to keep it anonymous or not, right. Because if you require people to disclose sensitive information like salary, it's best to keep it anonymous. Second, you need to define the confidence interval and margin of error you are comfortable with. These two numbers, along with the TG, give you the number of people you need to do survey with.

Now this is very important because lets say for an example in case of Data Analytics course, our TG is 50,000 IT professionals. So, since we are taking information like salary and salary growth, we have to keep this survey anonymous. Further we want to go ahead with a 95% confidence level and 5% margin of error. Putting it all together, I arrive with the number of people we need to survey. In this particular case, it's 382 survey responses.

Now, let's talk about how to interpret the results. Let's assume 60% of this 382 people said that they are willing to spend 50,000 rupees for Data Analytics course. What it meant is 95 out of 100 times, the results will repeat themselves.

Further the percentage of people who are willing to spend 50,000 rupees will be between 55% to 65% in these 95 cases, where the survey is going to repeat itself. So far we have worked an objective, hypothesis and designing the survey. Next days, once you have designed the survey and rolled it out and have gotten the responses that you require for the confidence level and margin of error, how do you evaluate these particular results?

Now I'm going to take you through how to analyze a survey result. So like we did a Data Analytics survey and these are the results. This is how the result looks like on a google spreadsheet. I know it's a bit scary. So in total there are 55 responses for the ten questions that we listed in the survey. To analyze the survey we need to have a basic proficiency in Google spreadsheet or Microsoft Excel because sometimes you need to draw pivot tables or charts or whatever, to present your survey, and you cannot do that if you don't have a proficiency in Google spreadsheet or Microsoft Excel.

So once we have the results in a Google spreadsheet, you can start analyzing the data to get the results. Now, where do you start analyzing this data? So you start with the first hypothesis, which was whether an increase in proficiency of data analytics leads to a higher salary. We see that 40 of the 55 people got more than 20% increment in salary in this particular table, right. The minimum increment, as you can see, is around 10%. This data validates our hypothesis that an increment in the proficiency of data analytics leads to increase in salary growth as high as 40% and as low as 10% right.

To further explore why people took this course? We look at response of question 8. So as you can see, 38 of 55 people do this course either to move into Data analytics domain or for higher salary, right. So now you know the Why part of the question, I mean it's mostly for the salary hike or at least if people are not even looking it for salary hike, they are getting at least 10% hike in terms of salary.

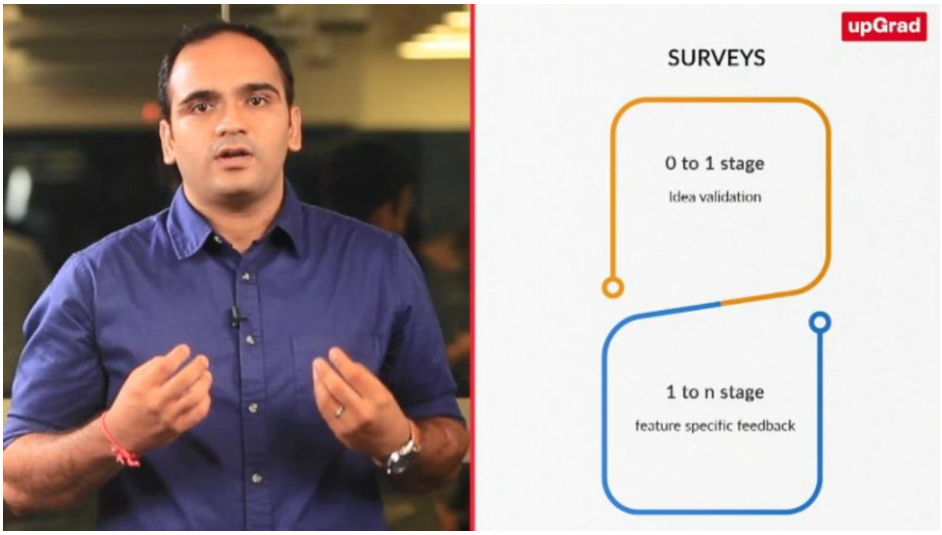
Moving on to the next objective, which was to find out whether people would be willing to invest time and money. We look at responses of question 10 and question 6. As you can see in the responses of question 10, more than 80%

of people devoted more than 10 hours a week. Further when you look at question 6 responses, it becomes very clear that around 70% paid more than 1 lakh rupees for this course.

