Quality Assurance Report: Ipsos-Inspired Market Research Questionnaire

Title: Consumer Preferences for Sustainable Products

Objective: To validate the accuracy, functionality, and clarity of the questionnaire to ensure a seamless respondent experience and reliable data collection. The goal is also there to remove bias in the questions and to create an insightful result to analyze.

Summary of Findings

Pre-Test Review

1. **Typos and Grammar:**
   - **Identified several minor errors in capitalization and phrasing.**
     - **Example: "Don't care about sustainability" corrected to "Don't care about sustainability".**
     - **Example: "Quailty" corrected to "Quality".**
   - **Action Taken: All errors have been corrected.**
2. **Question Clarity:**
   - **Question 7: "What is the primary factor influencing your decision to buy sustainable products?" lacked sufficient options.**
     - **Added: "Environmental impact" and "Brand reputation" to better capture factors.**

Logic and Flow Testing

1. **Survey Navigation:**
   - **No navigation issues identified; questions flowed logically across sections.**
2. **Question Grouping:**
   - **Identified redundancy in Question 5 and Question 6 under Shopping Behavior. Combined related elements to ensure efficiency.**

Technical Validation

1. **Device Compatibility:**
   - **Tested on desktop, tablet, and mobile devices (iOS and Android).**
   - **Result: The questionnaire displayed consistently across all devices.**
2. **Response Recording:**
   - **Test responses were submitted and accurately recorded for all questions, including multiple-choice and open-ended responses.**

Comprehension Testing

1. **Pilot Testing Feedback:**
    - **Using Ai to create the results, Distributed to 10 pilot respondents across various demographics.**
    - **Feedback Highlights:**
        - **Respondents found Question 11 difficult to interpret without additional examples. Added definitions for terms like "Carbon footprint" and "Circular economy."**
        - **Suggested adding "TV and Radio" to Question 12 options for learning about sustainability.**

Data Quality Checks

1. **Mock Data Review:**
    - **Responses aligned correctly with question logic.**
    - **Numeric data for scaled questions (e.g., 1-5 importance ratings) were recorded without errors.**

Issues Identified and Resolutions

Issue	Section	Action Taken
Spelling errors (e.g., "Quailty")	Barriers to Adoption	Corrected to "Quality"
Insufficient response options	Shopping Behavior	Added "Environmental impact" to Question 7
Missing examples for technical terms	Consumer Awareness	Added definitions to Question 11
Limited response options for learning modes	Consumer Awareness	Added "TV and Radio" to Question 12

Final Validation

1. **Typos and Grammar: All issues resolved.**
2. **Logic and Flow: Navigation confirmed to function smoothly.**
3. **Clarity and Comprehension: Adjusted questions and added examples based on pilot feedback.**
4. **Device and Platform Testing: Compatible across all major devices and browsers.**

Next Steps

- **Finalize and deploy the questionnaire.**
- **Monitor responses for any additional feedback or issues during data collection.**

End of Report