

How to ask about
satisfaction
in a survey

Asking about satisfaction

The background

The challenges

The opportunity

The other day, I got this survey

We'd love to hear what you think of our customer service. Please take a moment to answer one simple question by clicking either link below:

How would you rate the support you received?

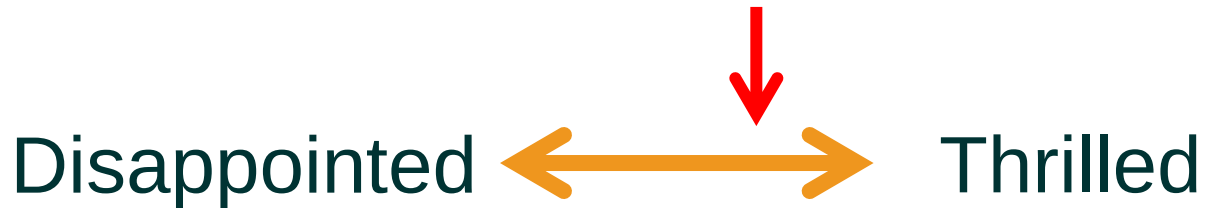
How would you rate the support you received?

[Good. I'm satisfied](#)

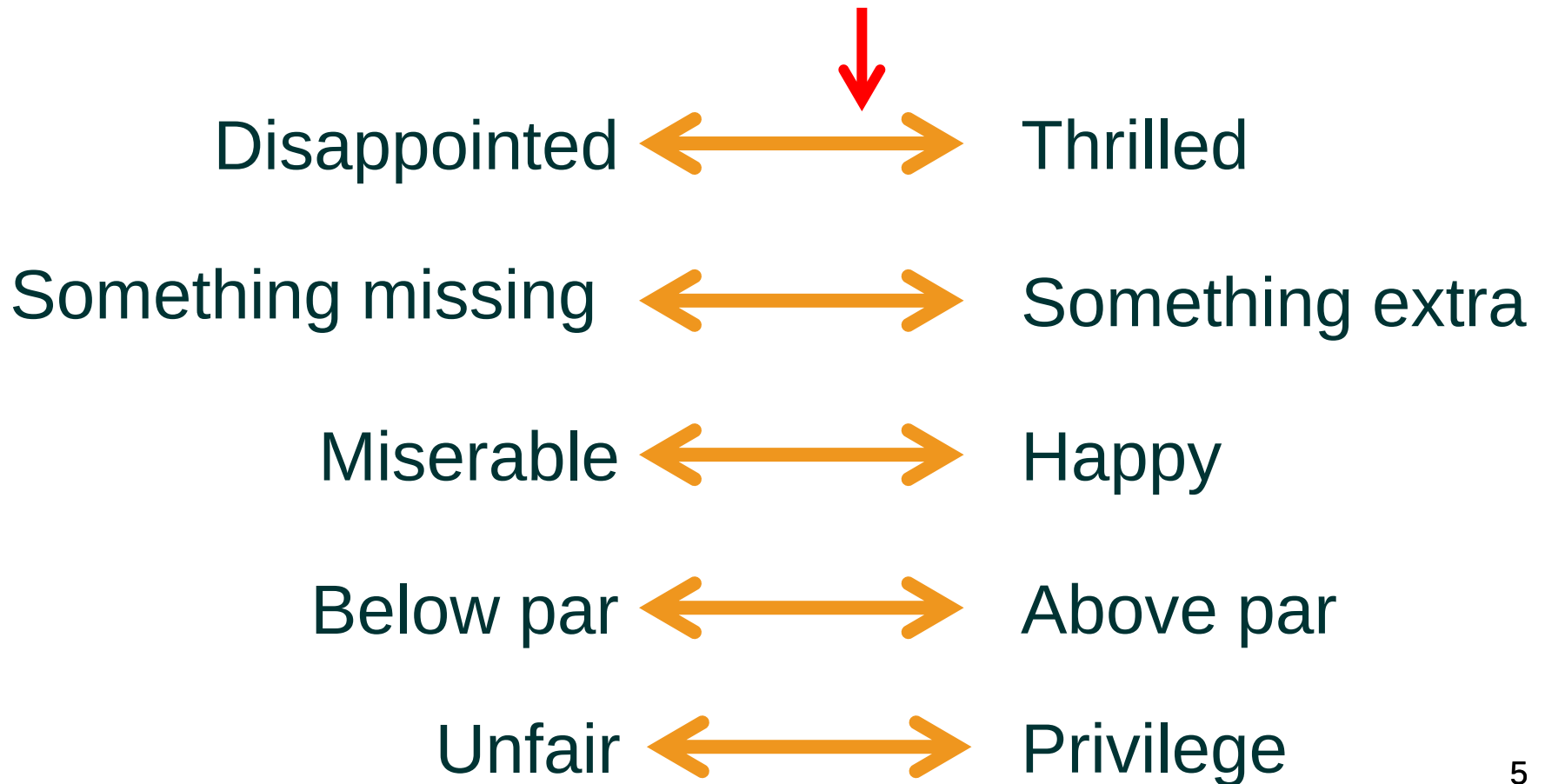
[Bad. I'm unsatisfied](#)

