

Survey script (example)

Study setup

Purpose: Understand [user behavior / needs / reactions / usability feedback] around [topic, product, feature, concept].

Audience: [target users]

Estimated completion time: 30 minutes

Method: Unmoderated online survey

Research goals:

- Understand current behaviors and needs
- Identify pain points and expectations
- Evaluate reactions to [concept / prototype / product / feature]
- Prioritize improvement opportunities

Introduction

Thanks for joining today. The aim of this study is to [topic]. In order to do this, we will give you tasks to explore the product and ask you questions. There are no right or wrong answers. Please note anything that catches your attention either because you found it very intuitive to use or because it was confusing or even difficult.

All questions are mandatory and you cannot navigate backwards within the survey.

Personal questions

Please select your age range:

- Younger than 29
 - 30 - 39
 - 40 - 49
 - 50 - 59
 - Over 59
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How do you describe yourself?

- Male
- Female
- Non-binary / third gender
- I prefer to self-describe as: _____
- I prefer not to say

What is your current marital status?

- Married
- Living with a partner
- Widowed
- Divorced/Separated
- Never been married

How many people are in your household?

- Adults (16 years or older) _____
- Children (between 2 and 16 years old) _____
- Infants (up to 2 years old) _____

Do you have any pets in your home (Please check all that apply)?

- Cat
- Dog
- Bird
- Fish
- Hamster
- Guinea pig
- Rabbit
- Other, please specify: _____

Please rate your command of the:

	Fluent / Native speaker	Full proficiency (you are not a native speaker but you have no problems communicating in this language)	Working proficiency (you can make yourself understood in this language)	Elementary proficiency (you have a basic grasp of the language)	No proficiency (you do not speak this language)
German language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
French language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
English language	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which of the following categories best describes your employment status?

- Employed or Self-employed, working full-time
- Employed, working part-time
- Not employed, looking for work
- Not employed, NOT looking for work
- Retired
- Student
- Disabled, not able to work

Tasks

Imagine that you are [scenario setting].

Now please use the app to [complete task] and rate how easy or difficult this was for you to do.

- I could not complete the task
- Very difficult
- Somewhat difficult
- Neither easy nor difficult
- Somewhat easy
- Very easy

Please elaborate your answer to the above question, especially if you found the task difficult to complete.

Wrap-up Questions

Rate the following statements (USERindex):

	Strongly disagree	Somewhat disagree	Neutral	Somewhat agree	Strongly agree
I felt the app responded quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the information on the app to be accurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The app does what I need it to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The information on the app was useful to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the app easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to find what I was looking for on the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It didn't take me long to learn how to use the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It didn't take me long to complete my task on the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found the design of the app appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I liked using the app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How does this product compare to other similar applications that you are familiar with (if any)?

- I prefer this product, because: _____
- I prefer another product, because: (please enter name of the product & reason)

- I am not familiar with other similar products.
- I have no preference

On a scale from 0-10, how likely are you to recommend this application to a friend or colleague?

- 0
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10
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Please write down any other comments you have about the product or the UX study:

Thank you for your participation in this study. Your feedback is very valuable to us and will allow us to improve the usability of the product.