

SURVEY & POLL QUESTIONS

SURVEY QUESTIONS

Possible questions to ask in a survey to obtain insights on your users. Findings can be used to improve website flow, USPs, value proposition, website copy and product or service (aim for 100-200 respondents).

- Describe yourself in a few words (e.g. I'm a Male 26 yr old designer with a passion for cars)
- What are you using [product/ service] for?
- What is the primary benefit that you have received from [product/ service]?
- What made you purchase [product/ service] from us?
- Did you consider any alternatives to our product / buying from us? If so, which ones?
- Which doubts and hesitations did you have before completing the purchase?
- What's the one thing that nearly stopped you from buying from us?
- Which questions did you have, but couldn't find answers to on the website?
- What was your biggest challenge, frustration, or problem in finding the right product?
- Have you recommended [product/ service] to anyone? (Please explain how you described it)
- What type of person do you think would benefit most from our [product/ service]?
- How can we improve [product/ service] to better meet your needs?
- If you were in charge of our website for one day, what would you change?
- Did you order before with us?

POLL QUESTIONS

Possible questions in an exit intend poll (when someone is about to leave your website)

- Is there anything preventing you from finalizing your purchase with us today?
- What frustrates you when search for the right [product/ service]?
- Do you have any questions you couldn't find answers to?
- What more did you want to know before purchasing with us today?
- Which missing information would make your choice for this product easier?
- What concerns are keeping you from completing your order?
- If you did not make a purchase today, can you tell us why not?
- What were you hoping to find on this page?
- What other content would you like to see us offer?

Possible questions for an entry poll

- What is the reason for your visit today?
- How did you find our website?
- What do you expect to find on this website/ page?

Possible questions for a thank you page poll

- What convinced you to purchase this [product/ service] from us?
- What's the one thing that nearly stopped you from completing your order?
- Who will use the product you just bought? Me / Someone else?
- Was there anything about the checkout process we should improve?
- What was your biggest fear or concern about purchasing from us?
- What's the biggest question you had about our pricing?

Possible questions on general poll

- What do you find important when purchasing [product/ service]?
- What information would you need to feel comfortable purchasing [product/ service] today?
- Does this page contain the information you were looking for?
- On this screen, it seems like I should be able to ...
- If you could change anything on this page, what would you have us do?

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