# User-centered design survey

Survey Consent & Data Protection Information
This survey is conducted for the purpose of gathering insights into how designers apply user-centered principles in GUI design and into how users percieve these designs. We will collect responses about your demographics, such as age, field of study or work and years of experience, as well as your opinions and experiences related to GUI design and user experience. All responses will be analyzed anonymously and the results will be used solely for academic purposes and included in our seminar paper.

**The survey takes approximately 5 minutes to complete.**

Your participation in this survey is entirely voluntary. You can choose to not participate at all.

All questions in this survey are required in order to submit your responses. You may stop and exit the survey at any time without penalty. No personally identifiable information, such as your name or email will be collected. Demographic information such as age, country, field of study or work and years of experience is collected for analysis purposes and cannot be used to identify individual participants.

If you have any questions please contact a.soimosan@tum.de.

1. By selecting "I agree" below, you confirm that you have read and understood *
   this information and voluntarily agree to participate in this survey.

   *Mark only one oval.*

   ( ) I agree

   ( ) I do not agree

Demographic

2. How old are you *

   _____

3. Which country do you currently reside in? *

   _____

4. Are you currently a student or are you employed? *

   *Mark only one oval.*

   ◯ Student     *Skip to question 5*

   ◯ Employed     *Skip to question 7*

   ◯ Neither     *Skip to question 10*

   *Skip to question 10*

   **Student**

5. What field do you study in? *

   _____

6. What stage of studying are you in? *

   *Mark only one oval.*

   ◯ Bachelor

   ◯ Master

   ◯ PhD

   *Skip to question 10*

   **Employed**

7. What field do you work in? *

   _____

8. How many years of experience do you have? *

   *Mark only one oval.*

   ⬭ 0–2 years

   ⬭ 3–5 years

   ⬭ 6–10 years

   ⬭ 11–15 years

   ⬭ 16+ years

9. How big is your company/team (in persons)? *

   *Mark only one oval.*

   ⬭ 1-10

   ⬭ 10-50

   ⬭ 50-250

   ⬭ 250-1000

   ⬭ 1000+

   GUI

10. How important is it for you to have a good GUI experience? *

    *Mark only one oval.*

    |       | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                |
    |-------|---|---|---|---|---|---|---|---|---|---|----|----------------|
    | not i | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ | ⬭ | ⬭  | very important |

11. How familiar are you with the term User-centred design (UCD) ? *

*Mark only one oval.*

- ⃝ Never heard of it
- ⃝ Heard of it, but don't know what it means
- ⃝ Have some knowledge and applied it a little
- ⃝ Know it but not very experienced
- ⃝ Know it very well

12. Have you ever worked on GUI projects or have been involved in the design process? *

*Mark only one oval.*

- ⃝ Yes, as a designer      *Skip to question 13*
- ⃝ Yes, as a user/tester      *Skip to question 24*
- ⃝ Yes, as both      *Skip to question 13*
- ⃝ No, i haven't      *Skip to question 24*

Designer perspective

13. What aspects are most important to you when designing an app? *

*Check all that apply.*

- ☐ Ease of navigation
- ☐ Performance
- ☐ Number of features
- ☐ Functionality
- ☐ Aesthetics
- ☐ Accessibility (for users with disabilities)
- ☐ Consistency across different platforms (e.g. Phone, Web)
- ☐ Scalability
- ☐ User experience
- ☐ Other: _____

14. At what stage do you include users in the design process? *

*Check all that apply.*

- [ ] During the research phase
- [ ] During early design
- [ ] During prototyping
- [ ] During usability testing
- [ ] After release
- [ ] I do not involve users in the design process

15. How often do you involve testers in your design process? *

*Mark only one oval.*

- ( ) After every major change
- ( ) Only at the end of testing
- ( ) Only when absolutely necessary
- ( ) Rarely
- ( ) Never

16. How do you collect user-feedback from testing into the design? *

*Check all that apply.*

- [ ] A/B Testing
- [ ] Interviews
- [ ] Surveys
- [ ] Usability Testing
- [ ] Tracking Tools
- [ ] Other: _____

17. Why do you consider user feedback? *

*Check all that apply.*

- [ ] To improve usability
- [ ] To fix errors or bugs
- [ ] To improve accessibility
- [ ] To refine or adjust features
- [ ] To validate design decisions
- [ ] To meet user needs
- [ ] Other: _____

