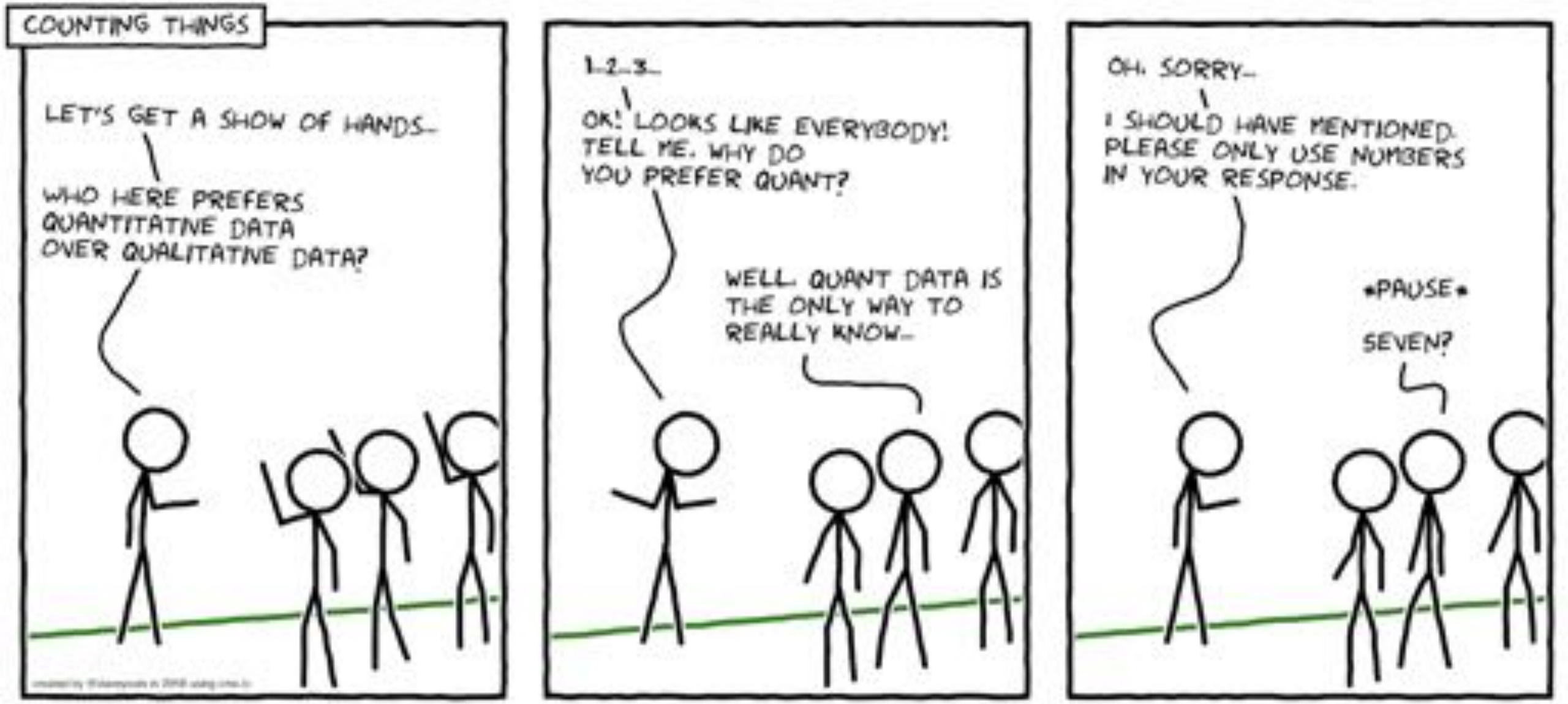
The Lost Art of Asking Questions

Els Aerts

@els_aerts

•Photo by Daniel Jensen on Unsplash


COUNTING THINGS
LET'S GET A SHOW OF HANDS...
WHO HERE PREFERS QUANTITATIVE DATA OVER QUALITATIVE DATA?
1...2...3...
OK! LOOKS LIKE EVERYBODY! TELL ME. WHY DO YOU PREFER QUANT?
WELL. QUANT DATA IS THE ONLY WAY TO REALLY KNOW...
OH. SORRY...
I SHOULD HAVE MENTIONED. PLEASE ONLY USE NUMBERS IN YOUR RESPONSE.
PAUSE
SEVEN?

“You can’t just ask people what you want to know. (Sorry.)”

Erika Hall

Co-founder of Mule Design Studio
Author of ‘Just Enough Research’ and ‘Conversational Design’

Research question

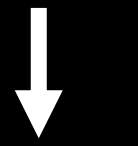
≠

Survey/Interview question

Research question

How well does our website answer prospective customers’ questions?