It got me thinking: what does 'satisfied' mean?

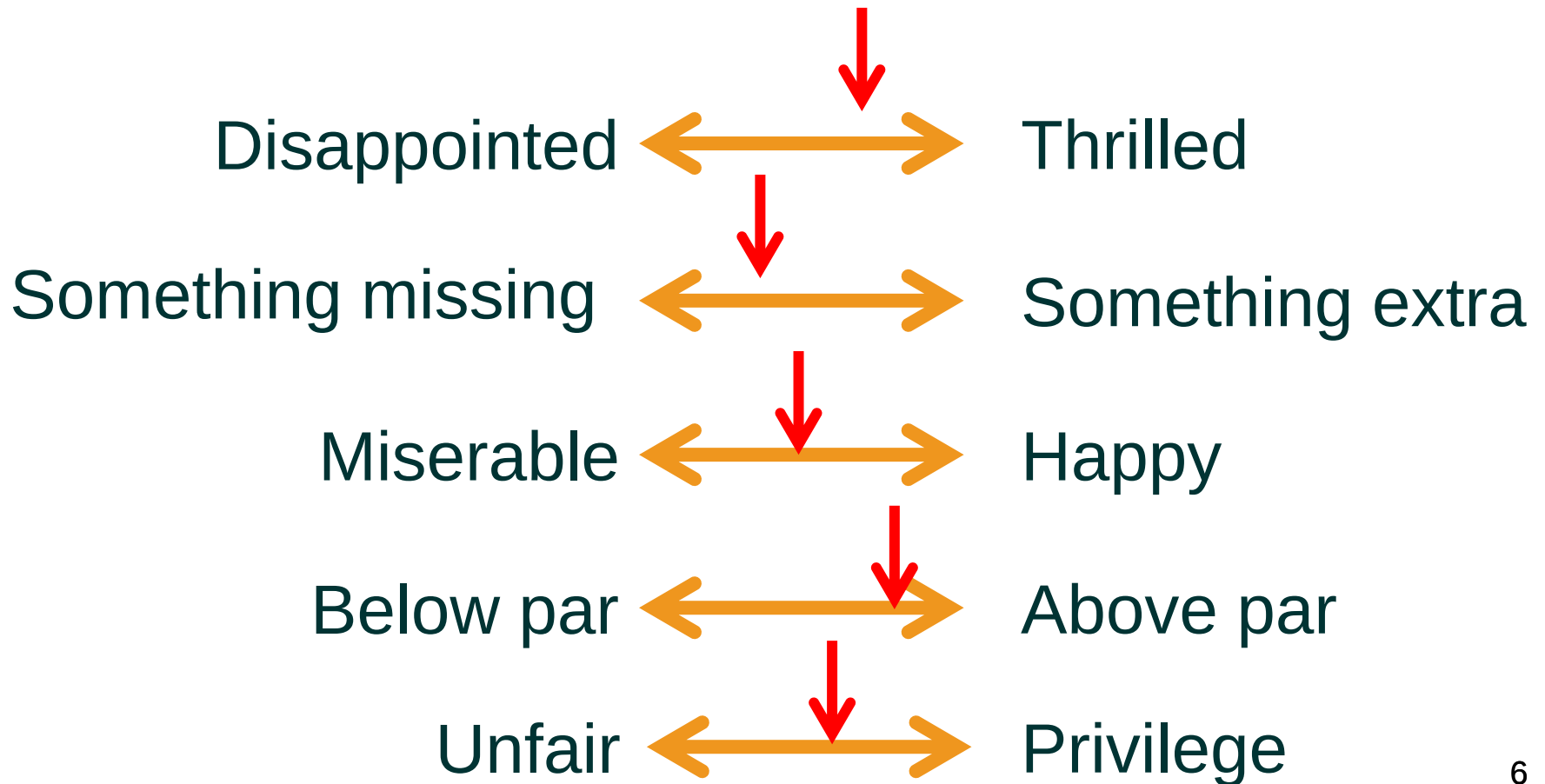
An emotion that fits here?



