

# How to Write The Best Mobile Video Survey Questions

How you write your study questions will have a huge impact on the quality of your survey data. The following guide will walk you through the process of crafting questions that will elicit authentic, honest answers. Below are some guidelines that will help in that pursuit.

We've provided a worksheet for you to brainstorm your questions at the end of this guide.

## Get respondents in the relevant space.

The big advantage of using mobile video (and webcams) is that you can be in the respondent's space. Have them bring you to the environment that makes the most sense for your mobile video survey.

*Example: Please respond to this survey from your kitchen. Show us your three favorite snacks and tell us why.*



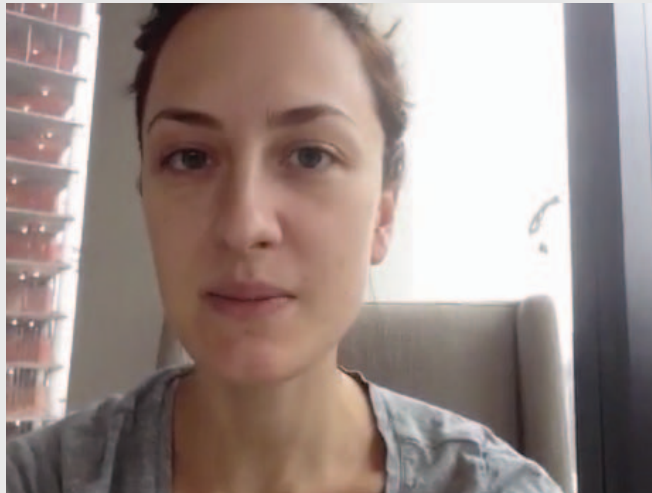
## Embrace emotional polarity.

Respondents are deeply opinionated. Take advantage of their strong opinions by asking them what they love or what they hate. An emotional response is what you're looking for.

*Example: What part of a [Brand] product do you love the most? Why?*

## Don't try to ask too many things in one question.

Imagine I toss you a tennis ball. Easy enough to catch, right? But what if I toss you three? Not so easy. Stick to one question (or tennis ball). At MindSwarms respondents have one-minute to respond, and you have 200 characters to write your question. You don't want them to spend the entire minute just listing off things or juggling their focus. A good stress test is to make sure you are only using one question mark - at most, two.



## Ask questions that tug at the respondents' emotions.

The best insight comes when people talk about things that they really care about, whether it is something that they love or a secret pet peeve of theirs. Ask questions that aim at eliciting these emotions.

*Example 1: What is your favorite part of the sport? What keeps you committed?*

*Example 2: What is your current favorite beer, and what does it say about you? Talk for 45-60 seconds about this.*

## Ask respondents to “show and tell” whenever it is practical.

Take advantage of the mobile video survey platform! Your data will be much richer if you can see the respondent interact with the product and see what works well and what frustrates them.

*Example 1: Please show us the room you watch movies in. Why have you set the room up in this way? Take a seat in your favorite place to sit when watching TV. What makes this seat the best?*

*Example 2: Take a few bites of your [snack], and say the [snack] name while looking at the camera. Then read the sentence and fill in the blank. [Snack] is for \_\_\_\_\_. Then, tell us why you chose the word.*



## Make sure your respondents explain why.

The thought processes behind the decisions that people make are perhaps even more important than the decision themselves. Have the respondents explain their perspective and why they do things.

*Example 1: What would be your ideal [Brand Name] experience? Tell us where you are, who you're with, what you see and do, who you interact with, etc.*

*Example 2: If there was a [product type] product made just for you, what would you like to see and why?*

## Get creative!

Put your respondents in hypothetical situations, use similes and metaphors, or ask a question that is completely “out there.” The more creative your question is, the more creative (and interesting) your responses will be. If you want to read more about the importance of creativity in mobile video surveys, take a look at our [infographic](#).

*Example 1: For each of these brands, name a celebrity that personifies the brand and explain your reasoning: [Brand 1], [Brand 2], [Brand 3], and [Brand 4].*

*Example 2: Imagine that [Brand 1] and [Brand 2] are superheroes. What would their super powers be? What would their weaknesses be?*



## Start broad, then get specific.

Over the course of the survey, think about framing your questions within the broadest possible context. You may want to start by asking them about their relationship to the culture that your product or service exists within. Then ask them about the category, the brand landscape, product landscape, and then the communications landscape. At this point, ask about your brand, product, or service. Engaged in the relevant context, your participant’s answer will be more on point and hit on the topics that pertain to you and your brand, product, or service.

## Be careful not to bias your questions.

Respondents will answer differently based on how the questions are worded. Keep your questions open-ended and don't assume your respondents already have a certain viewpoint.

## Use their language (not your client's).

Use language that the respondents are comfortable with, and would use if they were talking to a friend. For instance, a respondent might not know what an "asset" is.

## