



Vase.ai

Assume Nothing with Consumer Research

Module 2

Accurate and actionable Questionnaire Design



02 Questionnaire design

The art of asking the right questions

The **accuracy** and **actionability** of a quantitative consumer research study depends on the **quality of the questionnaire design**.

Translate business issues into simple questions that can be understood by consumers

It should use appropriate question types, wording, and response scales to ensure that data is reliable and valid.

Ensure questions are structured and arranged in a meaningful order to ensure uninterrupted thought process.

02 Questionnaire design

The art of asking the right questions

Step 1: Coming up with a rough survey outline

1 Who gets to decide which brand of home appliances to buy in your household?

Home appliances may include air conditioners, dishwashers, clothes dryers, drying cabinets, freezers, refrigerators, kitchen stoves, water heaters, washing machines, trash compactors, microwave ovens, and induction cookers.

- Me CONTINUE SURVEY
- My husband / wife END OF SURVEY
- Partner / boyfriend / girlfriend END OF SURVEY
- Parents END OF SURVEY
- Brother / Sister END OF SURVEY
- Others END OF SURVEY

2 Which of the following home appliances do you own?

- Washing machine
- Dryer
- Oven
- Microwave
- Refrigerator
- Stove
- I don't own any of the appliances above

3 You mentioned you own a refrigerator. What is the brand of your refrigerator?

- Toshiba
- Samsung
- Sharp
- Midea
- LG
- Electrolux
- Haier
- Pensonic
- Others



Screening questions are at the beginning, eliminating audience outside targeted criteria



Survey begins with a closed-ended question



Add category-level questions before specific brand-level ones



Demographic question are asked at the end of the survey

02 Questionnaire design

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Survey Outline

Screening question	1. Looking for those who have had a change in routine / habit when it comes to skincare (face and/or body) and hair care.
Change in habits	1. Have consumers' habits changed in number of products used? (for facial care, body care and hair care) 2. What do consumers consider when purchasing personal care items? (for facial care, body care and hair care)
Facial care	1. Consumers' facial skincare concerns and product claims they look for 2. Brands consumers are willing to try in the future 3. Purchase influences (e.g. influencers, social media, etc.)
Body care	1. Same as facial care
Hair care	1. Same as facial care

02 Questionnaire design

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ACTIVITY

Try doing it yourself!

Refer to your table that you came up with for the “Research Objectives” exercise. Based on your table, create a questionnaire outline similar to the one we just discussed. You don’t need to go into question writing yet unless you want to!

Your outline should help you when you’re about to start crafting your survey questions, so make it as concise or as detailed as you’d like, depending on what works best for you.

Keep your survey outline so you can use it in your next activity!

02 Questionnaire design

Practice makes perfect

ACTIVITY

Survey Outline

02 Questionnaire design

The art of asking the right questions

Step 2: Asking unbiased questions

1. Avoid misunderstanding of the questions

- a. Stay away from jargon
- b. Avoid asking two questions in one (double-barreled questions)
- c. Avoid vague questions

2. Avoid having leading questions

- a. Be careful how you phrase your screening questions
- b. Avoid questions with inherent bias
- c. Answer options should be balanced

3. Provide **all possible answer options**

- a. A “None of these” answer option gives the respondent a way out
- b. Answer options are collectively exhaustive and mutually exclusive

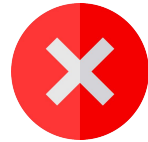
02 Questionnaire design

Avoid misunderstanding

Stay away from jargon

How often do you use streaming services?

- A Every day
- B Several times a week
- C About once a week
- D Several times a month
- E About once a month
- F Several times a year or less frequently
- G I have never used a streaming service



This question is bad because the respondent may not know what a “streaming service” is, and they may interpret it as an audio or video streaming service, or both.

How often do you watch video using streaming services (like Netflix or iflix)?

- A Every day
- B Several times a week
- C About once a week
- D Several times a month
- E About once a month
- F Several times a year or less frequently
- G I have never watched video using a streaming service

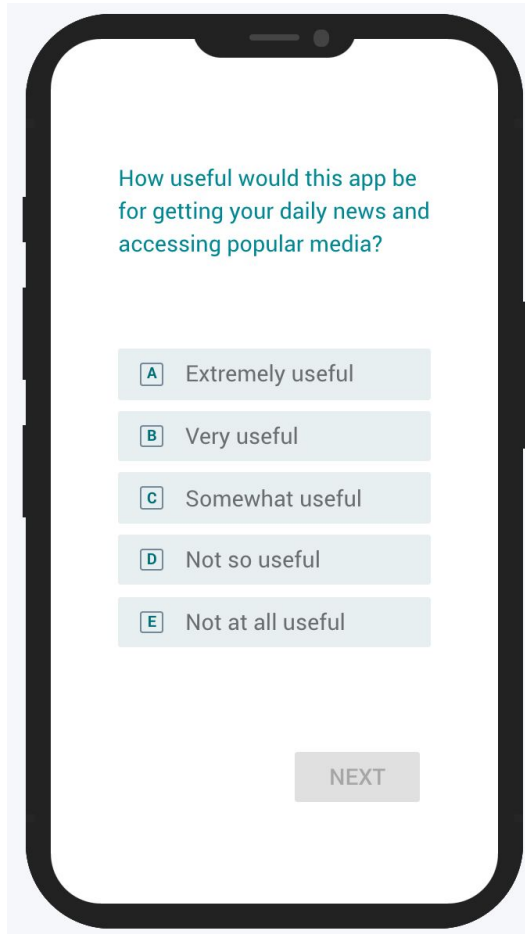


This question is good because the wording clearly specifies what type of streaming service (video) is being asked about and gives examples.

02 Questionnaire design

Avoid misunderstanding

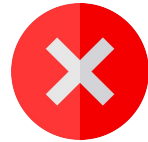
Avoid asking two questions in one (double-barreled questions)



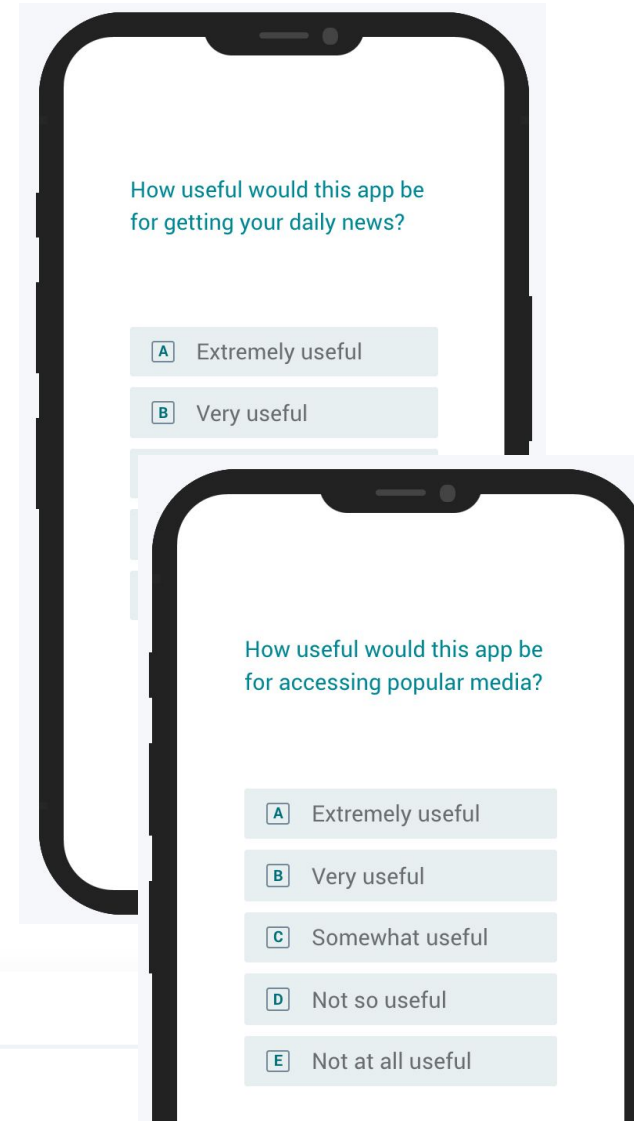
How useful would this app be for getting your daily news and accessing popular media?