Or maybe on another scale?



And would it be the same place on each scale?



Or is it best represented by something else altogether?



Reflecting back on your overall experience on the **XXXXXX** website TODAY, on a scale of 0 to 10, where 0 is 'not likely at all' and 10 is 'extremely likely', how likely would you be to recommend the **XXXXXX** website to a friend? Please only think about your experiences on the website TODAY.

- ☐ 0 – not likely at all
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – extremely likely

Or is it best represented by something else altogether?

?

Reflecting back on your overall experience on the **website** TODAY, on a scale of 0 to 10, where 0 is 'not likely at all' and 10 is 'extremely likely', how likely would you be to recommend the **website** to a friend? Please only think about your experiences on the website TODAY.

- ☐ 0 – not likely at all
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- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 – extremely likely

Maybe not.
But someone
must have
thought so.

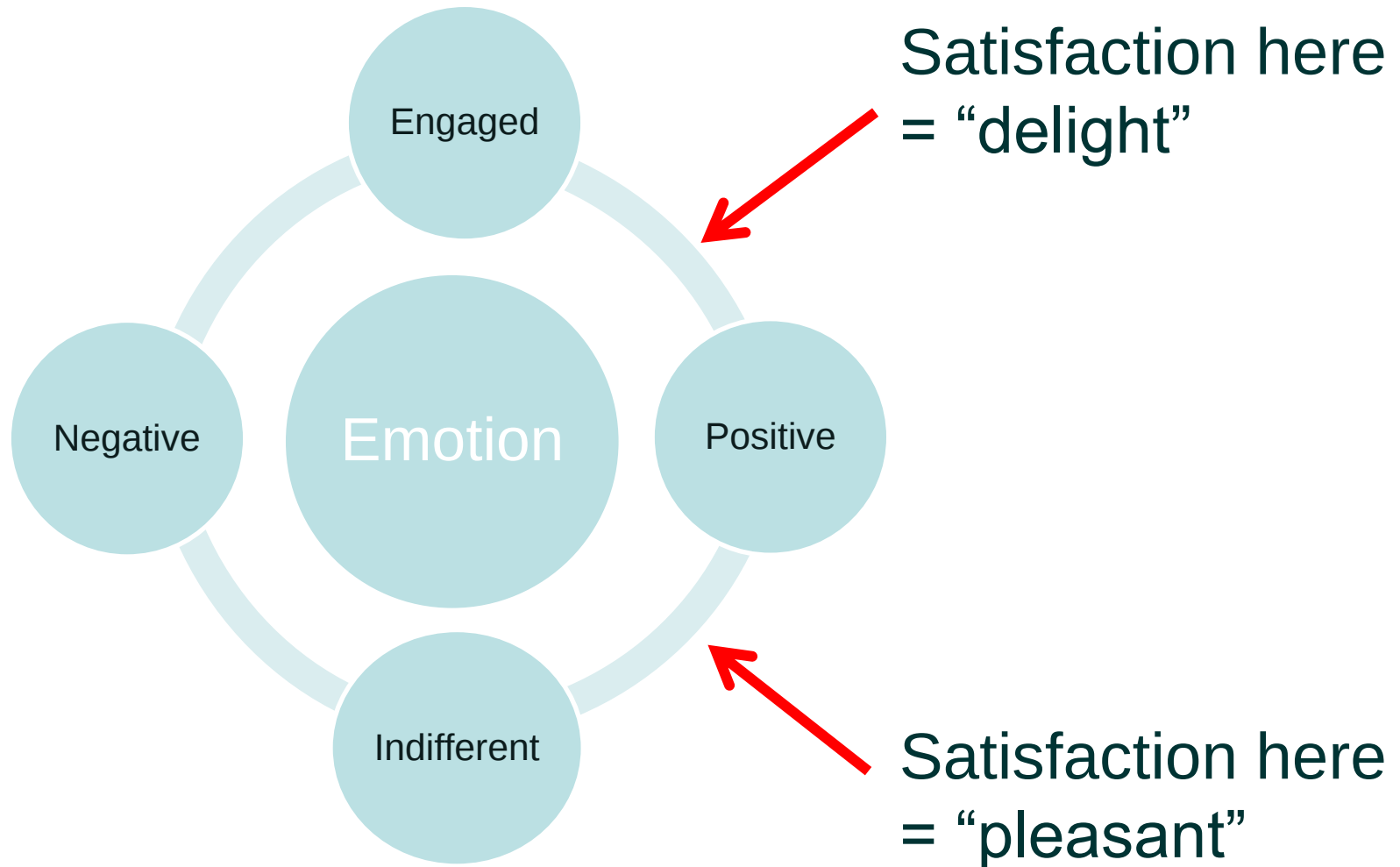
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Satisfaction reflects different emotions depending on level of engagement