Survey question



What’s holding you back from completing your purchase today?

Interview question

↓

Talk me through your most recent shopping experience on our website.

Surveys and Interviews

Not user testing?

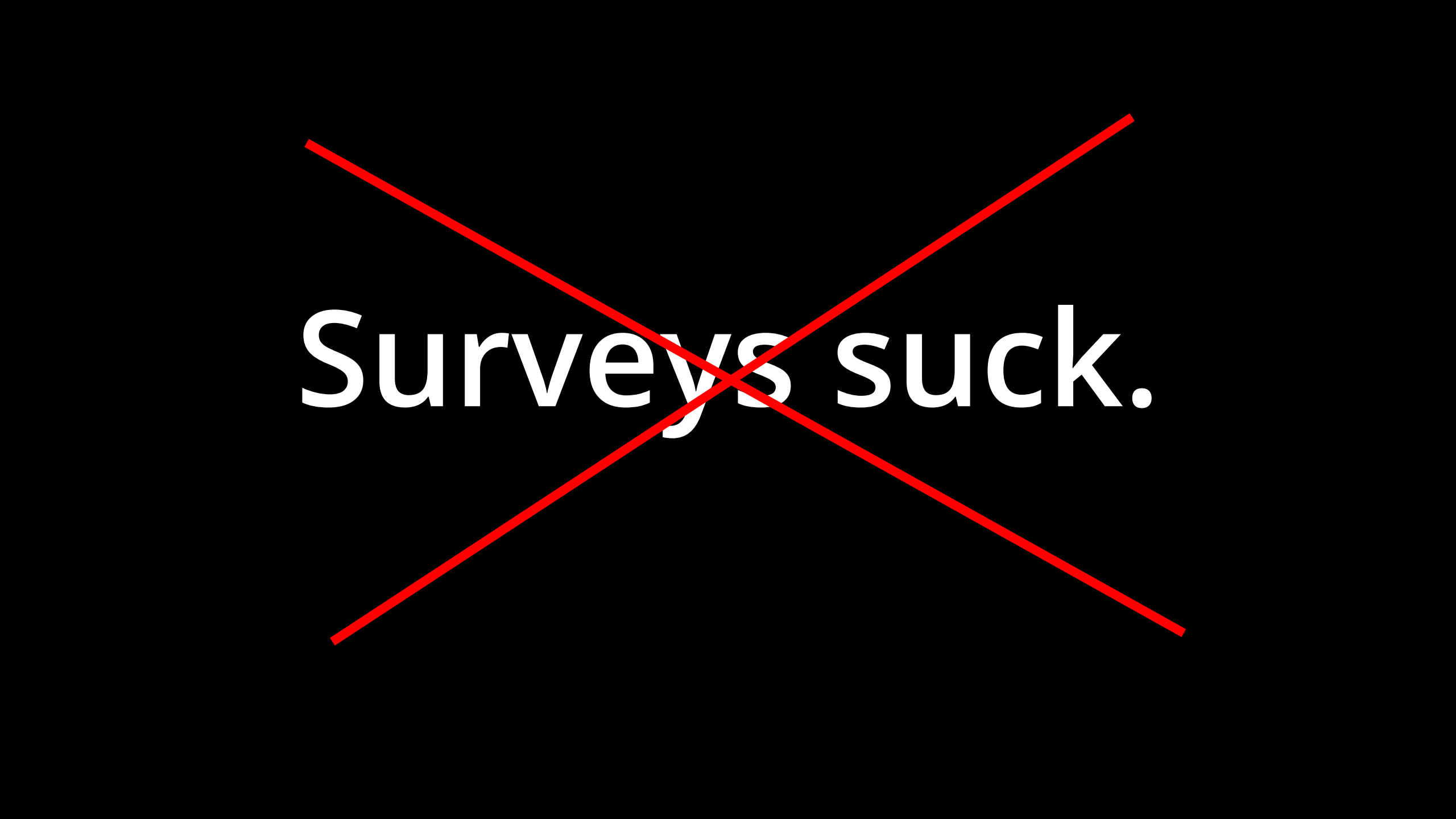
In user testing you don’t ask questions.

You set tasks.

@els_aerts

Surveys?

Surveys suck.


Surveys suck.

Most surveys suck.

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Surveys can be
good user research.

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Don’t think quantity.

Think quality.

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7 tips for survey and interview questions

Ask the right people

Photo by Omar Lopez Unsplash

Ask the right questions

Photo by Zach Lucero on Unsplash

Don’t ask about the future

Photo by Wyron A Unsplash

Don’t ask about the too distant past

Photo by Ben White on Unsplash

Don’t ask leading questions

Photo by Dineslav Roydev on Unsplash

How brilliant would you say Conversion Jam was?

- o Enestående
- o Fantastisk
- o Strålende
- o Veldigt bra
- o Fenomenalt

How good or bad would you say Conversion Jam was?

o Very good

o Good

o Neither good nor bad

o Bad

o Very bad

How would you rate Conversion Jam?

o Very good

o Good

o Neither good nor bad

o Bad

o Very bad

Do you love working remotely?

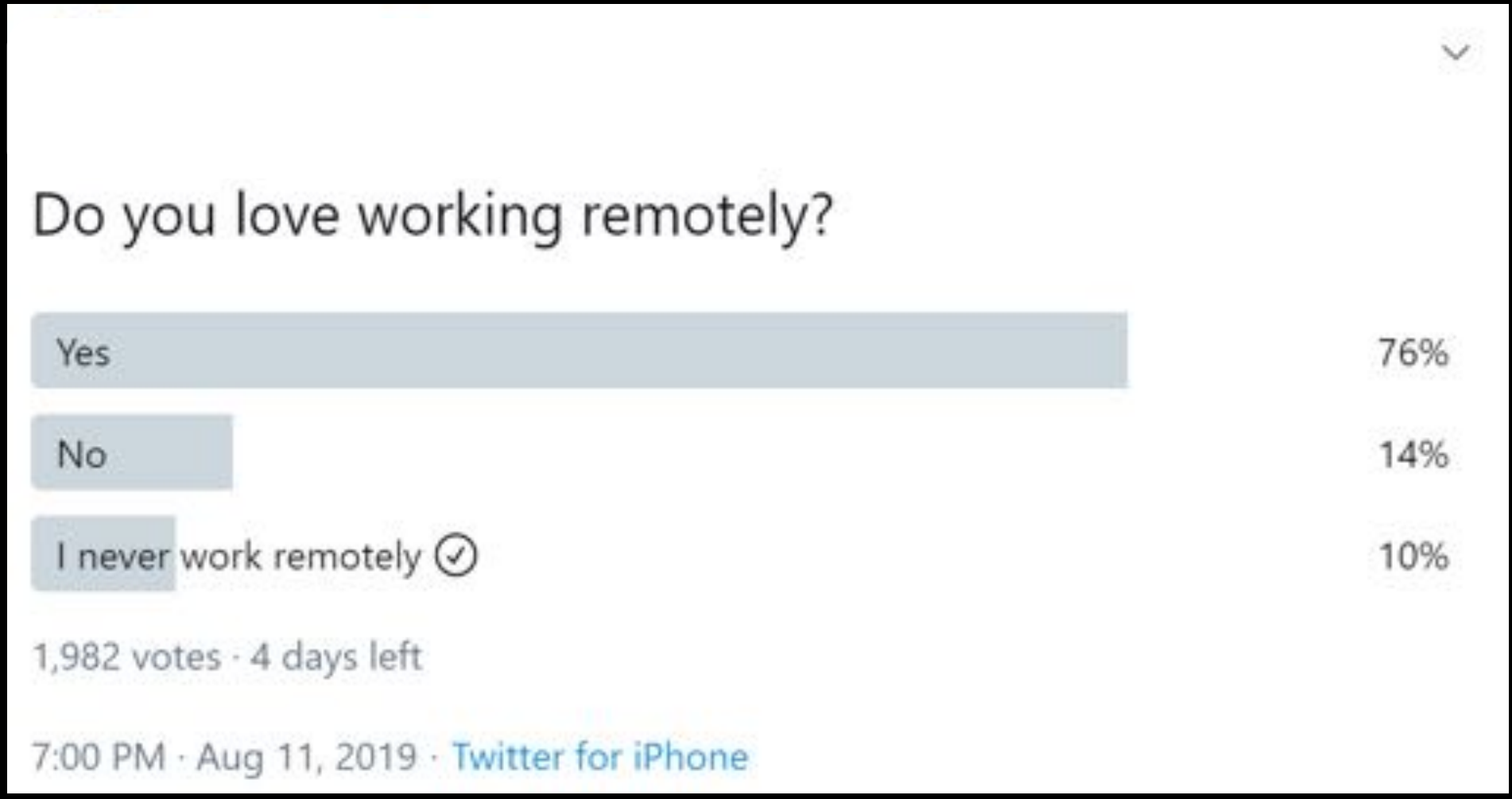
Yes

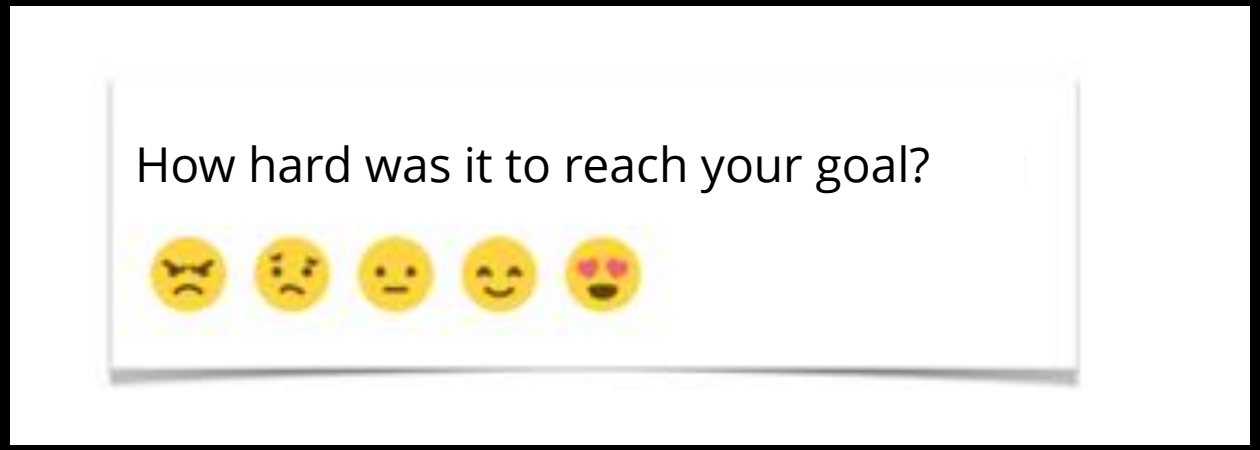
No

I never work remotely

1,981 votes · 4 days left

7:00 PM · Aug 11, 2019 · Twitter for iPhone


Do you love working remotely?
Yes
76%
No
14%
I never work remotely
10%
1,982 votes · 4 days left
7:00 PM · Aug 11, 2019 · Twitter for iPhone



Source: https://www.thomasvandenberg.nl/cro/het-jaar-2018-als-croer-bij-centraal-beheer
Thomas van den Berg - @Thomas_vd_berg

How hard was it to reach your goal?

It was easy to reach my goal.

Source: https://www.thomasvandenberg.nl/cro/het-jaar-2018-als-croer-bij-centraal-beheer
Thomas van den Berg - @Thomas_vd_berg

