

Survey Checklist

1. Set an objective

- ☐ Set out why you want to hope to achieve from running the survey in a single sentence
- ☐ Set out what actions you will take based on the results of the survey in a 2nd sentence
- ☐ Based on this objective, decide whether a survey is still the right way to run this research
- ☐ Ensure that everyone involved in putting together the survey is aware of this objective
- ☐ Revisit this objective regularly while composing the survey

2. Ask the right people

- ☐ Find out who the optimal target audience is for your survey based on your objective
- ☐ Decide on how you're going to recruit those people
- ☐ Choose how many people to send your survey too - consider statistical significance
- ☐ Consider your options for incentivising people (depending on budget/impact)
- ☐ Work out the optimal time in the product lifecycle to send your survey

3. Ask the right questions

- ☐ Read (or re-read) this [blog post](#) on asking better questions
- ☐ Run your questions through the [question protocol](#)
- ☐ Check the wording of your questions (avoid jargon etc)
- ☐ Send your survey to colleagues to sense check your questions
- ☐ Send a pilot survey to a small percentage of your target audience

4. Clean your data

- ☐ Check for, and remove, participants who completed the survey too quickly
- ☐ Check your responses to open questions for spam/nonsense, and remove
- ☐ Keep an eye out for suspicious patterns of responses
- ☐ Consider removing any incomplete responses
- ☐ Remove any responses from people outside your target audience

5. Analyse with caution

- ☐ Don't over-interpret, focus on the what not the why
- ☐ [Check your bias](#) when it comes to analysing results
- ☐ Triangulate against other forms of research data
- ☐ Run your results past a colleague to sense check them
- ☐ Be careful how you present your results back to stakeholders as they will overweight them