Writing a Web Survey

April 17, 2010

Purpose of the Web Survey

To identify the web site's strengths and weaknesses.

To share ideas from a more diverse group than just the web developers.

To help us develop a plan to steer the continual development of the website.

To look for new methods to communicate to our audience.

_____ **Web Survey**

Welcome to _____ Survey. Please go to www._____.com to review the the web site. When answering question's with a 1-10 bar scale, please circle a number that best describe your resolve. When answering a question with a box, please check the answer that best describe your feelins. On question number 6, please review six pages and decide the page that you like, being 1 is the best and 6 is the worst. Thank you for taking this survey.

1. Does the home page communicate a clear idea?

1	2	3	4	5	6	7	8	9	10

Not clear — Clear — Very clear

2. What idea does the home page communicate?

| Quality | Appeal | Variety | Learning | Great emotion |
| Service | Fun | Success | Wealth | Life experience |

3. Do the colors and shapes match the webpage concept?

1	2	3	4	5	6	7	8	9	10

Not matching — Average — Matching

4. What shape, color, or graphic is your favorite? (check the appropriate box)

| Banner | Words | Homepage main image |
| Policies | Pictures | Gallery |

5. Do you believe that all the steps in the buying stage are needed for the consumer?

1	2	3	4	5	6	7	8	9	10

Not useful — Useful — Very useful

6. Order 6 links found on your homepage in sequence of usefulness?

7. Would you most likely order products online, or email us for orders?

1	2	3	4	5	6	7	8	9	10

Online — Email

8. Do you feel that the buying process is as easy as most other sites you can buy things on?

1	2	3	4	5	6	7	8	9	10

Not Complete — Partially — Very Complete

9. After reading the information, do you feel that it is clear?

1	2	3	4	5	6	7	8	9	10

Not Clear — Somewhat Clear — Very Clear

10. Are the Email Addresses easy or hard to find on the website?

1	2	3	4	5	6	7	8	9	10

Hard to Find — O.K. — Easy to Find

Short and to the Point

Maximum of one page, front and back

- The longer the survey, the higher the inaccuracy

Ask at least two questions for each category of questions

- We can verify the accuracy of the response by comparing the two responses

11. Is the contact us form asking for too much or too little information?

1	2	3	4	5	6	7	8	9	10

Too little   O.K.   Too much

12. Is the number one strength of the website the images or the site concept?

1	2	3	4	5	6	7	8	9	10

Concept   Neither   Images

13. Does the website involve enough activity?

1	2	3	4	5	6	7	8	9	10

Low activity   Medium   High activity

14. How often would you surf the website? Circle one response in the days, weeks or months category.

1	2	3	1	2	3	4	2	3	4

Days   Weeks   Months

15. After viewing the site, what value of sales do you figure this company does?

	$5,000		$500,000
	$50,000		$1,000,000
	$250,000		$5,000,000

16. Would you do business with this company after viewing their website?

1	2	3	4	5	6	7	8	9	10

Never   Maybe   Sure

17. If this was your company would you make any changes on the site?

1	2	3	4	5	6	7	8	9	10

Never   Maybe   For Sure

18. Would you do business with the web designer on a personal web site?

1	2	3	4	5	6	7	8	9	10

Never   Maybe   For Sure

19. To what gender does the website appeal?

1	2	3	4	5	6	7	8	9	10

Male   Female

20. Circle what age group would enjoy this site. Underline your age group.

0	10	20	30	40	50	60	70	80	90

Add a one or two sentence comment for the web designer.

Types of Questions

The Dichotomous Question

Yes – No

Are you using Internet Explorer to browsse the website
Yes ☐   No ☐

The Multiple Choice Question

15. After viewing the site, what value of sales do you figure this company does?
☐ $5,000   ☐ $500,000
☐ $50,000   ☐ $1,000,000
☐ $250,000   ☐ $5,000,000

The Rank Order Question

4. What shape, color, or graphic is your favorite? (rank from 1 to 6, with 1 being your favorite)
☐ Banner   ☐ Words   ☐ Homepage main image
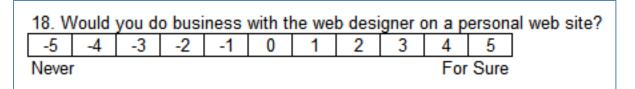☐ Policies   ☐ Pictures   ☐ Gallery

The Semantic Differential Scale Question

16. Would you do business with this company after viewing their website?

1	2	3	4	5	6	7	8	9	10

Never   Maybe   Sure

Types of Questions (cont.)

The Stapel Scale Question

18. Would you do business with the web designer on a personal web site?

-5	-4	-3	-2	-1	0	1	2	3	4	5

Never   For Sure

Open Ended Questions

What one item would you add to the website?

