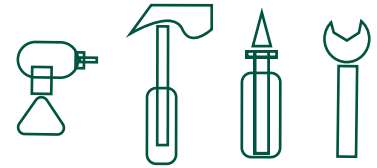


Surveys

Writing Questions



Survey questions should be precise to provide data to learn the most relevant, measurable information.

Themes to consider covering through your questions include: **Emotion**, **Effectiveness**, **Efficiency**, and **Ease of Use**. For more on these themes, check out the Journey Mapping section of the CX Toolkit.

Consider using the Standardized Survey Questions, provided in the CX Toolkit.



Brainstorm your survey questions in the area below. Aim for concise language and short response time to reduce burden for survey takers.