- A Extremely useful
- B Very useful
- C Somewhat useful
- D Not so useful
- E Not at all useful

NEXT



This question is bad because it asks about BOTH daily news and popular media. Does the respondent's answer refer to daily news or popular media? Both? We don't know.



How useful would this app be for getting your daily news?

- A Extremely useful
- B Very useful

How useful would this app be for accessing popular media?

- A Extremely useful
- B Very useful
- C Somewhat useful
- D Not so useful
- E Not at all useful



These questions are good because they split the two ideas (getting daily news and accessing popular media) into separate questions.

02 Questionnaire design

Avoid misunderstanding

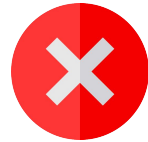
Avoid vague questions

Is our customer service better than other companies customer service?

A Yes

B No

NEXT



This question is bad because it is too broad and unclear.

How satisfied were you with our customer service quality based on the following :

Process of getting problem resolved

A Very Unsatisfied

B Unsatisfied

C Neutral

D Satisfied

E Very Satisfied

PREV NEXT



This question is good because it uses phrases and terms that are precise.

02 Questionnaire design

Avoid leading questions

Be careful how you phrase your screening questions

13

Have you go to cinema in the last 30 days?

- Yes CONTINUE SURVEY
- No END OF SURVEY



This question is bad because it's clear to respondents that this might be a screening question and influence them to answer "yes".

14

Which of the following activities have you performed in the last 30 days?

- Hiking END OF SURVEY
- Swimming END OF SURVEY
- Exercise in gym END OF SURVEY
- Watch movie in a cinema CONTINUE SURVEY
- Sing karaoke out of home END OF SURVEY
- I didn't do any of the above in the last 30 days END OF SURVEY



This question is good because it's not immediately clear that this is a screening question.

02 Questionnaire design

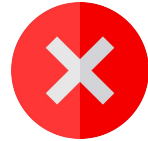
Avoid leading questions

Avoid questions with inherent bias

How much did you enjoy this YouTube video?

How unhappy are you about this recent government policy?

NEXT



This question is bad because there is bias – implies that the viewer enjoyed it, and leads respondents to answer more favorably.

On a scale of 1-5, with 1 being the worst and 5 being the best, please rate this YouTube video.

Worst Best

NEXT



This question is good because there is no positive nor negative bias.

02 Questionnaire design

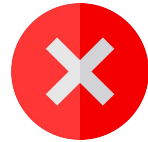
Avoid leading questions

Answer options should be balanced

How likely are you to purchase this product?

- A) Extremely likely
- B) Likely
- C) Not likely

NEXT



This question is bad because two out of the three answer options are positive.

How likely are you to purchase this product?

- A) Extremely likely
- B) Quite likely
- C) Neutral
- D) Not so likely
- E) Not at all likely

NEXT



This question is good because it uses 5 answer options that are balanced; with 2 positive, 1 neutral, and 2 negative answer options.

02 Questionnaire design

Provide all possible answer options

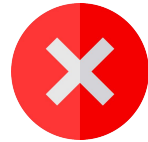
A “None of these” answer option gives the respondent a way out

How often do you go to a gym for exercising?

- A Every day
- B Several times a week
- C About once a week
- D Several times a month
- E About once a month

Several times a year or less frequently

NEXT



This question is bad because it doesn't account for people who have never go to gym.

How often do you go to a gym for exercising?

- A Every day
- B Several times a week
- C About once a week
- D Several times a month
- E About once a month
- F Several times a year or less frequently
- G I don't go to gym



This question is good because it gives respondents who have never go to gym an answer option that's relevant to their experience.

02 Questionnaire design

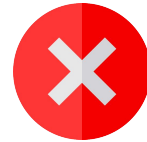
Provide all possible answer options

Answer options are collectively exhaustive and mutually exclusive

How much time do you spend watching TV in a typical week?

- A 1-3 hours
- B 3-6 hours
- C 6-9 hours
- D 10-12 hours

NEXT



This question is bad because the answer options overlap and it doesn't account for people who watch fewer than 1 hour of TV or more than 12 hours of TV.

How much time do you spend watching TV in a typical week?

