USER SURVEY WORKSHOP

OPTIMIZING THE DIGITAL EXPERIENCE FOR CITIZENS

Presented by: Dan Zola

SWAY UX

AGENDA

1. INTRODUCTION
2. SURVEY BEST PRACTICES
3. REAL WORLD EXAMPLES
4. LIVE OPTIMIZATION

You will leave here today with the practical know-how to create a winning survey that informs your products & services

1. INTRODUCTION

MEET YOUR INSTRUCTORS

Sway UX is led by Dan Zola & Kerry Thompson.

- A nimble, dedicated team
- Leaders in digital design, usability, strategy, and engagement
- 40 years of combined experience

Dan Zola

Partner

Background:

- UX Research
- Interaction Design
- Audience Engagement

Kerry Thompson

Partner

Background:

- UX Research
- Digital Product Design
- Branding

2. SURVEY BEST PRACTICES

SURVEYS

WHAT IS A USER SURVEY?

A user survey is a questionnaire designed to collect thoughts, experiences, and opinions from a wide group that can help inform decisions about your product or website.

- Identify improvement opportunities
- Evaluate user satisfaction
- Better understand your audience
- Define & prioritize feature sets
- Helps create a mental model of users

WHO TO SURVEY: FAMILIAR

Citizens who are current or past users of your app, service, or website

- How people use your product
- What features are most important
- User satisfaction
- What the value is people see in your product
- Language people use when talking about your product or service

WHO TO SURVEY: UNFAMILIAR

Non-users offer a fresh perspective from people who don’t yet know about your product or service.

- The purest data you can get
- How people describe the value of your product/service
- Competitive landscape
- Reactions to brand messaging
- Market gaps & opportunities

WHAT MAKES A GOOD SURVEY?

WHAT MAKES A ~~GOOD~~ BAD SURVEY?

WHAT MAKES A ~~GOOD~~ BAD SURVEY?

A bad survey can result in survey fatigue for the user, causing your data set to be unreliable.

- Too many questions
- Convoluted questions
- Jargon
- Answer choices that don’t line up with how users think
- Questions that require long answers

WHAT MAKES A ~~GOOD~~ BAD SURVEY?

A bad survey can also result in unclear, inactionable data for you, the survey administrator.

- Incomplete surveys
- Straight-line answers - choosing answers down the same column on a page
- Answers that are vague - such as lots of 5s and 6s from a scale of 1-10
- Answers that don’t provide new information

WHAT MAKES A GOOD SURVEY?

WHAT MAKES A GOOD SURVEY?

- Stay away from 1-10 rating scale - consider reframing as a question with a binary answer, or ranking specific features/factors instead.
- Don’t ask leading questions.
- Ask about one thing at a time.
- Use simple, familiar words rather than technical jargon.
- Avoid words with ambiguous meanings - you want all users to interpret the question the same way.
- Be clear & brief.

CONSTRUCTING YOUR SURVEY

Ask yourself:

What do you want to learn?

What will you do with this information?

- Prepare a list of objectives

CONSTRUCTING YOUR SURVEY

Examples of good user survey objectives include:

- **Gauge interest** in a new feature or service
- **Prioritize** a feature list
- **Learn** how citizens describe your organization's value
- **Monitor** overall satisfaction with your product or service

CONSTRUCTING YOUR SURVEY

Keep it short!

- Plan on asking 1-10 questions
- More than 10 questions may not get the response rate you want
- There's nothing wrong with a 1-question survey

CONSTRUCTING YOUR SURVEY

Segment your audience as needed.

- Send out one survey to multiple audiences
- Have them self-identify
- Analyze the results of each group
- Compare & contrast

CONSTRUCTING YOUR SURVEY

Ask open ended questions - and **ask them first**.

“In my younger and more vulnerable days…”

CONSTRUCTING YOUR SURVEY

Using a survey platform makes it easy to reach a wide audience and track data.

