

Tips for Survey Questions

Demographic questions

Leave them until the end, especially if they might make users uncomfortable (build trust and rapport first!).

Only ask relevant ones. Don't just ask about random demographic information that is unrelated to your product.

Users might not know what you're talking about

This sounds obvious, but it's a common reason for getting no (or bad) data from a survey question. So make sure your questions are clear and are understandable to your target user.

In particular, remember that users often don't have the expertise or domain knowledge you do—and with a survey, you can't be there to explain in person.

Test your survey questions before sending them out

If you send your survey to 100 participants and *then* discover that it was confusing, it's too late—so it's helpful to try it out on a few people first.

This will help reveal any misunderstandings or misinterpretations early, so you can correct them before gathering your data.

Multiple choice (radio button) options need to be exhaustive and mutually exclusive

You want them to be *exhaustive* (i.e., cover all the options) to ensure that the user can select the option that fits for them.

You want them to be *mutually exclusive* to ensure that multiple options can't all be correct (if they are, the participant will be frustrated at not being able to select both options—and your data will be less accurate, too).

Avoid leading questions

Leading questions imply a desired type of answer or "lead" users in a particular direction (as in "How do you feel about our cafe's plan to add a new *healthy* food menu?" or "Tell me about the frustrating experiences you've had with this app?")

Avoid double-barreled questions

Double-barreled questions ask two things in the same question (as in "How do you like the fact that the LangLearn app allows you to learn new vocabulary and review old vocabulary?")

Be specific

Instead of a broad question like, "How satisfied are you with learning languages using LangLearn?", try asking something specific, like "How easy was it to create a new set of flashcards?"

Think about the question format

When you go to write a question, you may immediately have an idea for what format to use (radio button, checkbox, drop-down list, etc.). But your first choice might not be the best.

Think about the kind of data you want to get from the question. To get ideas, it may help to try writing the question using several different formats and comparing the type of data you would get from each.