- A I don't watch TV
- B 1-3 hours
- C 4-6 hours
- D 7-9 hours
- E 10 hours or more

NEXT



This question is good because the answer options don't overlap and it accounts for people who watch any amount of TV.

02 Questionnaire design

The art of asking the right questions

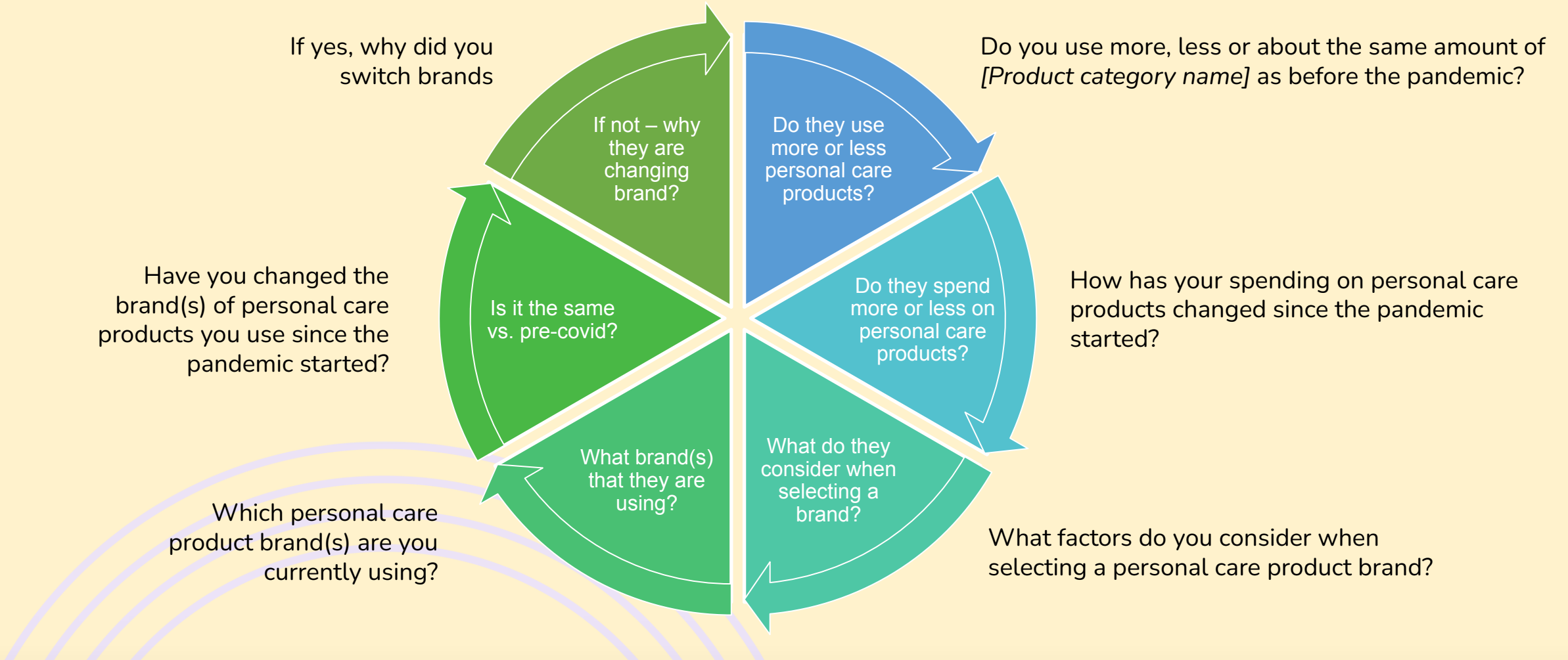
Step 2: Asking unbiased questions

1. **Avoid misunderstanding** of the questions
 - a. Stay away from jargon
 - b. Avoid asking two questions in one (double-barreled questions)
 - c. Avoid vague questions
2. Avoid having **leading questions**
 - a. Be careful how you phrase your screening questions
 - b. Avoid questions with inherent bias
 - c. Answer options should be balanced
3. Provide **all possible answer options**
 - a. A “None of these” answer option gives the respondent a way out
 - b. Answer options are collectively exhaustive and mutually exclusive

02 Questionnaire design

Practice makes perfect

Shift in Personal Care Routine During Pandemic



02 Questionnaire design

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Here are examples of how the question "What factors do you consider when selecting a personal care product brand?" can be asked in different types of survey questions

Single-answer question	Multiple-choice question	Rating scale question	Ranking question	Open-ended question
What is the most important factor you consider when selecting a personal care product brand?	Which of the following factors do you consider when selecting a personal care product brand? (Select all that apply)	How important are the following factors when selecting a personal care product brand? (Rate each factor on a scale of 1 to 5, where 1 = Not important at all, and 5 = Extremely important)	Rank the following factors in order of importance when selecting a personal care product brand, with 1 being the most important and 6 being the least important.	What factors do you consider when selecting a personal care product brand?

Below is a list of possible factors in selecting a personal care product brand.

Price
Quality
Brand reputation
Packaging
Ingredients
Product range

Availability
Ethical or environmental values
Customer reviews or recommendations
Promotions or discounts
Brand loyalty
Product effectiveness for specific needs or concerns

Product safety or suitability for sensitive skin
Convenience of purchase or use
Brand innovation or uniqueness
Endorsements or partnerships with celebrities or experts

02 Questionnaire design

Practice makes perfect

Shift in Personal Care Routine During Pandemic

Expanded research objective

What is the “long version” of the research objective?

The research study needs to find out:

1. Is there a change in the:
 - i. Number of products consumers use
 - ii. Brand of products consumers use
2. If there is a change, why?
3. How do consumers choose a skincare or personal care brand? What affects their decision?

Hypotheses

What are the assumptions the brand has made that can be proved/disproved using this study?

Hypotheses relating to research objectives

The brand assumes:

1. Consumers use
 - i. Fewer number of products
 - ii. Less expensive brands
2. The change is due to “downsizing” due to the pandemic
3. Value for money is very important to consumers when choosing a brand

Hypotheses not relating to research objectives

4. Women over 40 are more likely to want personal care products that advertise anti-aging claims.
5. Influencers have an impact on the buying decisions of consumers aged 35 and below, with TikTok appealing more to those aged 24 and below, and Youtube / Instagram appealing more to those aged 25-35.

Survey Question

Which question in the survey addresses this?

Hypotheses relating to research objectives

1.
 - i. Q2
 - ii. Q6, Q12, Q18
2. Q3
3. Q3

Hypotheses not relating to research objectives

4. Q4, Q5
5. Q7, Q13, Q19

02 Questionnaire design

Practice makes perfect

ACTIVITY

Try doing it yourself!

Refer to your table that you came up with for the “Research Objectives” exercise and the survey outline you came up with. Based on these, create your survey questions!

You may refer to the survey questions for Jane’s research [here](#) as you go.

02 Questionnaire design

The art of asking the right questions

Step 3: Find & use helpful survey settings to increase accuracy

1. Insert **display logic** so respondents are only asked questions that are relevant to them
2. **Randomise answer options** where applicable
3. Set up **exclusive answer options** where applicable
4. **Use carry forward** to show only relevant answer options

02 Questionnaire design

Helpful survey settings

Set relevant display logic



Display this question:

If "Q3. Which is your preferred vacuum cleaner brand? Your preferred brand does not need to be the vacuum cleaner you're using NOW." Brand A is selected

✓ 4

What do you like about Brand A's vacuum cleaner?

- Convenient to carry
- Reliable product quality
- Long-lasting battery
- Packaging
- Affordable price
- There was a promotion when I bought it
- It was recommended by family and friends
- Others
- None of the above

This setting improves the question because the question is now directed only to those who have said that their favourite vacuum cleaner is from Brand A, thus making sure that this question is only shown to those who would find it relevant to them.

02 Questionnaire design

Helpful survey settings

Randomise answer options

The image shows a survey design interface. On the left, a 'QUESTION SETTINGS' panel is open. The 'Randomise answer options' toggle is turned on. Below it, a note states: 'Exclude these answer options from randomisation' and lists '1 x I didn't buy any of the above'. The main area shows a list of questions. Question 12 is highlighted with a purple box: 'Which of the following home appliances have you bought in the past 1 year?' with options: Vacuum Cleaner, Rice Cooker, Air Conditioner, Fan, Air Fryer, and 'I didn't buy any of the above in the past 1 year'. To the right, a mobile phone preview shows the same question with the answer options randomized: Vacuum Cleaner, Air Fryer, Fan, Rice Cooker, Air Conditioner, and 'I didn't buy any of the above in the past 1 year'. A purple box highlights these randomized options on the phone screen.



This setting improves the question because the answer options are randomized for each respondent, reducing order bias and increasing the validity of results.

Note : Don't randomize answers in

1. Numerical
2. Alphabetical
3. Likert scale

02 Questionnaire design

Helpful survey settings

Set up exclusive answer options

The screenshot displays the 'QUESTION SETTINGS' panel on the left and a preview of the question on a smartphone on the right. In the settings panel, the 'Make selection exclusive' toggle is turned on, and the text 'I didn't buy any of the above in the past 1 year' is highlighted with a purple box. The preview shows the question: 'Which of the following home appliances have you bought in the past 1 year?' with a list of options: Vacuum Cleaner, Air Fryer, Fan, Rice Cooker, Air Conditioner, and 'I didn't buy any of the above in the past 1 year'. The 'I didn't buy...' option is highlighted with a purple box in the preview.

QUESTION SETTINGS ✕

Question type
✓ **Single / Multiple answer**

Costs 1 credits

Multiple selection

Image/Video/Audio

Randomise answer options
Exclude these answer options from randomisation

1 x I didn't buy any of the above

Upload image for answers

Make selection exclusive
I didn't buy any of the above in the past 1 year

Survey participants cannot choose **I didn't buy any of the above in the past 1 year** with other answers. Choosing it will clear other answers for this question, and vice versa.

✓ 12 Which of the following home appliances have you bought in the past 1 year?
- Vacuum Cleaner
- Rice Cooker
- Air Conditioner
- Fan
- Air Fryer
- I didn't buy any of the above in the past 1 year

✓ 13 Type question here...
- Type choice here

✓ 14 Type question here...
- Type choice here

✓ 15 Type question here...
- Type choice here

15 credits per complete

Which of the following home appliances have you bought in the past 1 year?

Choose as many as you like

- ✓ Vacuum Cleaner
- ✓ Air Fryer
- ✓ Fan
- ✓ Rice Cooker
- ✓ Air Conditioner
- ✓ I didn't buy any of the above in the past 1 year

NEXT



This setting improves the question because it sets up the highlighted answer option as exclusive, meaning that if a person has stated that they have not bought any of these items in the past year, they shouldn't be able to select any other answer options.

02 Questionnaire design

Helpful survey settings

Use carry forward

QUESTION SETTINGS X

1x I have never used a vacuum cleaner

Upload image for answers

Make selection exclusive

I have never used a vacuum cleaner

Survey participants cannot choose **I have never used a vacuum cleaner from any of the above brands** with other answers. Choosing it will clear other answers for this question, and vice versa.

Carry forward selected answers from

Q1. Which of the following vacuum cleaner brands have you ever heard of?

Highlighted answers are carried forward from **Q1** when selected. To not carry forward specific answer option, please click next to it.

If there are less than 2 answer options available in this question, it will automatically be skipped.

Reorder question sequence

2

1 Which of the following vacuum cleaner brands have you ever heard of?

- Brand A
- Brand B
- Brand C
- Brand D
- Brand E
- Brand F
- None of the above

2 Which of the following brands of vacuum cleaners have you ever used?

You may select all the brands you've used BEFORE as well as brands that you are using NOW.

- Brand A
- Brand B
- Brand C
- Brand D
- Brand E
- Brand F
- None of the above

- I have never used a vacuum cleaner from any of the above brands



This setting improves the question because if a respondent selects only Brand A, B and C in Q1, these are the only brands they will see in Q2, removing irrelevant answer options (i.e. brands they've never heard of) from Q5.

02 Questionnaire design

The art of asking the right questions

Step 4: Do & Dont's

1. DON'T ask too many questions.
 - a. We recommend sticking to 30 questions or less.
2. DON'T include too many answer options.
 - a. 8-10 answer options is a good maximum to keep in mind for multiple choice or checkbox questions.
 - b. Try to stay under 6 for ranking questions.
 - c. Stick to a maximum of 5 rows by 5 columns maximum for matrix questions.
3. Check the survey questions against your research objectives to ensure all objectives and hypotheses are covered.
4. Give your survey a spelling/grammar once-over.