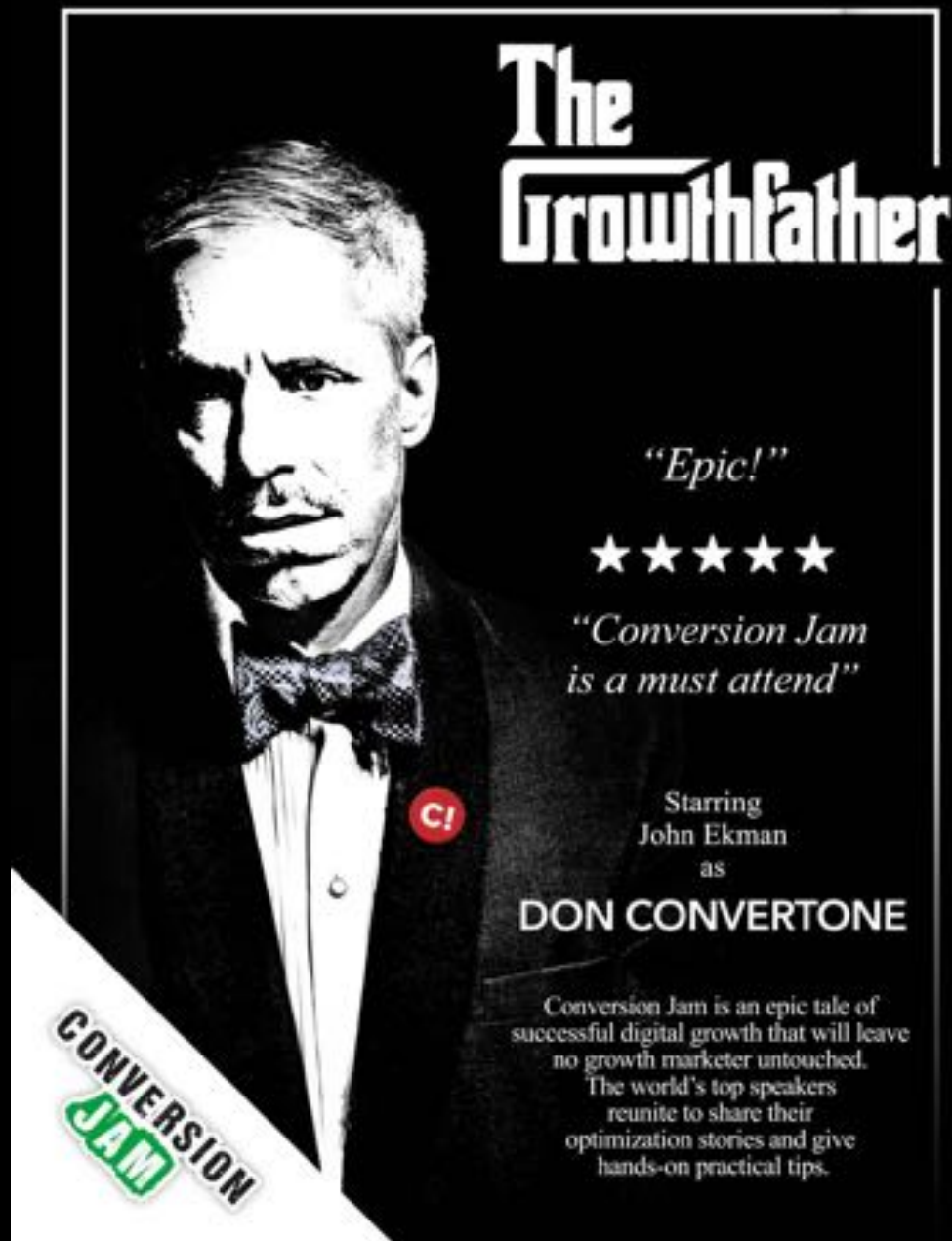
Don’t ask loaded questions

Photo by Ben White on Unsplash

CONVERSIONISTA!

Presents

The Growthfather



"Epic!"

★★★★★

"Conversion Jam is a must attend"

Starring
John Ekman
as
DON CONVERTONE

Conversion Jam is an epic tale of successful digital growth that will leave no growth marketer untouched. The world's top speakers reunite to share their optimization stories and give hands-on practical tips.

CONVERSION JAM

CONVERSIONISTA!

PRESENTS

GONE WITH THE BOUNCE

'A heart-warming tale of customer success'

CONVERSION JAM

ELS AERTS JOHN EKMAN

tale of customer

success'

How do you rate superstar host John Ekman?

(5 = Very good 4 = Good 3 = Average 2 = Poor 1 = Very poor)

o 5 o 4 o 3 o 2 o 1

Which word do you think describes Business Insider best?

- Surprising
- Useful
- Fun
- Reliable

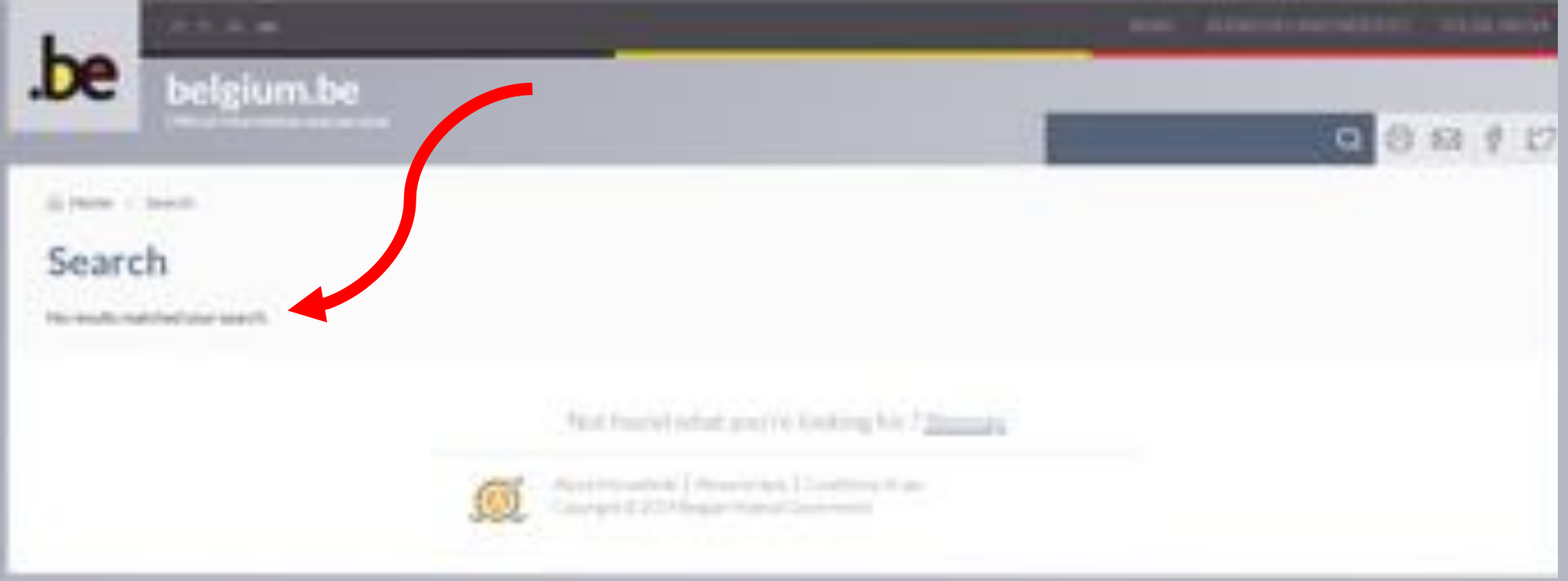
Good question hygiene

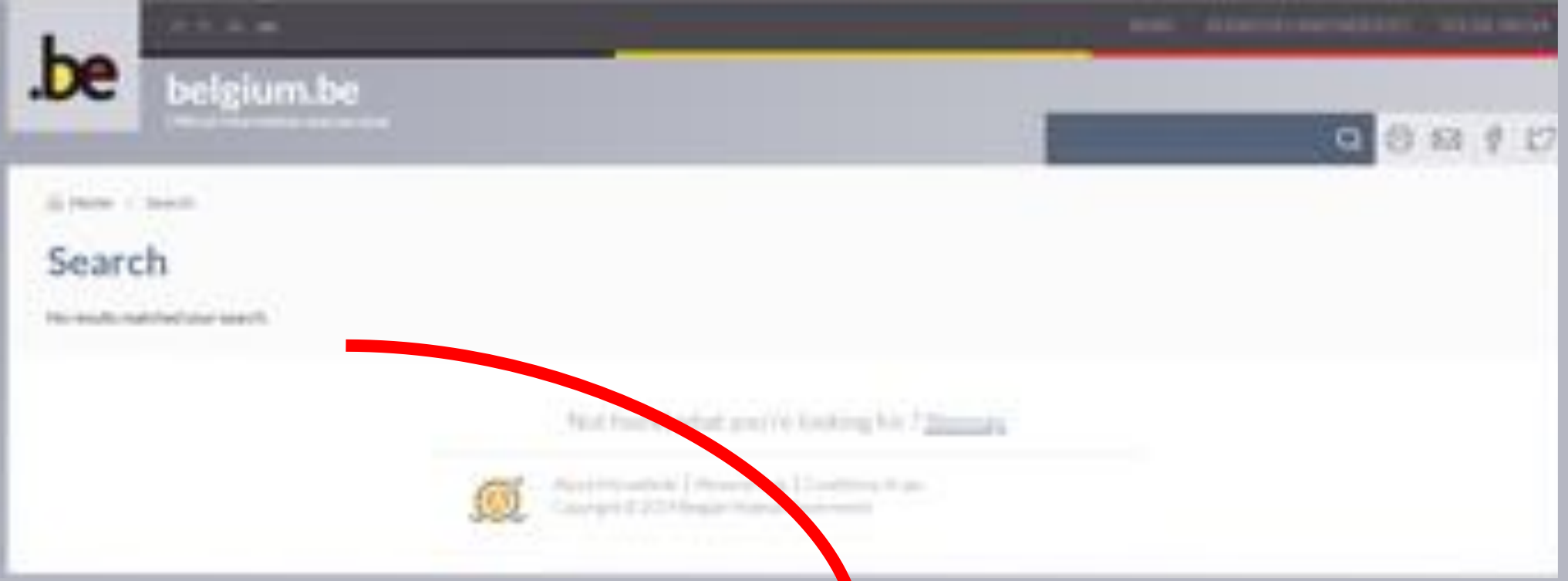
Photo by Hal Gatewood on Unsplash

Specific tips for web surveys

Get your time & place right

Photo by Aron Visuals on Unsplash


belgium.be
Search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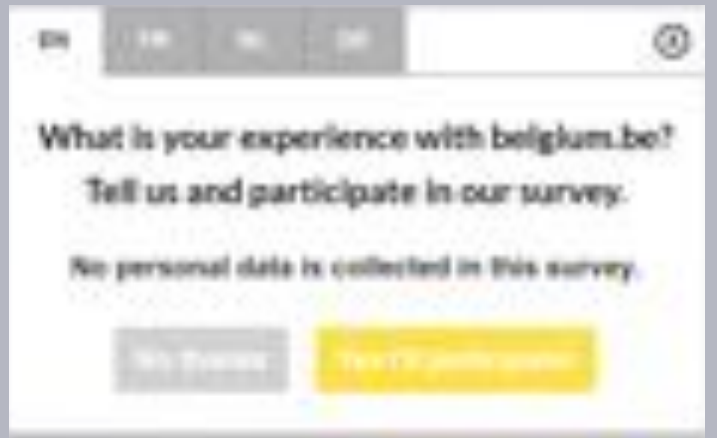

What is your experience with belgium.be?
Tell us and participate in our survey.
No personal data is collected in this survey.