Satisfaction requires comparison of an experience to something else

Compared experience to what?	
(nothing)	
Expectations	
Needs	
Excellence (the ideal product)	
Fairness	
Events that might have been	

Adapted from Oliver, R. L. (1996)
“Satisfaction: A Behavioral Perspective on the Consumer”

And the resulting thoughts differ accordingly

Compared experience to what?	Resulting thoughts
(nothing)	Indifference
Expectations	Better / worse / different
Needs	Met / not met / mixture
Excellence (the ideal product)	Good / poor quality (or 'good enough')
Fairness	Treated equitably / inequitably
Events that might have been	Vindication / regret

Adapted from Oliver, R. L. (1996)
“Satisfaction: A Behavioral Perspective on the Consumer”

Example: bronze medal winners tend to be happier than silver medal winners



Nathan Twaddle, Olympic Bronze Medal Winner in Beijing

Matsumoto D, & Willingham B (2006). The thrill of victory and the agony of defeat: spontaneous expressions of medal winners of the 2004 Athens Olympic Games.

Not all experiences are equal



Winning an
Olympic medal

Major life event



Watching an event
from the 2012
Olympics on TV

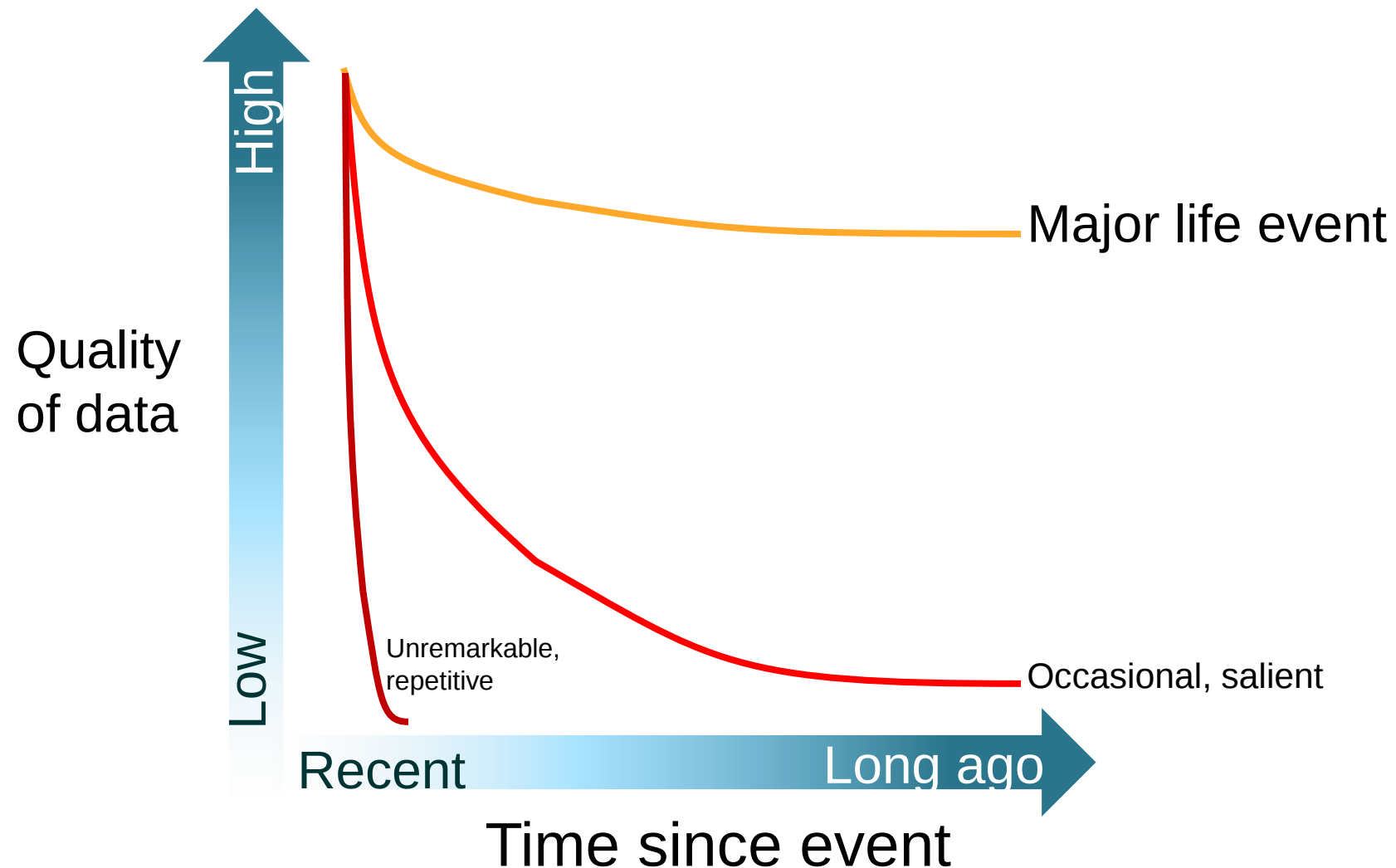
Occasional,
salient



Watching the TV
news on a slow day

Unremarkable,
repetitive

The approximate curve of forgetting



Memorable experiences are likely to be complex

- Think about the experience of buying a car
 - What would you expect to happen?
 - What would you need to happen?
 - What would the ideal experience be?
 - How would you expect to be treated compared to other people who buy cars?
 - If you didn't do this, what else might have happened?



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A quick, interesting question is fine

“Why did you come to this web site today?”

This helps
to learn
about needs

You could ask about...

- Who ... “Tell us a bit about yourself”
- What ...
- Where...
- When ...
- Why...
- How ...
- You can even ask:
“Please rate your experience:”

Other things you can ask about?

