Master Question List

1. Can you please describe your typical workflow with the surveys?
   1. Executive
   2. Analyst
   3. Designer

Analyst

1. What data analysis tools would you like to see incorporated?
2. What visualization tools, if any, would you like to see included? (for data and questions)

Designer

1. Will you be creating/taking a survey in one sitting or will you like to save progress?
2. Will the users be anonymous? Or will you have to verify their identity?
3. How do you want the conjoint trade off questions to integrate with other questions?
4. How do you want the data output stored? CSV? Excel? Plain Text?
5. Do you want predefined sample questions to choose from on top of customizable templates?
6. Should users be able to review answers/re-submit?

Executive

1. How are you going to be using this tool?
2. What features do you wish to see implemented in this tool to make your job easier?

Mitchel Question

1. (Survey Analyst) Tim said you will be analyzing the data in house. Will we be doing any analysis of the data? If so, what kind of analysis?
2. How would you like the data to be represented? Do you want different options for different question types?
3. (Survey Designer)What kinds of templates would you like us to implement?
4. Do you want all questions for every participant to be in the same order?
5. Do you want templates for an entire quiz?
6. Do you want predefined sample questions to choose from on top of customizable templates?
7. How will you be determining who will be taking these surveys? Would you like us to try to streamline this process?
8. Will the users be anonymous? Or will you have to verify their identity?\*
9. How do you want the conjoint trade off questions to integrate with other questions?
10. (Executive) What kinds of charts do you wish to see so you can make the most effective decisions?
11. What features could we implement that would make your decision making process easier?
12. Will you be taking a survey in one sitting, or will you like to save progress?
13. What do you want to happen if a survey taker doesn’t respond or complete the survey?
14. Do you want real time data feedback?
15. Do you want the participants to see how they stack up against other participants at the end of the survey?

Landon’s Questions

**To the Analyst:**

1. What data analysis tools would you like to see incorporated?
2. How could we format the data to better integrate into your existing analysis tools?
3. What visualization tools, if any, would you like to see included?
4. How do you want the data output stored?
5. What analysis features on similar products to you like, or dislike, and why?
6. How accessible do you need this data to be? i.e. access only at work, or on the go?
7. What could we add to this platform ease common difficulties you face?
8. When you are analyzing data, what are the first things you look for?
9. Likewise, what things do you commonly overlook or forget to do?
10. Are any tools important, but used infrequently?

**To the Executive User**:

1. What do you do?
2. What are your largest complaints with the existing system?
3. What could we try to improve your user experience?

**To The Designer:**

1. What kind of question templates are you looking for? Are there any from existing tools like surveymonkey that you particularly like or dislike?
2. Do you prefer using an out-of-the-box survey template, or going from a blank slate? Why?
3. What kind of features do you feel would improve your experience as a survey designer?

Alex’s Questions

1. What are the most important question types that should be offered?
2. Will users take the surveys anonymously, or will they require some sort of profile be made to keep track of the participants?\*
3. Should users be allowed to save their progress and come back to the survey later?\*
4. Are participants going to have deadlines to complete the survey?
5. How would you like the data to be displayed (percentages, graphs, charts)?\*
6. Would you like the option to filter the results by age, gender, etc?
7. How do the survey designers envision designing the survey -- from scratch? Default survey templates?\*
8. How/where is the data going to be used? Would you like some way to export the results (ie. Download to PDF, Excel, etc)?
9. Should participants have the option to skip questions?
10. Will questions be pulled at random, or have a specific order?\*
11. Do the business users want a way to change the view of the results?
12. Would you like the option to make surveys password protected so only certain people can participate in them?

Thomas's Questions

1. How does the data have to be outputted so that you can perform your analytics? (CSV, charts, ect.)
2. What are the key types of questions you will be asking? \*
3. Tim said that you would like to change questions based on a user’s response, can you elaborate on this? Is it going to be a tree? Or will it just ask additional questions based on a user’s answers?
4. How is this system going to connect to your database?
5. Will the users be logged in, anonymous, or both? \*
6. Will multiple survey creators be working on the same survey at the same time?
7. Other than question types and security, what features that effect you are missing from your current survey application? \*
8. Can you please describe your typical workflow with the surveys?
9. What participants are you targeting with these surveys? Typical household consumer? Tech-driven individuals? Companies?
10. If you had to give us two features that are a must have for your team, what would they be?

Maxwell Taylor

Q’s for Survey Analyst/Executive

1. How long should free response questions be?
2. How should data from FRQs be presented?
3. How much metadata do you want available?\*\*
4. Do questions need time limits?\*\*
5. Should users ever be able see any kind of results?\*

Q’s for Survey Designer/Admin

1. How should questions be separated or organized?
2. What kind of templates would be helpful?
3. How will surveys or templates be saved?
4. Should users be able to review answers/re-submit?\*\*
5. Will multiple people edit surveys separately?
6. Will survey editors/designers need authentication? How?
7. Visual layout/design features?

Ryans Questions

1. Define “question flow” and needs regarding that feature (branching paths? Randomized? Select from a pool of questions? etc.)
2. Analysis needs? (in app tools or exportable data?)
3. Reporting needs? (visualizations? I guess just define what they need, pretty vague)
4. Level of security needed? What specifically needs to be protected?
5. Product only for internal use? Clients? Participants?
6. User anonymity vs account creation?
7. How exactly do executives use the data? What do they need?
8. Additional features they would like to add down the line?
9. **How will the surveys be distributed? In app? Via link? Etc**
10. (for the survey designers) What question types are absolutely prioritized?
11. **Describe your process right now? (prior to our product)**

**What OS and version is your database running? Or will it be set up on a VM?**

**Will the survey tool or your clients email your potential participants?**