

A weathered blue sign on a metal post against a sunset background. The sign is rectangular with rounded corners and shows signs of rust and wear. The background is a blurred sunset over water, with warm orange and yellow tones. The text is written in a white, cursive font.

# After Discovery Comes Validation

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**Survey Primer**

# PAIRING INTERVIEWS & SURVEYS

## Interviews vs. Surveys.

- + Interview questions are less rigid than surveys.
- Interviews take more time.
- Interviews cover fewer points of view.
- + Interviews provide you with richer information
- + Interview answers are useful for formulating survey questions.



## Review your notes from past user interviews

In surveys, it's a lot easier for a survey taker to answer multiple choice questions than it is for them to write an open ended answer. Allowing them to pick from a list helps accelerate the survey process and reduces the stress on them to remember/recall their preferences. Always refer to your past notes from user interviews to see if the potential answers are there for your survey.

Refer to the Most Important & Fundamental Pieces (Survey Template 1) for the types of answers you need to collect to prepopulate your survey answers.

# GOOD QUESTION WRITING

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A lot of professionals believe surveys are the easiest way to connect with customers but the reality is that only ~4% of audience members take surveys when asked. Like I said above, you're more likely to get survey answers if the survey questions are super easy. What's easier than picking from a list of options?

Whenever possible, ask questions using multiple choice formats: checkboxes, radio buttons and drop downs.



# RULES FOR WRITING SURVEY QUESTIONS

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- Be Specific & Be Brief. The fewer questions the better.
- Questions should ask for only 1 piece of information, so avoid:
  - Asking two questions at once
  - Asking questions that contain assumptions
  - Asking questions that have hidden contingencies
- Question wording should ensure that every respondent will be answering the same thing. Therefore, avoid:
  - Ambiguous wording or wording that means different things to different respondents
  - Using terms for which the definition can vary. (If it is unavoidable, provide the respondent with a definition.)
  - Being ambiguous about the time period the respondent should consider
  - Asking complex questions (double-barreled)
- Questions should be ordered so as to seem logical to the respondent
  - First questions should be relevant and easy
  - Questions are effectively ordered from most clear/obvious to least
  - Demographic questions should not be covered at the beginning
- Like anything, test your survey with a friend or coworker before you send it out, especially if they have experience in survey design.

# Survey Analysis

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Spot the common survey mistakes below (pulled from real surveys!)

Have you ever had trouble getting paid by a client in the past?

A Yes

B No

How can this entrepreneur get more meaningful data from a question like this?

On a scale of 1-10, how concerned about your child(ren) are you?

1  2  3  4  5  6  7  8  9  10

How can this entrepreneur get more meaningful data from a question like this?

Turn to the next page for the answers.

# Survey Analysis - Answers

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Have you ever had trouble getting paid by a client in the past?

- A Yes
- B No

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How can this entrepreneur get more meaningful data from a question like this?

This entrepreneur isn't getting meaningful data from this question. He isn't measuring how much of a pain point this is for his consumer. It may be a very small annoyance (for example, a freelancer only once had trouble getting paid) or a major issue (it happens all the time and is extremely frustrating), but in either case he would get the same response (Yes).

**Better way to ask:** How painful, on a scale of 1-10, is the problem of getting paid by clients? (1 being no difficulty, 10 being a huge problem)

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On a scale of 1-10, how concerned about your child(ren) are you?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

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How can this entrepreneur get more meaningful data from a question like this?

This question has a very obvious answer. No parent is going to say they are unconcerned about their children. The question should be more specific to ask something the entrepreneur actually needs the answer to.

**Better way to ask:** On a scale of 1-10, how concerned are you about your child's ability to form meaningful friendships?

# SURVEY ACTIVITY

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## // 01 Sample Survey

You're going to run a survey over the next two weeks to get feedback on all that you have developed so far: Your customer's problem, their #1 goal and your value propositions.

[TO DO: CLICK HERE FOR EXAMPLE SURVEY](#)

<https://survey.zohopublic.com/zs/UFCux6>

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## // 02 Make One of Your Own

On the first page we have the most important questions and on the second page we have demographic questions.

You split the survey into two pages so that the participant answers your most important questions first. Your survey tool can capture those answers when they press submit to move on to the second page. We're guaranteed that first page of answers, and we cross-our-fingers-hope that they'll fill out the second page.

