GSL Day 6

Survey Design

Pitch Day

- 1 min per pitch

- 5 min for Q&A

- Judges from incubators/funds

Elevator Pitch Competition

Take time to refine team pitch.

Survey Goals

- What does your customer want?

- Does your customer want your solution?

SomniBand Survey

Choosing Sample

Targeted

Random

Choosing Sample

- Who are the right type of people?

- How many?

- If you have a multi-sided product (like a marketplace) is your sample representative of both sides of the product?

Bias

- Aka skewed results

- Are you avoiding biases that might skew your result?

Types of Bias

Sample	Probable Bias	Reason
Your Customers	Favorable	They would not be your customers if they were unhappy, but it is important to know what keeps them happy.
Your Ex-Customers	Unfavorable	If they were happy they would not be ex-customers, but it is important to know why they left you.
"Phone-In"	Extreme Views	Only people with a strong interest in a subject (either for or against) are likely to call in - and they may do so several times to load the vote.
Daytime	Non-Working	A majority of people who are at home during Interviews the day do not work. Their opinions may not reflect the working population.
Internet	Atypical People	Limited to people with Internet access. Internet users are not representative of the general population, even when matched on age, gender, etc.. This can be a serious problem, unless you are only interested in people who have Internet access. In many business surveys this limitation might not be a problem. Another concern is that respondents have been known to complete multiple surveys to sway results, unless the software prevents this.

How you're administering survey

- In person
- Phone
- Web

- Is the method you're administering your survey unconsciously adding bias?

Designing Questions

- Short and simple

- Questions you know NEED to have answered.

- Do not combine questions

- Include all options in the answer choices

Designing Questions

- Is your range appropriate?

- One dimensional answers. (No and/or questions)

- Allow for variability in answers. (No single middle ground, sensitivity for all answers)

- Include follow-up questions

Testing Assumptions

- Important part of research

- Identify basic assumptions in your product

- Ask questions to see if users agree with your assumptions

Identifying Assumptions

- List all the features/ways your product would be used.

- Why a user would want that feature?

- Concisely state your answer.

- These statements → your assumptions.

- Include both sides of the market!

Data Analysis

- What are the questions you need answers to?

- What interesting patterns can you find?

- What are your customer's comments really telling you?

Answering Questions

1. Identify your question.

2. Have you already asked that question?

3. Which answer fields can help you ferret out the answer?

Interesting Patterns

- Relationships between two data sets.

- Filter by one answer. Then analyze the remaining data.

Technological change and the future

% who feel that technological changes will lead to a future where people's lives are ...

	Mostly better	Mostly worse
Total	59%	30%
Gender		
Male	67	25
Female	51	36
Age		
18-29	59	29
30-49	60	32
50-64	59	30
65+	56	28
Education		
HS grad or less	56	35
Some college	56	33
College graduate	66	21
Household income		
Less than $30,000	52	38
$30,000-$49,999	63	27
$50,000-$74,999	63	28
$75,000 or more	67	22

Pew Research Center, February 13-18 2014 survey, n=1,001.

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Customer Comments

- What common themes have emerged?

- What is the essence of the comments?

- Do you need to change something in order to properly address them? If so, what?