Pop-up survey decision chart

Pop-up survey decision chart

Why?	When?	Where?

yoast

Search...

SEO blog | Plugins | Courses | eBooks | Hire us | FAQ | USD ($)

Yoast SEO | Drupal module | Dev blog | Licenses

Yoast S

- Easily optimize y
- Real time conte
- A Premium Yoas

Buy Yoast SEO

Download the fr

Read all ab

yoast

Your answers = A better website
Please answer these **2 questions** to help improve our website.
If you don't want to answer, simply close this window.

Do you have the Yoast SEO plugin?

- Yes, I've got the Free Yoast SEO plugin
- Yes, I've got the Premium Yoast SEO plugin
- No, I don't
- I don't know

What is the purpose of your visit to this website? Please be as specific as possible.

Submit

Pop-up survey decision chart

Why?	When?	Where?
Top tasks	Upon entry	Middle

This course comes **highly recommended...**

Email Marketing Certification

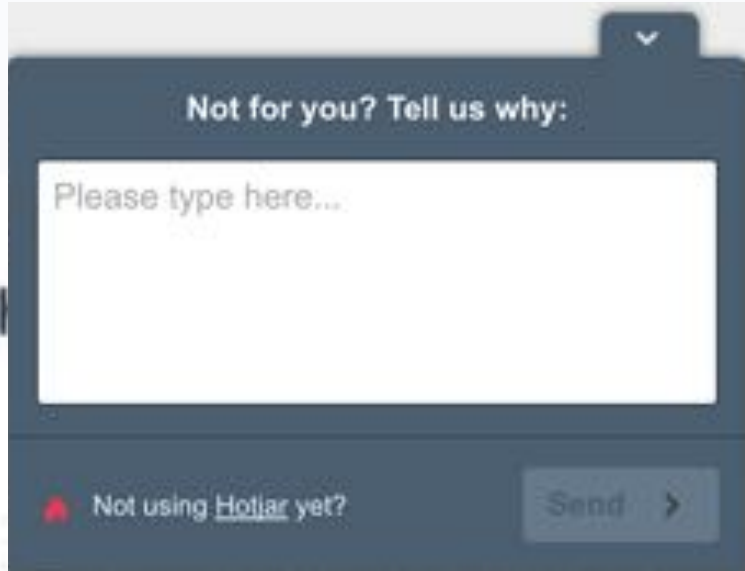
4.5 Stars | 502 Reviews

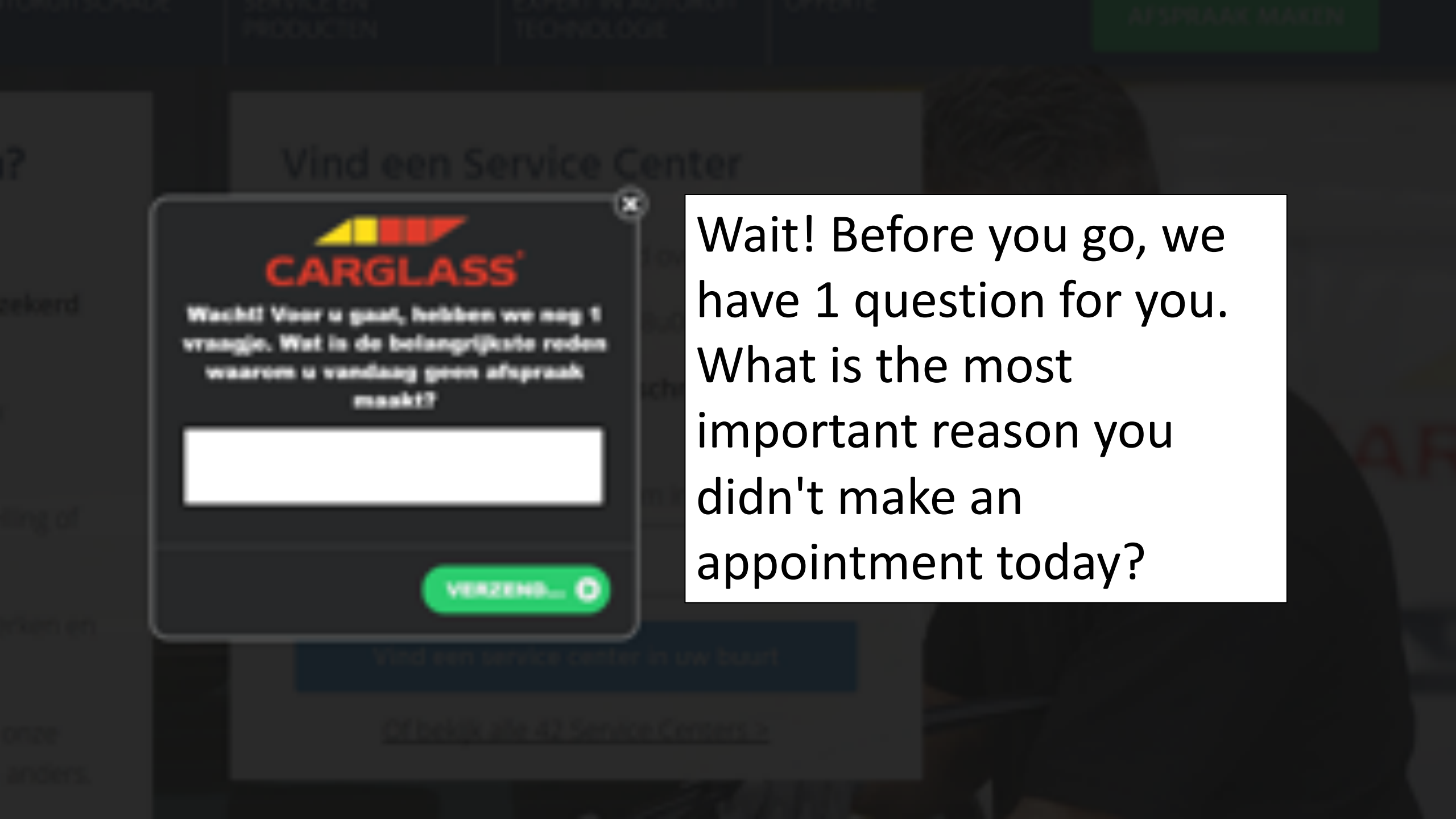
Udemy

The benefits of learning email marketing with

Grow your career.

Join a community.




CARGLASS
Wacht! Voor u gaat, hebben we nog 1 vraagje. Wat is de belangrijkste reden waarom u vandaag geen afspraak maakt?
VERZEND...
Wait! Before you go, we have 1 question for you. What is the most important reason you didn't make an appointment today?

Pop-up survey decision chart

Why?	When?	Where?
Top tasks	Upon entry	Middle
Reasons for leaving	Upon exit	Slide-in Middle

Pop-up survey decision chart

Why?	When?	Where?
Top tasks	Upon entry	Middle
Reasons for leaving	Upon exit	Slide-in Middle
Another question	?	Slide-in

IT DEPENDS!