Selecting the Questions

1. Examining Focus

1. Does the home page communicate a clear idea?

1	2	3	4	5	6	7	8	9	10

Not clear   Clear   Very clear

2. What idea does the home page communicate?

| ☐ Quality | ☐ Appeal | ☐ Variety | ☐ Learning | ☐ Great emotion |
| ☐ Service | ☐ Fun | ☐ Success | ☐ Wealth | ☐ Life experience |

Examining the Art

2. Ask about the customer's favorite graphical component.

3. Do the colors and shapes match the webpage concept?

1	2	3	4	5	6	7	8	9	10

Not matching   Average   Matching

4. What shape, color, or graphic is your favorite? (check the appropriate box)

☐ Banner	☐ Words	☐ Homepage main image
☐ Policies	☐ Pictures	☐ Gallery

Technical Questions

3. Queries about how the site accomplished its goal to promote its products.

5. Do you believe that all the steps in the buying stage are needed for the consumer?

1	2	3	4	5	6	7	8	9	10

Not useful   Useful   Very useful

6. Order 6 links found on your homepage in sequence of usefulness?

7. Would you most likely order products online, or email us for orders?

1	2	3	4	5	6	7	8	9	10

Online   Email

8. Do you feel that the buying process is as easy as most other sites you can buy things on?

1	2	3	4	5	6	7	8	9	10

Not Complete   Partially   Very Complete

Questions Honing in on Clarity

4. Is the site's text easy to understand? Can you simply find the contact us information?

9. After reading the information, do you feel that it is clear?

1	2	3	4	5	6	7	8	9	10

Not Clear   Somewhat Clear   Very Clear

10. Are the Email Addresses easy or hard to find on the website?

1	2	3	4	5	6	7	8	9	10

Hard to Find   O.K.   Easy to Find

Checking Site Activity and Interactivity

5. We want to know what the customer thinks about the amount of information we are querying, the level of activity, and how often they plan on visiting the website.
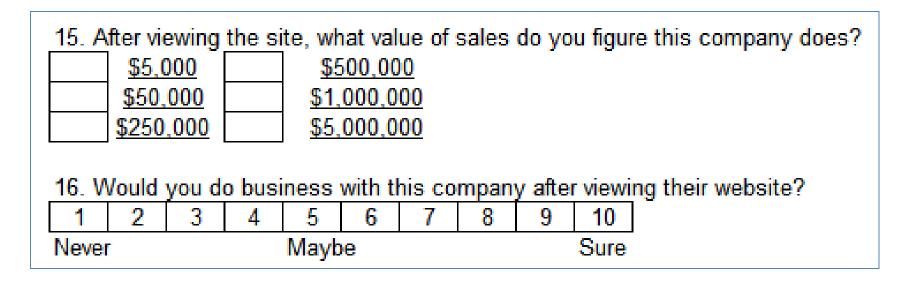
11. Is the contact us form asking for too much or too little information?

1	2	3	4	5	6	7	8	9	10

Too little   O.K.   Too much

12. Is the number one strength of the website the images or the site concept?

1	2	3	4	5	6	7	8	9	10

Concept   Neither   Images

13. Does the website involve enough activity?

1	2	3	4	5	6	7	8	9	10

Low activity   Medium   High activity

14. How often would you surf the website? Circle one response in the days, weeks or months category.

1	2	3	1	2	3	4	2	3	4

     Days   Weeks   Months

Website Value

6. Ask what is the value of the website.

15. After viewing the site, what value of sales do you figure this company does?

	$5,000		$500,000
	$50,000		$1,000,000
	$250,000		$5,000,000

16. Would you do business with this company after viewing their website?

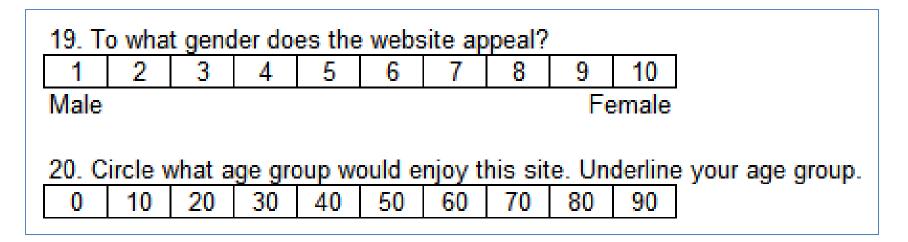| 1	2	3	4	5	6	7	8	9	10

Never   Maybe   Sure

Treating the Surveyed as Management

7. Asking the surveyed individual whether they would continue with the web designer(s) or make changes.

17. If this was your company would you make any changes on the site?

1	2	3	4	5	6	7	8	9	10

Never   Maybe   For Sure

18. Would you do business with the web designer on a personal web site?

1	2	3	4	5	6	7	8	9	10

Never   Maybe   For Sure

Identifying the Target Group

8. We want to ask the surveyed person to who the website appeal.

19. To what gender does the website appeal?

1	2	3	4	5	6	7	8	9	10

Male   Female

20. Circle what age group would enjoy this site. Underline your age group.

0	10	20	30	40	50	60	70	80	90

Comments

9. A comment section can be added.

Add a one or two sentence comment for the web designer.

Distribution

Make 25 to 50 copies of the two page, one piece of paper survey

Distribute the survey by hand, email and by web

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Tabulate the survey results is covered in the next lesson