Both of these provided a very good data and a good answer to our question about how much time or money are people willing to invest in this course, right. So we get the first two answers of the first two objectives, which was: why did people take this course and are they willing to invest time and money and if yes, how much? So I mean the answer would be yes, people are willing to take this course. They are willing to spend more than 10 hours and one lakh rupees of money, most of them at least, right.

Now the third objective was to find out the best channels of acquisition, and for this we look at responses of question 7 and find that major channels of acquisition are internet, email, mass media and word-of-mouth. I mean these are the major channels of acquisition. Moreover, many people have heard about it from multiple sources because, as you can see, the sum of total sources is not 55, which is the total number of survey responses collected. It's actually much more than that. So many people have actually marked multiple choices correct right.

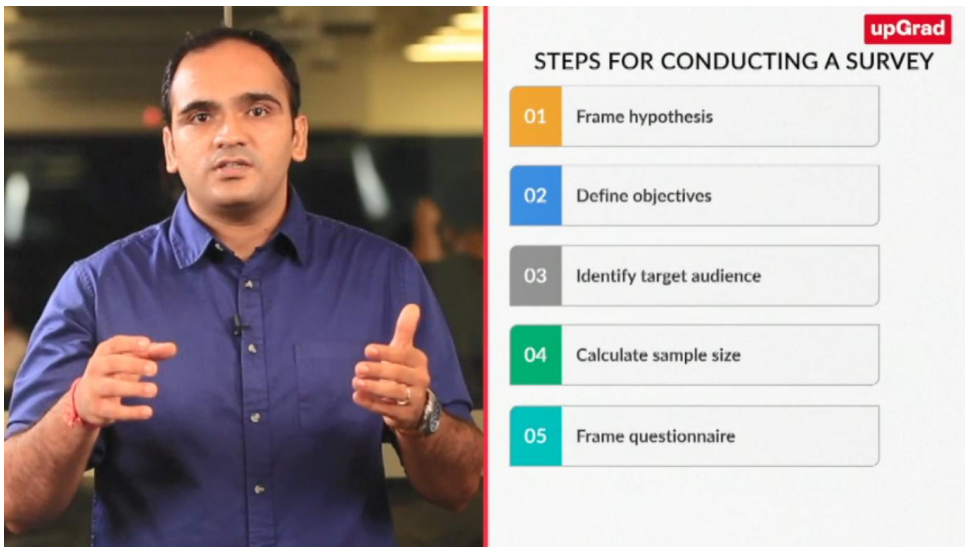
There are many more ways in which you can analyze and triangulate the results of surveys. This is just a simple way to do it. At the end of the day what you need to get is the answer to all your questions and objectives, and you can then use these insights to build your product right. I hope, after these sessions, after these three sessions, you'd be able to frame hypotheses and objectives, then create a survey, design a survey, design questions, provide exhaustive options and, finally analyze the results of the survey to get insight on which you can build a brilliant product.



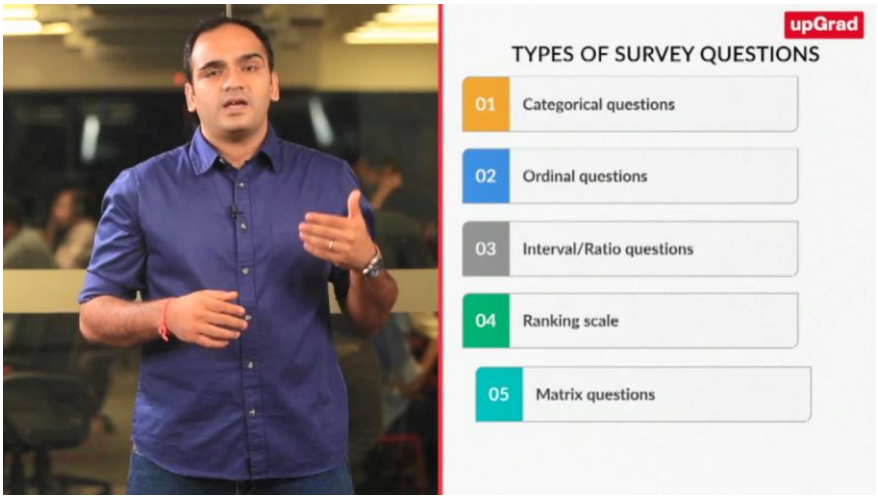
We've come to the end of the session, so let's recap what you've learned. In this session, you first understood that a survey is a user research tool to collect responses from a large sample that can be used to drive product decisions. Surveys can also be conducted to understand what users like or dislike about your product.

