# What to do when you’ve got a day

You can do a survey in one day of your own time, as in the table below. If you need to work with other people, get buy-in from stakeholders, or involve anyone else then invite them to work with you on the same plan, or split the time according to their schedules.

Plan to restrict yourself to a Most Crucial Question, plus a representativeness question, and a small sample of fewer than 100 people.

|  |
| --- |
| **The Schedule** |
| 9 a.m. | **Goals and sample*** Decide on your Most Crucial Question.
* Define your group of people and decide on your representativeness question.
 |
| 10 a.m. | **Questionnaire*** Build your questionnaire, including writing your invitation and thank-you page.
* Get someone to do a quick usability test. Ask them to “think aloud” so that you get a little bit of cognitive interviewing at the same time.
 |
| 11 a.m. | **Fieldwork part 1*** Do your pilot test: Send invitations to 10 people, with the request that they respond by 1p.m.
 |
| noon | LUNCH |
| 1 p.m. | **Fieldwork part 2*** Iterate your questionnaire based on your pilot.
* Send out the questionnaire to the larger sample, with the request that they respond by 3 p.m.
 |
| 2 p.m. | **Responses part 1*** Some responses will be back. Start your data cleaning.
 |
| 3 p.m. | **Responses part 2*** Decide what descriptive statistics you want to use.
* Read all open box responses, possibly sorting them according to one of the other answers.
 |
| 4 p.m. | **Reports*** Create the report you want to deliver.
 |

For better results, you could split your day of effort across two elapsed days so that you can send out the questionnaire to the larger sample on one morning and resume on the afternoon of the next day with your data cleaning and analysis. That gives your defined group of people a whole day to reply and is more respectful of different work and life patterns.