



Question Guide For Product Owners

Qualaroo has received over 123 million responses to date. We've looked at the top performing questions that have received over 10,000 responses.

With a 30% or higher response rate, every product owner should be asking their customers these questions.

Want to talk to a feedback expert?
Contact us today.

demo@qualaroo.com
1-888-449-3364

QUESTION TO ASK YOUR NEWEST SUBSCRIBER

If you could add another benefit to your membership, which of the following would you want most?

1

ANSWER TYPE

Radio buttons

TARGET AUDIENCE & BEST TIME TO ASK

New users (3-5 days since purchase) who are active within your app

WHY IS THIS A GOOD QUESTION?

1. Identifies gaps within your production portfolio
2. Validates items already on your product roadmap
3. Helps you find the users that don't realize what you already offer. This is a perfect scenario because you not only become an instant hero but you can add tactics within your marketing and customer success activities to promote features that aren't widely known to your user base.

HOW TO MAKE THIS QUESTION BETTER?

To further improve this question, rather than a pre-populated answer selection, you can offer a free form text field allowing the user to write in their response.

Pre-populated answers can sometimes lead to feedback responders selecting the "least wrong" answer. By allowing your users to type in a free form comment, you enter into a dialog with the customer that could lead to a conversation.

Free form text answers do require a lot of time and resources to sort through so consider using a feedback provider that has an integration with IBM Watson that allows you to sort through responses by sentiment and emotional scores.

QUESTION

Why did you make this purchase?

2

ANSWER TYPE

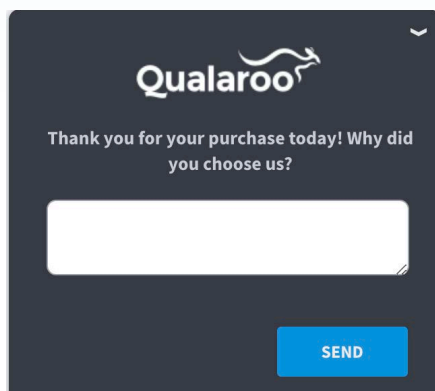
Free form text

TARGET AUDIENCE & BEST TIME TO ASK

Anyone that has just purchased your product or service. Ask immediately after purchase.

WHY IS THIS A GOOD QUESTION?

1. Provides insight for your marketing team to discover new messaging to use in their marketing campaigns
2. Validates existing marketing campaigns that tie the to two together
3. Allows you to provide a customized onboarding experience based on what your customer is looking to accomplish with your product or service



HOW TO MAKE THIS QUESTION BETTER?

While you have the user's attention, you can further extend the feedback engagement by adding additional questions such as "what other provider did you consider before choosing us?" This allows you to understand what your product is known for and what category your users see you in.

QUESTION

What other information would you like to see on this page?

3

ANSWER TYPE

Radio button or Free form text

TARGET AUDIENCE & BEST TIME TO ASK

Customers that have been on your web page designed to provide helpful content for longer than 10 seconds

WHY IS THIS A GOOD QUESTION?

1. Creates content ideas for pages on your website
2. Illustrates the intent of the customer and how that differs from what the intent of the page is

HOW TO MAKE THIS QUESTION BETTER?

Follow up with a *why*. For instance, if you offer the radio button options of "More Pricing Information", "Better Product Descriptions", and "Better Integration Documentation", it sounds like you already know you need to get better at all 3 so what is your visitor going to tell you that you don't already know?

A follow up question that simply asks the user *why* they want that content allows you to discover, in more depth, how your product or service is perceived and where the gaps lie.

QUESTION

Are you aware of our new [Feature Name] feature that allows you to do [Insert Feature Benefit]?



ANSWER TYPE

Radio button with Yes or No

TARGET AUDIENCE & BEST TIME TO ASK

Any existing user that is familiar with your product but has yet to use this feature

WHY IS THIS A GOOD QUESTION?

1. Enables product owners to drive product adoption
2. Drives opportunities for your sales team

Qualaroo

Are you aware of our IBM Watson integration that allows you to analyze all your open text feedback responses?

Yes

No

HOW TO MAKE THIS QUESTION BETTER?

Trigger an alert to your team based on user response.

For users that say "Yes", you can enable a next step that asks the users why they haven't started to use that feature.

For users that select "No", you can enable a next step for that user to visit a landing page with product documentation and a use case. Each "No" can also trigger an alert for you sales team to follow up on.

QUESTION

Would you mind taking a brief survey about a new product we are developing?

5

ANSWER TYPE

Radio button with branching logic

TARGET AUDIENCE & BEST TIME TO ASK

Active users and/or an audience that is familiar with your product or service

WHY IS THIS A GOOD QUESTION?

1. Gets your users interested in an upcoming launch
2. Gives you an understanding of how a product should work when released

HOW TO MAKE THIS QUESTION BETTER?

We recommend adding 3 to 5 additional questions specific to what you want to learn from potential users of your new product. This will keep the amount of time you're asking from the user at a minimum but also allow you to collect a good set of information from them.