02 Questionnaire design

Practice makes perfect

ACTIVITY

Try doing it yourself!

Take a look at your survey questions, and see how you can improve them using Step 3 and Step 4 that we just discussed!

02 Questionnaire design

Quality endures, quantity fades



Should you include all the business questions you've ever had about your brand or product?



The simple answer is: **Probably not.** Your research needs to be focused on what it's trying to achieve.

What are the consequences of having too many questions in a single survey?

Less accurate (and hence UNRELIABLE)
Fatiguing your respondents when they're answering your survey, which may lead to less detailed or less accurate data being collected.

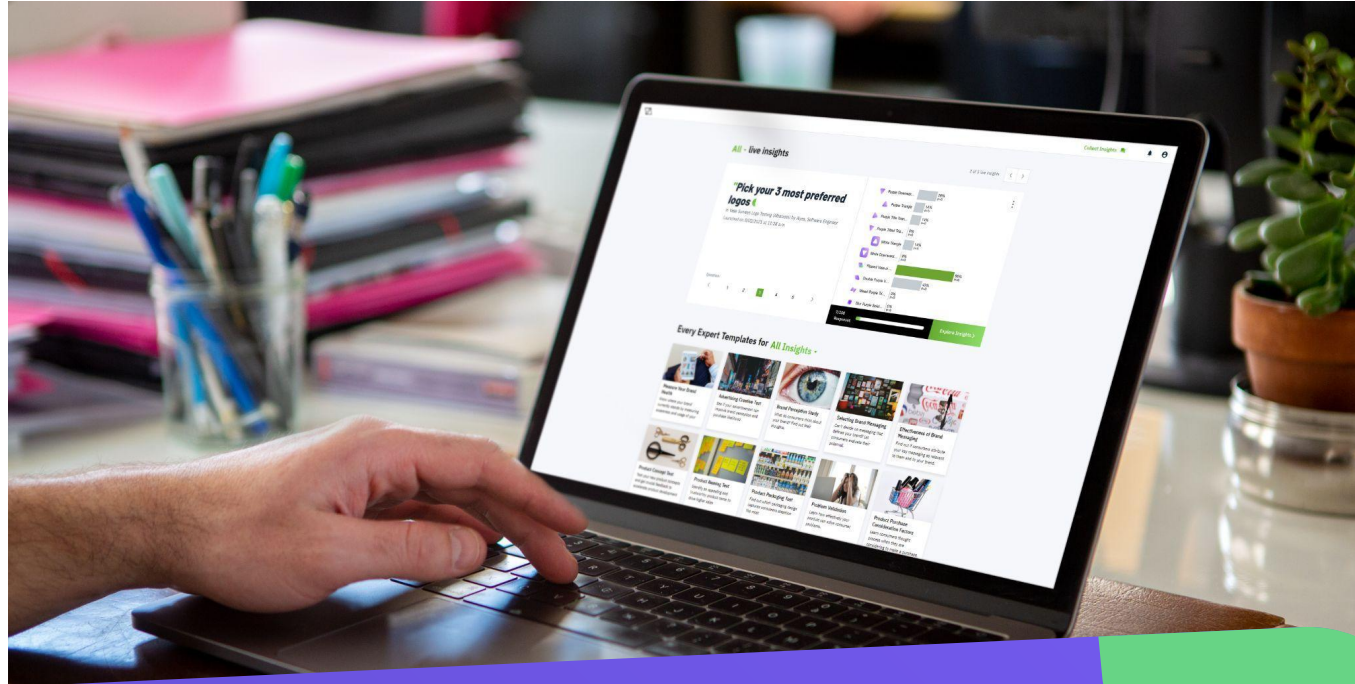
Less focus (and potentially CONFUSION)
Getting distracted by other data instead of focusing on the research objective you originally had a more urgent need for.



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Assume Nothing with Consumer Research

Thank you



Our Professional & Qualified
Customer Success Team is always
ready to help

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