SurveyNinja

Product feedback survey

10 questions. About 3 min to answer.

How they use it

1. How often do you use [Product]? Required

Choose one answer.

- ○ Every day
- ○ A few times a week
- ○ A few times a month
- ○ Less than once a month
- ○ I no longer use it

2. What do you mainly use [Product] for?

Choose one answer.

- ○ Work
- ○ My own business
- ○ Personal or home use
- ○ Study
- ○ Other: _____

Satisfaction and ease of use

3. Overall, how satisfied are you with [Product]? Required

Choose one answer.

- ○ Very dissatisfied
- ○ Dissatisfied
- ○ Neutral
- ○ Satisfied
- ○ Very satisfied

4. How easy is it to use [Product]? Required

Choose one answer.

- ○ Very difficult
- ○ Difficult
- ○ Neither easy nor difficult
- ○ Easy
- ○ Very easy

What it is worth to them

5. Which feature or part of [Product] is most useful to you?

6. How would you feel if you could no longer use [Product]? Required

Choose one answer.

- ○ Very disappointed
- ○ Somewhat disappointed
- ○ Not disappointed

7. How likely are you to recommend [Product] to a friend or colleague? Required

0 – Not at all likely, 10 – Extremely likely

0	1	2	3	4	5	6	7	8	9	10

0–6: What lets you down about [Product]?

7–8: What would make [Product] a 10 for you?

9–10: What would you tell a friend about [Product]?

What to build next

8. What is missing from [Product], or what should work better?

Follow-up

9. May we contact you to talk about your answers? Required

Choose one answer.

- ○ Yes
- ○ No

10. Your email Required

E-mail:

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/product-feedback-survey

Survey template from SurveyNinja: surveyninja.io