

Sample satisfaction and usability survey questionnaire

Some example questions for post-test surveys.

Remember, if you can watch the participant/user as they work with the system, ask them to talk through their thought process as they navigate your site.

Agreement with the following statements

Rate your level of agreement with each of the following statements on a scale from 1 to 5 (you can use the likert scale <https://www.surveymonkey.com/mp/likert-scale>)

1. The homepage is attractive.
2. The overall site is attractive.
3. The site's graphics are pleasing.
4. The site has a good balance of graphics versus text.
5. The colors used throughout the site are attractive.
6. The typography (lettering, headings, titles) is attractive.
7. The homepage's content makes me want to explore the site further.
8. It is easy to find my way around the site.
9. I would feel confident using this site even if there was no one around to tell me what to do as I go.
10. I would feel confident using this site if I could call someone for help if I got stuck.
11. I can get to information quickly.
12. It is fun to explore the site.
13. I thought the site was easy to use
14. It is easy to remember where to find things.
15. Information is easy to read.
16. Information is written in a style that suits me.
17. The information is relevant to my professional needs.
18. The site is designed with me in mind.
19. The site's content interests me.
20. The site's content would keep me coming back.
21. The site has characteristics that make it especially appealing.
22. The site reflects progressive, leading edge design.
23. The site is exciting.
24. The site is well-suited to first-time visitors.
25. The site is well-suited to repeat visitors.
26. The site has a clear purpose.
27. I always felt I knew what it was possible to do next.

28. It is clear how screen elements (e.g., pop-ups, scrolling lists, menu options, etc.) work.
29. Any mistakes were easy to correct.
30. I would imagine that most people would learn to use this system very quickly.

Open ended responses

1. **What was your overall impression of [x]?**
 - Solicit feedback on the user's general opinion of your product. This is a broad question, so be prepared to dig deeper with the following question(s).
2. **What was the best thing about [x]?**
 - Get more specific feedback about the features that make your site stand out / what you're doing right!
3. **What was the worst thing about [x]?**
 - Get more specific feedback about the features that aren't working well with your site.
4. **If you could make one significant change to this [x], what change would you make?**
 - This open-ended question is a good way to gather constructive feedback and ideas for future iterations.
5. **How would you compare [x] to [competitor or previous experience]?**
 - This is an opportunity to see how different details of your website stack up against your competitors in the eyes of users.
6. **If you had to give the site a grade, from A to F, where A was exemplary and F was failing, what grade would you give it, and why?**
7. **Name three words or characteristics that describe this Web site.**
 - Provide a list of options (select from the following)

- * Intimidating
- * Simplistic
- * Dated
- * Comfortable
- * Friendly
- * Collaborative
- * Entertaining
- * Consistent
- * Unpredictable
- * Poor quality
- * Innovative
- * High quality
- * Reliable
- * Unconventional

- * Efficient
- * Busy
- * Trustworthy
- * Unrefined
- * Clean
- * Overwhelming
- * Useful
- * Cutting edge
- * Satisfying
- * Easy to use
- * Undesirable
- * Desirable
- * Approachable
- * Powerful
- * Creative
- * Inconsistent
- * Effective
- * Inviting
- * Impersonal
- * Unattractive
- * Annoying
- * Confusing
- * Organized
- * Complex
- * Relevant
- * Dull
- * Irrelevant
- * Attractive
- * Time-consuming
- * Comprehensive
- * Rigid
- * Familiar
- * Stressful
- * Difficult
- * Patronizing
- * Predictable
- * Exceptional
- * Essential
- * Fast

- * Helpful
- * Convenient
- * Straight Forward
- * Personal
- * Professional
- * Engaging
- * Flexible
- * Inspiring
- * Ineffective
- * Advanced
- * Exciting

8. **Would you return to this site on your own in the future? Why/why not?**
9. **What would entice you to return?**
10. **Are there materials you would like to see added? Which ones?**
11. **Would you recommend this site to a colleague?**
12. **Do you have any other questions or comments about this site or your experiences with it?**