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Question design

Crafting Questions to Uncover Customer Insights

DEFINITION

Question design is the process of creating effective questions to gather valuable customer feedback. Well-designed questions help entrepreneurs understand their target market's 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 it easier to quantify responses.

Leading Questions

These questions suggest a particular answer, which can bias the feedback received.

Clarity and Simplicity

Questions should be straightforward and easy to understand to avoid confusion.

Follow-up Questions

These questions dive deeper into initial responses, providing more context and detail.

EXAMPLES

- What features do you find most useful in our product?
- On a scale of 1-10, how likely are you to recommend us?
- Can you describe a recent experience you had with our service?

MEMORY TIPS

- ★ Remember 'OPEN' for Open-ended, 'CLOSE' for Closed-ended questions.
- ★ Think 'CLEAR' for clarity in question design.
- ★ Use 'FOL' for Follow-up to dig deeper.

COMMON MISTAKES

- ✗ Asking too many questions at once.
- ✗ Using jargon or complex language.
- ✗ Failing to test questions before use.

QUICK RECAP

Effective question design is crucial for gathering customer insights. Focus on clarity, avoid bias, and utilize both open and closed-ended questions for comprehensive feedback.