

Sample Product/Market Fit Survey

- **What best describes your role?**
 - Engineering Lead
 - Project Manager
 - Software Developer
 - Designer
 - Product Manager
 - CEO / Founder
 - Customer Support
 - Other
- **How did you start using [the product]?**
 - I created my account
 - I was invited to an account
- **How did you first discover [the product]?**
 - Friend or colleague
 - Search engine
 - Facebook
 - Twitter

- Blog
- Other

- **Do you currently pay for [the product]?**
 - Yes
 - No

- **How would you feel if you could no longer use [the product]?**
 - Very disappointed
 - Somewhat disappointed
 - Not disappointed

- **Please help us understand why you selected the answer above.**

- **What would you use as an alternative if [the product] were no longer available?**

- **What is the primary benefit that you have received from [the product]?**

- **Have you recommended [the product] to anyone?**

- What type of team do you think would benefit most from [the product]?
- How likely are you to recommend [the product] to a friend or colleague?
 - [0 - not likely]— [10 - very likely]
- What's your favorite integration / add-on for [the product]?
- How could [the product] be improved to better meet your needs?
- Want us to follow-up? Leave your name and email here: