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.*

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.*

Understand your goal

Want are we attempting to learn about our users?

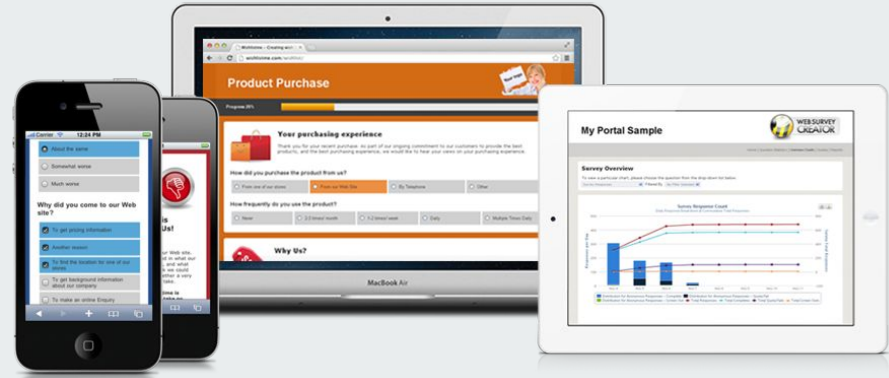What is the goal of our survey?

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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