- Use a survey platform such as Survey Monkey or Survey Gizmo
- Survey tools will organize your responses for you, and allow your data to be presented visually in charts and graphs
- Major platforms also offer the option to recruit an audience

SURVEYS

CONDUCTING YOUR SURVEY

Collect the largest data set you can. The more responses you get, the more reliable your data set.

- Expect a 10-15% response rate
- Send multiple emails and reminders to your survey audience
- Allow 1-2 weeks to collect survey responses

SURVEYS

CONDUCTING YOUR SURVEY

Your subject line could make or break your survey. Craft it carefully.

- Include words such as “Invitation:” or “Reminder:”
- Consider including the estimated time it will take to complete.
- Include the survey topic.

SURVEYS

DOS & DON'TS

Do:

- ✓ Ask open ended questions first
- ✓ Ask actionable questions
- ✓ Send multiple invites
- ✓ Put effort into a compelling subject line

Don't:

- × Use numerical rating scales
- × Make your survey too long
- × Ask leading questions
- × Ask vague, or convoluted questions

3. REAL WORLD EXAMPLES

Customer Survey

1. **Which best describes the size of your company?**

- ◯ Small (fewer than 100 employees)
- ◯ Large (more than 100 employees)

---

2. **What service does [redacted] provide you & your company?**

---

3. **In your opinion, what is the most noteworthy functionality that [redacted] offers?**

Next

RESULTS: USER LANGUAGE

SURVEYS

RESULTS: PURCHASE DECISIONS

Small Company Responses

Item	Overall Rank	Rank Distribution	Score
Reliability	1		91
Ease of use	2		91
How well the software integrates with my current systems	3		62
Price	4		58
Ease of set-up	5		57
Breadth of functionality	6		46

Lowest Rank — Highest Rank

Large Company Responses

Item	Overall Rank	Rank Distribution	Score
Reliability	1		56
Ease of use	2		48
Price	3		45
Breadth of functionality	4		41
How well the software integrates with my current systems	5		33
Ease of set-up	6		29

Lowest Rank — Highest Rank

SURVEYS

RESULTS: PURCHASE DECISIONS

Small Company Responses

Item	Overall Rank	Rank Distribution	Score
Reliability	1		91
Ease of use	2		91
How well the software integrates with my current systems	3		62
Price	4		
Ease of set-up	5		57
Breadth of functionality	6		46

Lowest Rank — Highest Rank

Large Company Responses

Item	Overall Rank	Rank Distribution	Score
Reliability	1		56
Ease of use	2		48
Price	3		45
readth of functionality	4		41
How well the software integrates with my current systems	5		33
Ease of set-up	6		29