Any bit from your preferred definition of UX

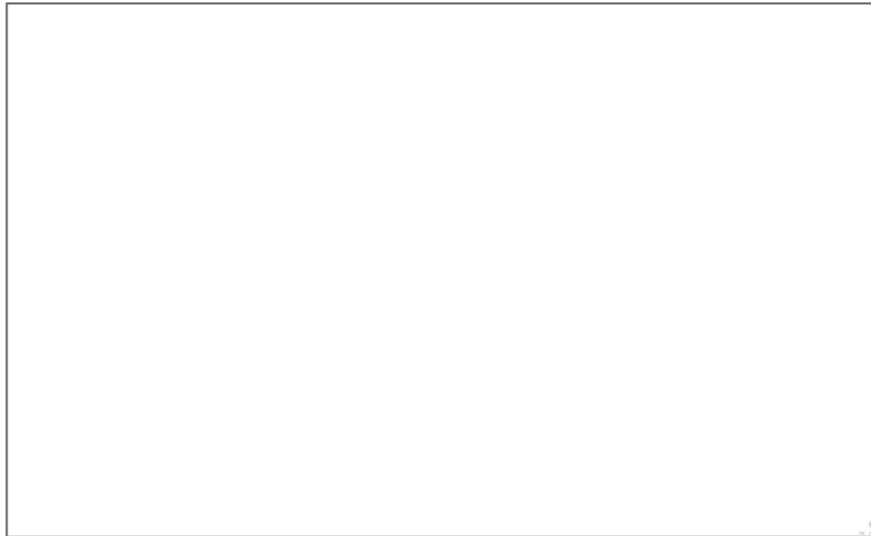


But whatever you do, have a BIG BOX for the context

How was your experience with our company?

- ☐ Better than I expected
- ☐ About the same as I expected
- ☐ Worse than I expected

Any comments?

A large, empty rectangular box with a thin black border, intended for users to provide additional comments or feedback. It occupies a significant portion of the lower half of the slide.

Tip

Don't try to ask everything



A couple of
questions: fine.
Dozens?
No thanks.

