

Writing a Web Survey

April 17, 2010

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?

<input type="checkbox"/>	\$5,000	<input type="checkbox"/>	\$500,000
<input type="checkbox"/>	\$50,000	<input type="checkbox"/>	\$1,000,000
<input type="checkbox"/>	\$250,000	<input type="checkbox"/>	\$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
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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 browse the website

Yes No

The Multiple Choice Question

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

<input type="checkbox"/>	<u>\$5,000</u>	<input type="checkbox"/>	<u>\$500,000</u>
<input type="checkbox"/>	<u>\$50,000</u>	<input type="checkbox"/>	<u>\$1,000,000</u>
<input type="checkbox"/>	<u>\$250,000</u>	<input type="checkbox"/>	<u>\$5,000,000</u>

The Rank Order Question

4. What shape, color, or graphic is your favorite? (rank from 1 to 6, with 1 being your favorite)

<input type="checkbox"/>	Banner	<input type="checkbox"/>	Words	<input type="checkbox"/>	Homepage main image
<input type="checkbox"/>	Policies	<input type="checkbox"/>	Pictures	<input type="checkbox"/>	Gallery

The Semantic Differential Scale Question

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

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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
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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?

<input type="checkbox"/>	Quality	<input type="checkbox"/>	Appeal	<input type="checkbox"/>	Variety	<input type="checkbox"/>	Learning	<input type="checkbox"/>	Great emotion
<input type="checkbox"/>	Service	<input type="checkbox"/>	Fun	<input type="checkbox"/>	Success	<input type="checkbox"/>	Wealth	<input type="checkbox"/>	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
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Not matching

Average

Matching

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

<input type="checkbox"/>	Banner	<input type="checkbox"/>	Words	<input type="checkbox"/>	Homepage main image
<input type="checkbox"/>	Policies	<input type="checkbox"/>	Pictures	<input type="checkbox"/>	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
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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
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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
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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
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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
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Concept Neither Images

13. Does the website involve enough activity?

1	2	3	4	5	6	7	8	9	10
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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
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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?

<input type="checkbox"/>	<u>\$5,000</u>	<input type="checkbox"/>	<u>\$500,000</u>
<input type="checkbox"/>	<u>\$50,000</u>	<input type="checkbox"/>	<u>\$1,000,000</u>
<input type="checkbox"/>	<u>\$250,000</u>	<input type="checkbox"/>	<u>\$5,000,000</u>

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

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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
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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
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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
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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
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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

Tabulate the survey results is covered in the next lesson