

Screenener Survey

Project..... Date.....

Introduction

Explain the purpose of the survey and any follow up or incentive you are offering.

Big Question

This is a good point to screen relevant users. Do they use the product? Do they use a similar product or experience?

Similar Activities

What similar products or services are they using? What are their preferences?

Demographics

You can also find out more about the user if required (age, gender, location etc) but only take relevant information - it's better for the user and will more likely be truthful.

Behavioural

What other behaviours are related to their use of the product? For example, a time or a place?

Experience Level

This is a good opportunity to establish how much of an experienced user they are, and potentially an early adopter. How often are they using the product or service? For how long?

Validation Question

The most important part of the survey is to include a qualifying question, have an idea of what sort of response you want when writing the question.

Problem Feedback

If it can be valuable and framed correctly, include a question that can help facilitate further feedback about the problem space.

Future Communication

Towards the end, ask the user if they would like to be contacted for further questions and what their contact preference is.