**Sample Survey Questions**

**Sample USER Questions**

**Resource Needs**

Thinking about your current situation, in which of the following areas do you need resources to be successful? (Select all that apply)

Insert list

**Benefits Likelihood**

In the next 3 years how likely is it that INSERT CONCEPT IDEA will help you to do each of the following?

| [Randomize] | Extremely Likely (5) | Somewhat Likely (4) | Neither Likely Nor Unlikely (3) | Not Too Likely(2) | Not At All Likely (1) |
| --- | --- | --- | --- | --- | --- |
| Benefit #1 |  |  |  |  |  |
| Benefit #2 |  |  |  |  |  |
| Benefit #3 |  |  |  |  |  |
| Benefit #4 |  |  |  |  |  |
| Benefit #5 |  |  |  |  |  |

**Interest**

Thinking about your current situation, how interested are you in pursuing each of the following?

| [Randomize] | Extremely Interested (5) | Somewhat Interested (4) | Neutral (3) | Not Too Interested (2) | Not At All Interested  (1) |
| --- | --- | --- | --- | --- | --- |
| Insert…  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

**Sample BUYER Questions**

To validate customer problem hypotheses:

**Hypotheses**

**With respect to your organization**, how much do you agree or disagree with these statements about the INSERT TERRAIN landscape over the last 5-10 years?

| [Randomize] | Agree Completely (5) | Agree Somewhat (4) | Neither Agree Nor Disagree (3) | Disagree Somewhat (2) | Disagree Completely (1) |
| --- | --- | --- | --- | --- | --- |
| Customer problem Hypothesis #1 |  |  |  |  |  |
| Customer problem Hypothesis #2  |  |  |  |  |  |
| Customer problem Hypothesis #3 |  |  |  |  |  |
| Customer problem Hypothesis #4 |  |  |  |  |  |
| Customer problem Hypothesis #5 |  |  |  |  |  |

**Needs**

How would you categorize these INSERT NEEDS in terms of the challenge they pose for you/your organization today?

| [Randomize] | Poses Significant Challenge  | Poses Minor Challenge | Poses No Challenge  | Not Relevant / Do Not Know  |
| --- | --- | --- | --- | --- |
| Need 1  |  |  |  |  |
| Need 2 |  |  |  |  |
| Need 3 |  |  |  |  |
| Need 4 |  |  |  |  |
| Need 5 |  |  |  |  |

**Additional Needs**

Is there a INSERT NEED TYPE **not listed in the previous question** that poses a significant challenge for you/your organization today? *If so please explain, otherwise type n/a.*

Insert text box.

**Current Effectiveness**

How effective are your organization’s efforts to INSERT?

* Extremely effective
* Somewhat effective
* Neither effective nor ineffective
* Somewhat ineffective
* Extremely ineffective

**Current Effectiveness Cont’d**

Following up to the previous question, why do you feel this way? *Please be specific.*

Insert text box.

**Effectiveness Measurement**

Imagine that a INSERT AUDIENCE in your organization has just INSERT ACTIVITY. How does your company measure the effectiveness? *Select all that apply.*

* Measurement tactic 1
* Measurement tactic 2
* Measurement tactic 3
* Measurement tactic 4
* Other (Please specify)
* Nothing in place currently to measure [Exclusive]

**Purchase drivers**

How important are each of the following to your organization when evaluating a **provider** for INSERT?

| [Randomize] | Extremely Important | Somewhat Important | Not too Important | Not at all Important | Do Not Know  |
| --- | --- | --- | --- | --- | --- |
| Strong reputation / Positive reviews |  |  |  |  |  |
| Familiar with company  |  |  |  |  |  |
| Provides options in terms of delivery (Insert example etc.)  |  |  |  |  |  |
| Convenience  |  |  |  |  |  |
| Cost  |  |  |  |  |  |

**Brand Awareness**

Which of the following companies are you familiar with for providing INSERT? (Select all that apply)

Insert list, include options for *Other* and *None of the above*

**Brand Perception**

Which of the following companies would you say have a strong, positive reputation? (Select all that apply)