Lowest Rank — Highest Rank

RESULTS: USER LANGUAGE

SURVEYS

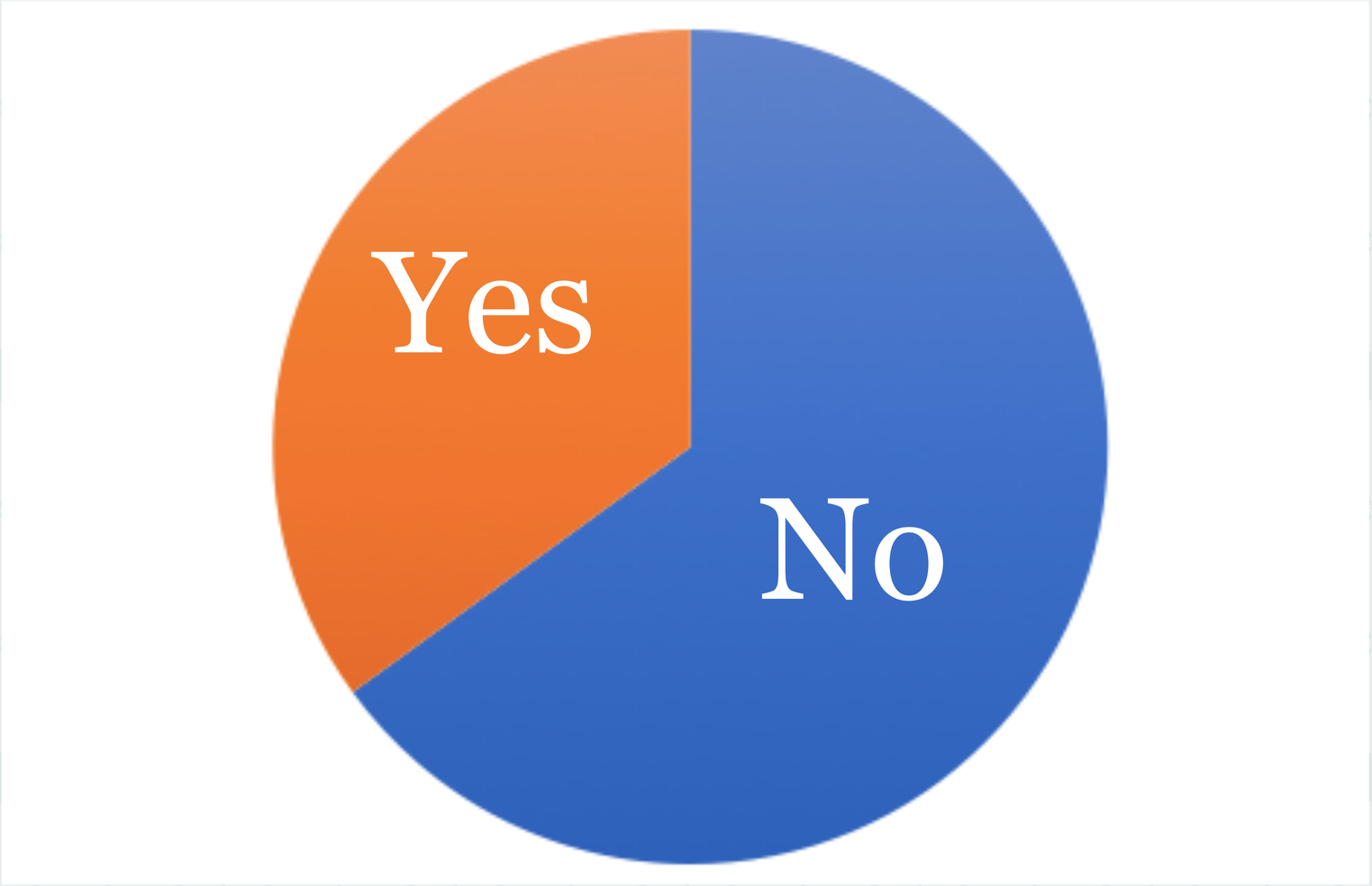
RESULTS: PURCHASE DECISIONS

	(Most important)		RANKING			*(Least important)*		
Influencer	1	2	3	4	5	6	7	SCORE
Price	45%	9%	36%	9%	0%	0%	0%	5.91
Speed	0%	45%	18%	18%	9%	0%	9%	4.73
Design & Aesthetics	9%	18%	18%	36%	18%	0%	0%	4.64
Flexibility & Adaptability	18%	18%	0%	36%	18%	0%	9%	4.45
Long-term Return on Investment	18%	9%	18%	0%	18%	36%	0%	4
Energy efficiency & Sustainability	9%	0%	9%	0%	27%	45%	9%	2.91
Tax depreciation incentives	0%	0%	0%	0%	9%	18%	73%	1.36

SURVEYS

RESULTS: EXIT SURVEY

Were you able to find what you were looking for?



SURVEYS

RESULTS: EXIT SURVEY

Yes, I was looking for:

SURVEYS

RESULTS: EXIT SURVEY

No, I was looking for:

4. LIVE OPTIMIZATION

USER SURVEY WORKSHOP

OPTIMIZING THE DIGITAL EXPERIENCE FOR CITIZENS

SWAY UX