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# UX Surveys

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*“User research is the systematic study of the goals, needs, and capabilities of users so as to specify the design, construction, or improvement of tools to benefit how users work and live.”*



# Survey Questions

**Closed Questions:** These questions get the quantitative data from the users. It doesn't tell us about the context, the motivation, the cause for the response. These questions are accompanied with the checkbox, radio buttons. The data obtained can be easily visualized with the help of graphical representations.

**Open Questions:** Open Questions are the qualitative data about a user's behavior, action. It tells us how the user thinks about a problem. These questions required a text box to explain the cause. The Qualitative responses tend to take a lot longer to analyze.

The image displays two side-by-side survey question cards. The left card is titled 'CLOSED-ENDED' and contains the question 'What did you think of this piece?'. It features two radio button options: 'Great!' (unselected) and 'Not what I needed' (selected). Below the options is a small red flame icon and the text 'Not using Hotjar yet?'. A green 'Next >' button is at the bottom right. The right card is titled 'OPEN-ENDED' and contains the question 'What would you need us to change? ★ PS: if you have a technical question, you'll likely find your answer at → <https://help.hotjar.com>'. It features a text input field with the placeholder 'Please type here...'. Below the input field is a small red flame icon and the text 'Not using Hotjar yet?'. A grey 'Next >' button is at the bottom right. A black arrow points from the 'Not what I needed' option on the left card to the text input field on the right card.

CLOSED-ENDED	OPEN-ENDED
<p>What did you think of this piece?</p> <p><input type="radio"/> Great!</p> <p><input checked="" type="radio"/> Not what I needed</p> <p>Not using Hotjar yet?</p> <p>Next &gt;</p>	<p>What would you need us to change? ★ PS: if you have a technical question, you'll likely find your answer at → <a href="https://help.hotjar.com">https://help.hotjar.com</a></p> <p>Please type here...</p> <p>Not using Hotjar yet?</p> <p>Next &gt;</p>

# Quantitative vs Qualitative

**Quantitative:** Quantitative research involves the process of objectively collecting and analyzing numerical data to describe, predict, or control variables of interest.

**Qualitative:** Qualitative research is the process of collecting, analyzing, and interpreting non-numerical data, such as language. Qualitative research can be used to understand how an individual subjectively perceives and gives meaning to their social reality.



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# Understand your goal

What are we attempting to learn about our users?

What is the goal of our survey?



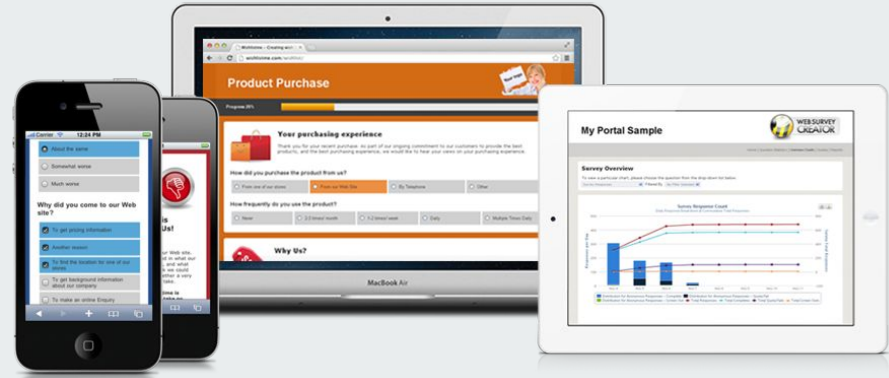
# Online Survey Tools

Survey Monkey

Google Forms

Survey Gizmo

Wufoo



# Survey Design Tips

Step 1: Determine Research Objectives

Step 2: Make sure you get the right participants

Step 3: Write the First Survey Draft

Step 4: Iterate the Survey. Test it. Iterate Again.

Step 5: Evaluate Survey Results



# Survey Ethics

Develop a sense of trust with your users and with your clients or stakeholders by always using quality ethics during your surveys.

- Did you explain the purpose of your research?
- Did you mention who you are doing the research for?
- Did you share how you will use the results?
- Are the questions appropriate for the audience?



<https://allisoncrady.medium.com/designing-iterating-analyzing-user-surveys-for-product-impact-5771fc1cdd7a>



# References:

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