

Source: The wedding planning questionnaire serves as a valuable tool for a wedding planner to gather all the essential details required for orchestrating a flawless wedding event for their clients. It solicits information regarding the couple and seeks their insights on various choices and preferences related to the wedding. The questionnaire (Questionnaire Templates, n.d) in the Appendix was analysed and critiqued.

Pros of the Questionnaire Design:

The questionnaire covers a wide range of topics related to wedding planning, including details about the couple, ceremony, reception, themes, music, catering, and more. This provides a comprehensive overview of the wedding planning process.

The questionnaire is well-structured, with numbered questions that make it easy for respondents to follow and complete (Bowling, 2005).

Question 9 provides a rating scale from 1 to 10 for budget importance, allowing couples to prioritise different aspects of their wedding. This can help wedding planners understand the couple's preferences and priorities.

Many questions offer clear multiple-choice options, which can make it easier for respondents to select their preferences and provide structured answers (Bowling, 2005).

The questionnaire addresses various aspects of the wedding, such as location, catering, music, and themes, which can help the wedding planner gain a holistic understanding of the couple's needs and desires.

Cons of the Questionnaire Design:

The questionnaire is quite long and contains numerous questions. While this can provide detailed information, it may also be overwhelming for some respondents, potentially leading to survey fatigue (Krosnick, 2018).

Some questions, such as question 11 (mood or theme of the wedding), are quite complex and may require respondents to choose from a long list of options. This can be time-consuming and could lead to incomplete or inaccurate responses (Murray, 1999).

The questionnaire lacks open-ended questions, primarily consists of closed-ended questions with predetermined answer choices. This limits the ability of respondents to provide nuanced or personalised responses (Krosnick, 2018)..

The use of a rating scale in question 9 could potentially lead to respondents rating all options similarly, as respondents may be reluctant to assign low ratings to any aspect of their wedding. This could result in less useful data.

The presence of a copyright notice at the end of the questionnaire may raise concerns about privacy and data usage. Respondents may be cautious about sharing personal information with a third-party entity (Song et al., 2015).

In summary, while the questionnaire design is structured and comprehensive, it is relatively long and contains complex questions, which may impact the ease of completion and data quality (Oosterveld, 1996).

Reference

Bowling, A. (2005). Techniques of questionnaire design. *Handbook of health research methods: Investigation, measurement and analysis*, 394-427.

Krosnick, J. A. (2018). Questionnaire design. *The Palgrave handbook of survey research*, 439-455.

Murray, P. (1999). Fundamental issues in questionnaire design. *Accident and emergency nursing*, 7(3), 148-153.

Oosterveld, P. (1996). *Questionnaire design methods*. Berkhout Nijmegen BV.

Questionnaire Templates (n.d) Available from :

<https://www.hloom.com/resources/templates/more/questionnaire> [Accessed on: 30 September, 2023)

Song, Y., Son, Y. J., & Oh, D. (2015). Methodological issues in questionnaire design. *Journal of Korean Academy of Nursing*. 45(3): 323-328.

Appendix:

Wedding Planning Questionnaire

From: [Judy Myers] – [Wedding Planner]

Date: [Date here]

Name of couple getting married _____

Date and time of the ceremony _____ Number of invited guests _____

Time of the reception _____ Location of the reception _____

Will there be a sit down meal or buffet? _____ Will there be music at dinner? _____

Will you be providing a meal for your DJ or band? _____

Rate the following options according to budget importance on a scale of 1 – 10:

Ceremony

Location

Photographer and Videographer

Food and drink

Officiate

Music

Reception

Rental equipment such as lighting, tables, chairs, etc.

Flowers

Transportation

What will be the mood or theme of your wedding?

Tropical

Classic

Elegant

Modern

As far as the wedding ceremony what do you envision?

Personalized

Religious

Non-religious

Spiritual

Short

Cultural

Formal

Who will officiate at the wedding ceremony?

Notary

Friend or family member

Clergy member

Wiccan priestess

Will you have live or recorded music at your reception?

Live Band

Live DJ

Recorded Music

Unit 6 Wiki Activity: Questionnaires

	Other _____
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Where will your reception be held?

	Indoor
	Outdoor
	Under a tent
	Private location
	Same location as ceremony
	Other _____

What type of meal will you have?

	Brunch
	Lunch
	Cocktail hour only
	Buffet
	Plated meal
	Family style

What do you envision for bar service?

	Beer and wine
	Champagne
	Cash bar where guests pay
	Open bar where couple pays
	Other _____

Wedding Party Flowers

Bridal bouquet	_____	Color of bridesmaids dresses	_____
Dress color	_____	Number of corsages	_____
Tossing bouquet	_____	Number of boutonnieres	_____
Bridesmaid's bouquets	_____	Flower girl	_____
Number of bridesmaid's	_____	Ring bearer	_____

Reception flowers

Number of tables	_____	Color or tablecloth	_____
Size of tables	_____	Centerpieces	_____

Wedding Songs

Cocktail hour	_____
Introduction of bridal party	_____
Introduction of bride and groom	_____
First dance	_____
Father/ daughter dance	_____
Mother/son dance	_____
Bridal party dance	_____

Unit 6 Wiki Activity: Questionnaires

Best man toast	_____
Maid of honor toast	_____
Meal music	_____
Cake cutting	_____
Bouquet toss	_____
Garter toss	_____
Songs you definitely want to hear	_____
Music you definitely want to hear	_____
Songs you do not want to hear	_____
Music you do not want to hear	_____
Other	_____

Wedding Professionals

Photographer	_____	Caterer	_____
Videographer	_____	DJ or Band	_____

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