Confirmation or thank you page surveys: in-page

CARGLASS

Service Centers | Contact | Veelgestelde vragen | NL | FR

MAKE ONLINE ON AFSPRAAK | LOG AFSPRAAK BEHEREN | AUTOBUITSCHADE | SERVICE ON PRODUCTION | EXPERT IN AUTOBUIT TECHNOLOGIE | OPTIONS

Your appointment has been confirmed!

✓ On **08/06/2019** you have an appointment at **Service Center Carglass® Ghent** to repair your windows. We expect your car at **3 PM**. You can come and collect your car again at **3:45 PM**.

✓ Don't forget to bring your **registration and insurance documents**.

You will receive a confirmation mail of your appointment on ein@agconsult.com. Do you wish to change your appointment? Go to the change appointment page.
Your booking reference is **BRZT308**.

Thank you for your booking Can we ask you a few questions?

Was there anything that almost stopped you from booking an appointment with Carglass?

- No
- Yes, ...

What almost prevented you from booking an appointment? Be as specific as possible.

What could we have done to make it easier for you?

Submit

Specific tips for interviews

4 lessons Rand Fishkin learned from building a $45M software company

“Lesson #1: Nothing can replace talking directly to your users”

Rand Fishkin, Founder of SparkToro and Moz
@randfish

Don’t call it an interview.

Call it a chat.

Your interview scenario is a coat hanger, not a crutch.

Listen.

Photo by Trung Thanh on Unsplash

Specific tips for user testing

Echo

Photo by Juliana Amorim on Unsplash

Boomerang

Photo by AustralianOrigns.co

Columbo

Photo by www.time-for-a-correspondence.over-blog.com

Photo by Evan Dennis on Unsplash

Thank you very much!