User Experience Design

Lesson 3 Introduction

"Businessman looking through a magnifying glass to contract - stock photo" by BernardaSv, *Getty Images Content License Agreement*

Let's now turn our attention to collecting and analyzing information from your users. In this lesson you will look at designing, launching and analyzing a successful survey. By the end of the lesson you will be able to answer the following questions:

1. When should you launch your survey?

2. What is important to include in the design of an online survey?

3. What are the steps to building an online survey using SurveyMonkey?

4. How should you launch your online survey?

5. What is important in understanding and analyzing the survey results?

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