Tip

Ask about recent vivid
experience

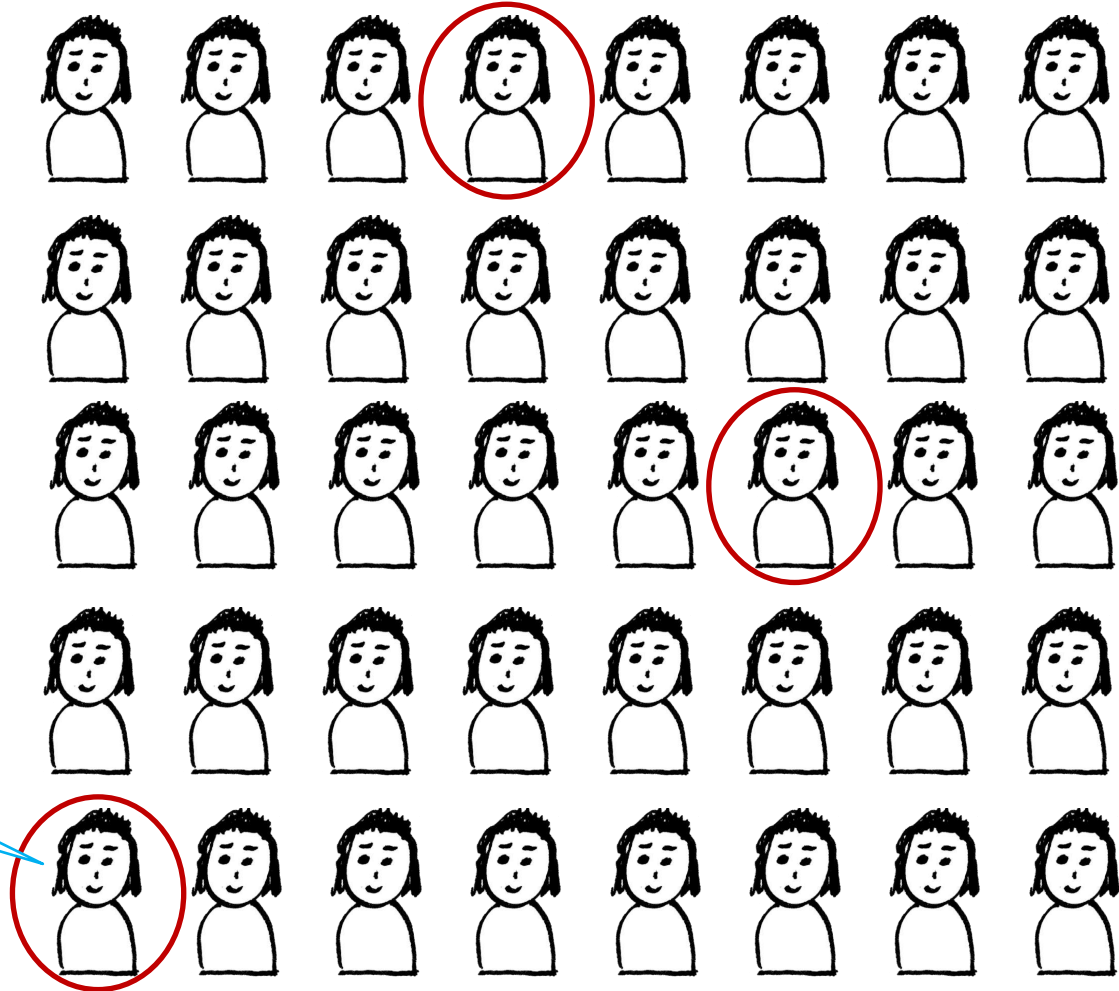


Image credit: Fraser Smith

Tip

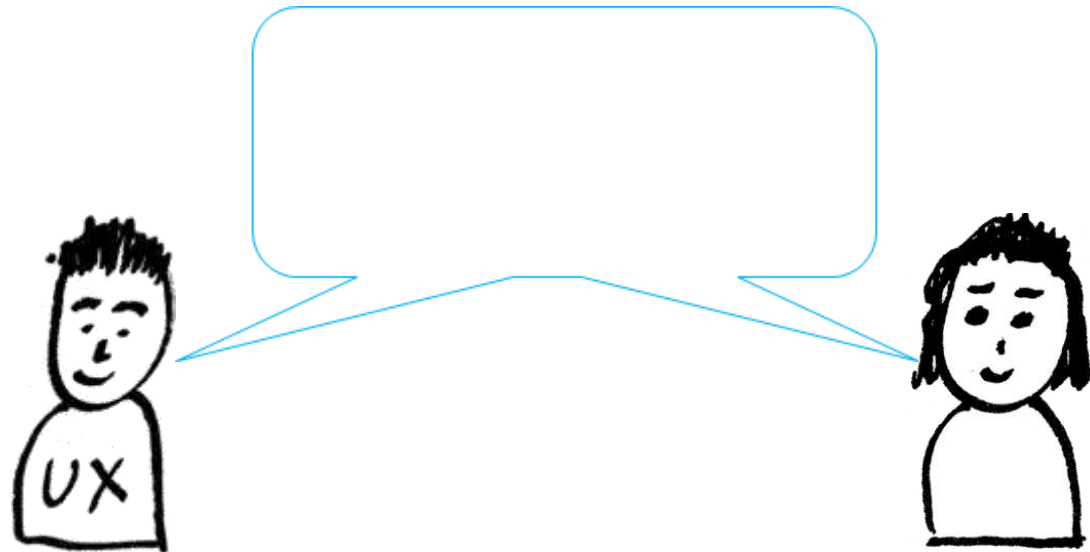
Ask a sample, not everyone

Make me
feel special



Tip

Interview first



Bonus

Tip

Successful