If any of the answers are confusing to us, we can use the demographic questions to dig a little deeper. We can choose to only look at answers from people that are specifically in our target audience.

"Surveys aren't the right tool for problem discovery. For starters, surveys assume you know the right questions to ask. And because surveys are multiple choice, you also need to know the right possible answers to list on the survey. Surveys can be used for problem validation once you know the right questions and answers to validate."

- Ash Maurya, The Problem with Problems [\(Link to Full Article\)](#)

# Survey Analysis - Summary

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Remember to avoid common mistakes like the ones on the previous page! Remember what NOT to do. Review your survey for common pitfalls and make sure you're not making any of these other mistakes.

## SURVEY WRITING PITFALLS

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### DO NOT:

- Be vague or ask general yes/no questions
- Be condescending or talk down to respondent
- Use biased wording
- Use abbreviations or scientific jargon
- Be redundant
- Waste time with obvious questions

**“Research is formalized curiosity, it is poking and prying with a purpose.”**

--- Zora Neale Hurston



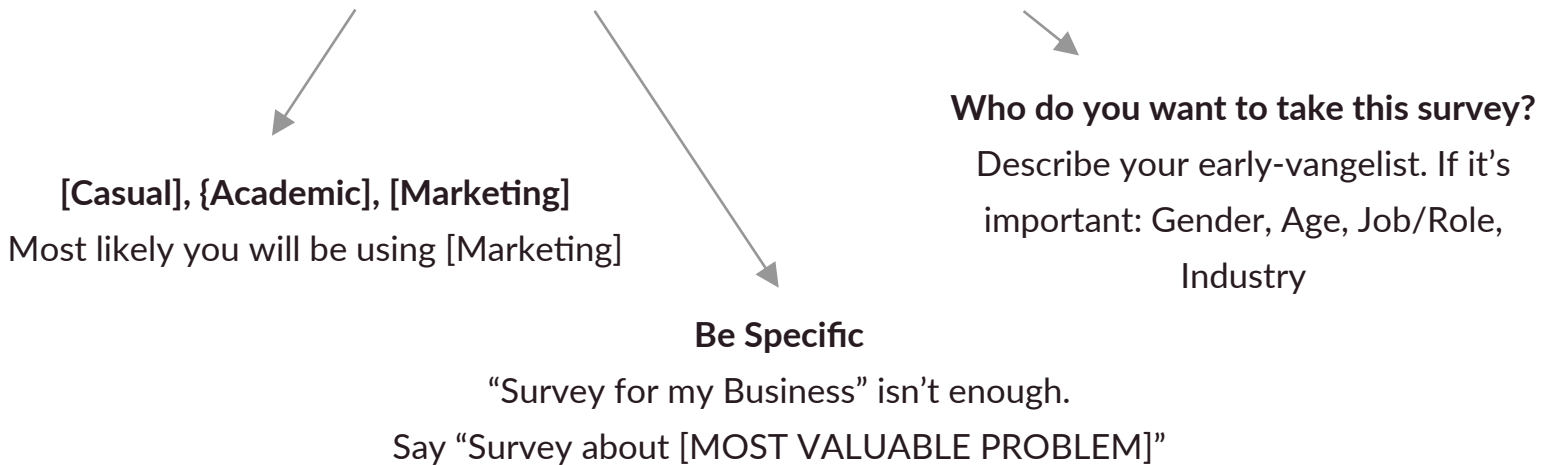
# DISTRIBUTING YOUR SURVEY

## // 03 Post on Reddit

The subreddit “SampleSize” is a “...community dedicated to scientific, fun, and creative surveys produced for and by redditors!” It is a great place to post your survey to increase your # of respondents.

First, you need to construct your headline correctly to follow the community rules.

## [TAG] TOPIC (DEMOGRAPHIC)



**TO DO: CLICK HERE TO GO TO /R/SAMPLESIZE**

[Http://www.reddit.com/r/SampleSize](http://www.reddit.com/r/SampleSize)



Share your survey in the private Facebook group with the hashtags #survey #findmyuser. Make sure to include text that other group members can use to repost your survey on their own timelines.

# YOUR SURVEY ANSWERS

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You will be running this survey over both Chapters 3 & 4. As you get answers coming in, put them here:

**How important is the #1 goal?**

**How painful is the #1 problem?**

**What are their top 3 considerations?**

**What are their top 3 attributes?**

**What is their preferred solution?**

**How do they learn about new products?**

**Did any new questions come up for you?**