

Writing Good Questions

Marketing

The faults that make survey answers meaningless.

Fault and fix.

Fault	Example	Fix
Leading	How much did you enjoy it?	Ask, did you enjoy it?
Double-barrelled	Fast and affordable?	Split into two questions
Ambiguous	Do you use it regularly?	Define the period
Assuming	Which feature do you use most?	Ask whether they use any
Jargon	Rate the onboarding flow	Use the customer's own words

Pilot every questionnaire with real respondents. Faults invisible on the page appear within three interviews.