Survey = Questionnaire

+ Process

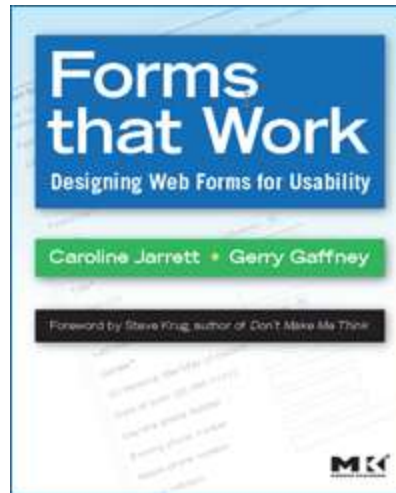
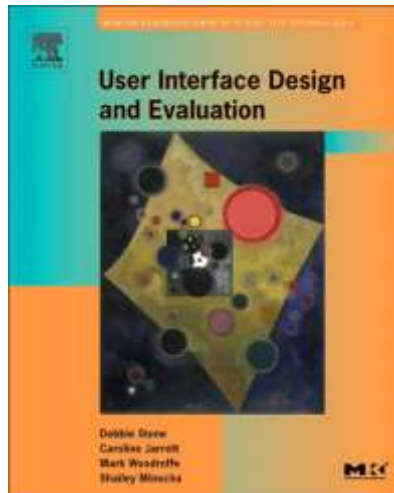
*That involves
lots of testing*

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More resources on <http://www.slideshare.net/cjforms>

