

Screeners Survey

nextleap

Introduction

Explain the purpose of the survey and any incentive you are offering

Big Question

Do they use the product? Do they use a similar product?

Similar Activities

What similar products or services are they using? What are their preferences

Demographics

Relevant demographic information (eg. gender, age, etc)

Behavioural

What are other behaviours associated with using the product? Eg. using the product at a specific time/place?

Experience Level

How often do they use the product or service? For how long have they been using the product/service?

Validation Question

A qualifying question to recruit the right participants

Problem Feedback

Include a question that gets more information about the problem space

Future Communication

Ask if they would be willing to participate in a 1:1 interview? How to reach them