18. What are some barriers that you encounter implemented in user-centered design? *

*Check all that apply.*

- [ ] Limited time
- [ ] Limited budget
- [ ] Lack of expertise or experience
- [ ] Lack of management support
- [ ] Difficulty recruiting users
- [ ] Difficulty integrating feedback into the design
- [ ] Conflicting feedback from testers/users
- [ ] Accessibility challenges
- [ ] Other: _____

19. How do you validate your GUI design? *

*Check all that apply.*

- [ ] User feedback
- [ ] Expert evaluations
- [ ] Stakeholder reviews
- [ ] Check analytics
- [ ] Revenue
- [ ] Other: _____

20. Do you think GUI design has improved, gotten worse or stayed the same in the last 3 years (since ChatGPT/AI Introduction)? *

*Mark only one oval.*

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| gott | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | improved |

21. In your user-centered design process, do you mainly gather feedback from real users, use AI assistance, or combine both? *

*Mark only one oval.*

◯ Mainly AI

◯ Mainly real users

◯ Combine both (approx. 50/50)

22. How often do users complain about compatibility or accessibility issues in your designs? *

*Mark only one oval.*

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| neve | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | very often |

23. To what extent do you consider accessibility (e.g., users with disabilities) in your design process? *

*Mark only one oval.*

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| neve | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | always considered |

*Skip to question 37*

User perspective

24. Which devices do you primarily use apps on? *

*Mark only one oval.*

◯ Smartphone

◯ Tablet

◯ Laptop/PC

◯ Other: _____

25. When you download a new app, do you in general feel like it is easy to navigate? *

*Mark only one oval.*

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| very | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | very easy |

26. When using an app, how often do you encounter usability problems? *

*Mark only one oval.*

|  | 1 | 2 | 3 | 4 | 5 |  |
|---|---|---|---|---|---|---|
| neve | ◯ | ◯ | ◯ | ◯ | ◯ | always |

27. What aspects are most important to you when using an app? *

*Check all that apply.*

☐ Ease of navigation

☐ Performance

☐ Number of features

☐ Functionality

☐ Aesthetics

☐ Accessibility (for users with disabilities)

☐ Other: _____

28. How important is accessibility to you when using an app? *

*Mark only one oval.*

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| not i | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | very important |

29. To what extent do you think companies take into the user experience when designing GUI? *

*Mark only one oval.*

|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Com | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Companies heavily consider UX |

30. When an app changes its design, how does it affect your experience? *

*Mark only one oval.*

○ Improves my experience

○ Stays the same

○ Gets worse

○ Depends on the type of changes

○ Not sure

31. Which of the following frustrates you most in an app? *

*Mark only one oval.*

- ( ) Slow performance
- ( ) Confusing navigation
- ( ) Too many ads
- ( ) Poor accessibility (e.g., hard to read, not screen-reader friendly)
- ( ) Bugs or errors
- ( ) Other: _____

32. When you encounter a problem in an app, what do you usually do? *

*Mark only one oval.*

- ( ) Try to figure it out myself
- ( ) Search online for help
- ( ) Contact support
- ( ) Stop using the app
- ( ) Other: _____

33. Have you ever been asked for feedback on an app? *

*Mark only one oval.*

- ( ) Yes
- ( ) No
- ( ) Not sure

34. Do you prefer apps with customization options (themes, layout, font size, etc.)? *

*Mark only one oval.*

- ◯ Yes, highly
- ◯ Somewhat
- ◯ Not really
- ◯ No, not at all

35. Do you feel apps you use are tested thoroughly before release? *

*Mark only one oval.*

- ◯ Yes, always
- ◯ Sometimes
- ◯ Rarely
- ◯ Never
- ◯ Not sure

36. How satisfied are you with the overall usability of apps you use? *

*Mark only one oval.*

|       | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                |
|-------|---|---|---|---|---|---|---|---|---|---|----|----------------|
| not : | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯ | ◯  | very satisfied |

*Skip to question 37*

37. Do you think this survey has addressed all of your concerns about GUI ? *

*Mark only one oval.*

- ◯ Yes
- ◯ Other: _____

Google Forms