Insert list, include option *None of the above*

**Feature Effectiveness**

In your opinion, how effective are the following features for addressing INSERT BUSINESS NEED/BENEFIT?

|  | Extremely effective | Somewhat effective | Not very effective | Not at all effective | Do not know  |
| --- | --- | --- | --- | --- | --- |
| Feature 1  |  |  |  |  |  |
| Feature 2  |  |  |  |  |  |
| Feature 3  |  |  |  |  |  |

**Benefits Importance**

Thinking about some possible benefits INSERT TYPE, how important or unimportant are each of the following?

| [Randomize] | Extremely Important | Somewhat Important | Not too Important | Not at all Important | Do Not Know  |
| --- | --- | --- | --- | --- | --- |
| Benefit #1 |  |  |  |  |  |
| Benefit #2 |  |  |  |  |  |
| Benefit #3 |  |  |  |  |  |
| Benefit #4 |  |  |  |  |  |
| Benefit #5 |  |  |  |  |  |

**CONCEPT TESTING Questions**

***Now, we would like to share with you our vision for the future. Your feedback is vital to the next phase of development and we appreciate your honest, candid input.*** *Please read the description below and review the image carefully before moving on.*

**INSERT IMAGE TO SHOW ILLUSTRATION of concept you are testing AND BRIEF WRITTEN DESCRIPTION**

**Stand Out**

What stands out most about this INSERT PRODUCT CONCEPT NAME? *Please be specific.*

Insert text box

**Appeal**

How appealing is INSERT CONCEPT?

* Extremely appealing
* Somewhat appealing
* Not too appealing
* Not at all appealing

**Concept Agreement**

Thinking about INSERT CONCEPT, how much do you agree or disagree with the following?

| [Randomize] | Agree Completely | Agree Somewhat | Neither Agree Nor Disagree | Disagree Somewhat | Disagree Completely |
| --- | --- | --- | --- | --- | --- |
| This feels like a premium offering  |  |  |  |  |  |
| This will help INSERT  |  |  |  |  |  |
| This is a relevant way to offer INSERT  |  |  |  |  |  |
| This is a unique way to offer INSERT  |  |  |  |  |  |
| This offers new or additional opportunities for INSERT  |  |  |  |  |  |

**Feature Importance**

How important is it that this INSERT CONCEPT includes INSERT FEATURE?

* Extremely important
* Somewhat important
* Not very important
* Not at all important

**Features Importance**

Thinking about your INSERT AUDIENCE, how important are the following features of INSERT CONCEPT?

| [Randomize] | Extremely Important | Somewhat Important | Not too Important | Not at all Important | Do Not Know  |
| --- | --- | --- | --- | --- | --- |
| Feature 1  |  |  |  |  |  |
| Feature 2 |  |  |  |  |  |
| Feature 3 |  |  |  |  |  |
| ADD |  |  |  |  |  |

**Purchase Intent**

Based on what you’ve just seen, how likely would you/your organization be to purchase one or more of these packages for INSERT AUDIENCE?

* Extremely likely
* Somewhat likely
* Neither likely nor unlikely
* Somewhat unlikely
* Extremely unlikely

**Package Best Value**

Which of the packages shown would provide the best value for INSERT AUDIENCE in your organization? *Please answer to the best of your understanding.*

* SILVER – INSERT description
* GOLD – INSERT description
* PLATINUM – INSERT description
* None of the above

**Agreement**

Which of the following best describes your thoughts about how this CONCEPT NAME is packaged and priced?

* Packages are well designed and pricing is appropriate
* Packages are well designed but pricing is not appropriate
* Packages are not well designed but pricing is appropriate
* Neither packages nor pricing are appropriate

**Purchase Likelihood**

How likely is your organization to purchase the following INSERT PACKAGE/CONCEPT? *(Answer to the best of your knowledge. If you are completely unsure select “do not know.”)*

* Extremely likely to purchase
* Somewhat likely to purchase
* Not very likely to purchase
* Not at all likely to purchase
* Do not know