ONE PAGE SUMMARY

Entrepreneurship & Startup › Market Research & Customer Discovery › Customer Research

Question design

Crafting Questions that Uncover Customer Insights

DEFINITION

> Question design is the process of creating effective questions to gather valuable customer insights. Well-structured questions can lead to better understanding of customer needs and preferences.

KEY CONCEPTS

Open-ended Questions

These questions encourage detailed responses, allowing customers to express their thoughts freely.

Closed-ended Questions

These questions provide specific options for answers, making data collection easier and more quantifiable.

Leading Questions

These questions suggest a particular answer, potentially biasing the respondent's response.

Clarifying Questions

These questions seek to ensure understanding and gather more detail about a customer's response.

Demographic Questions

These questions collect information about the respondent's background, helping segment the customer base.

EXAMPLES

→ What features do you value most in a product?

→ On a scale of 1 to 10, how satisfied are you with our service?

→ Can you describe a time when our product solved a problem for you?

MEMORY TIPS

★ Remember 'OPEN' for open-ended questions: Offer Personal Experiences Naturally.

★ Use 'CLOTH' for closed-ended: Choices Limit Options To Help.

★ Think 'CLARIFY' for clarifying questions: Clearer Language Aids Response Insight.

COMMON MISTAKES

✗ Using too many leading questions that skew results.

✗ Asking double-barreled questions that confuse respondents.

✗ Neglecting to pilot test questions before full deployment.

QUICK RECAP

Effective question design is crucial for gathering customer insights. Focus on using a mix of open-ended and closed-ended questions while avoiding bias to ensure clarity and depth in responses.