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• Question asked by [Kartik Dadwal](#)

• [Tools](#)

• 4 replies

• 2 years ago
- ## Are survey tools like Qualtrics or Survey Monkey useful?
- As a product guy, I have always valued user feedback. But when it comes to getting user feedback, I feel that the existing survey tools don't even do a decent enough job of getting me quality feedback or user research.
- Have you guys faced any challenges with these survey tools as well? I recent wrote a [piece](#) on this.
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- 4 Replies



Steve Johnson

author, speaker, consultant. VP of Products @ Pragmatic Marketing.  
2 years ago

Good job on your piece about survey tools. Frustrations like yours are the source of most product ideas. Asking, What are you trying to achieve and why don't the existing tools help? That is, your product idea is in the delta between what currently exists and the problem you're trying to solve.

One note about surveys. Surveys are a form of *quantitative* research—the source of statistically valid data. But a survey cannot help you if you don't know what questions to ask. Said differently, with a survey, you don't know what you don't know so a survey won't help. A survey is used when you know what you're trying to prove or disprove.

I'm a huge believer in interviews and observation. The product manager of survey tools could learn a lot from a discussion with you, and even more watching you try to accomplish your goals with their tools. I've written about interviewing in my free ebook, "Customer Interviews: A Field Guide" at <http://under10playbook.com/ebooks/customer-interviews>

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Kartik Dadwal

Building something amazing! | Ex-Chief Product Officer @Vuukle | UCLA Anderson MBA  
2 years ago

@Steve - Thanks for your insight. Absolutely true, what exist and what is the actual pain point gives rise to new opportunities! Thanks for the link. Just looked at your ebook.

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[Bryan McCarty](#)

Product Management and Marketing 🚀  
2 years ago

To @Steve's point, I believe surveys should be a *supplement* to other research methods. You can never beat sitting with a customer (hopefully, face-to-face otherwise virtually) and going through an interview or observation.

There is no shortage of tools or methods that will help gather feedback. Having a defined objective *before* you get started will help you know which tool can help or which method to use. In other words, take the tool out of the equation. Start with a problem statement and then define what you want to learn through research.

If you come up with a new method or a tweak to your current survey uses, I would love to hear about it. Thanks for asking this question!

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[Kartik Dadwal](#)

Building something amazing! | Ex-Chief Product Officer @Vuukle | UCLA Anderson MBA  
2 years ago

Thanks @bryan for pitching in. Absolutely agree with you, having a defined objective can guide us to pick the right tool or method to get necessary data. I got so annoyed with Survey Monkey and Qualtrics that I started building my own software to help me get more, high quality user responses with stratification based on demographics.

I will definitely share it with you once I release it in next few weeks. It is in private beta right now.

thanks,

Kartik

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