You saw the example of an edtech company and how you need to focus on the key stakeholders for a survey which, in this case, are the parents. At the 0 to 1 stage, surveys help you to validate the idea or the utility or the feedback for your product. During the 1 to N stage, you can conduct surveys to get feedback for addition or removal of features.

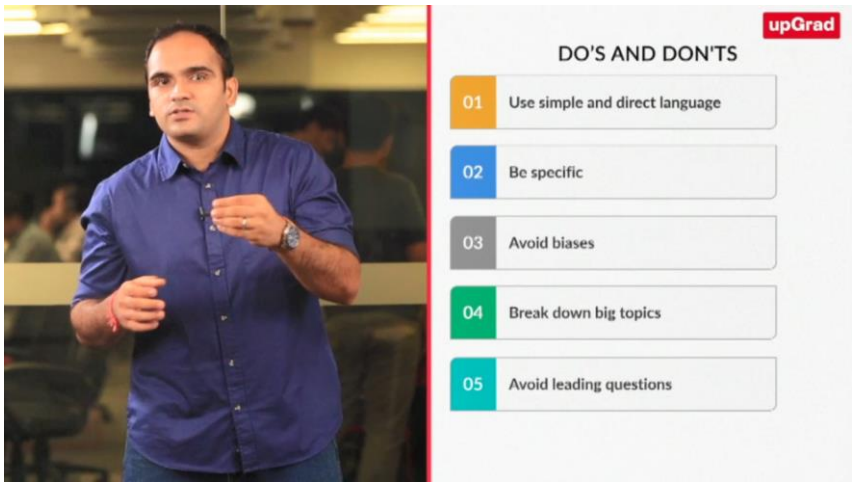
Depending on the nature of the product you need to decide on the type of survey to be used like market research survey, customer satisfaction survey or Net Promoter Score, also known as NPS.



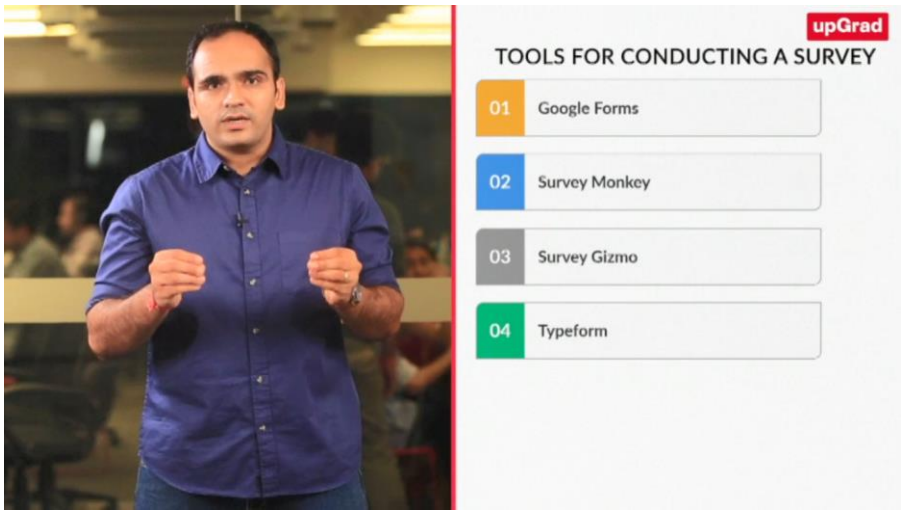
You then got an overview of the process of conducting a survey. Start by framing the hypothesis, then define the objectives and identify the target audience and decide on the sample based on the population, the confidence level and the margin of error. Next frame the right questions to ask in the survey. Conduct the survey and gather data for analysis, so you can derive insights.



Next you learned about the type of questions you can ask in a survey. Categorical questions, ordinal questions, interval or ratio questions, ranking scale, matrix and textbox. You saw an example of Practo to understand this better.



We also discussed a few do's and don'ts while conducting a survey. Use simple and direct language, be specific and don't hold any biases. Break down big topics into multiple questions, so that you can only ask one thing per question. Ensure that you don't ask leading questions.



Many tools are available for conducting the survey like Google Forms, Survey Monkey, Survey Gizmo and Typeform.

Through a Practo example, you understood the concept of cohorts and buckets which are based on user behavior. This brings us to the last point that we covered in this session.

How do you analyze the data collected through surveys? Collect and organize the data. Identify the insights. Incubate the insights and socialize the insights. You understood all these steps, with the help of an example of a survey then looked at how tech-savvy doctors are.

In the next session we take a look at how interviews are an integral part of user research. See you, then.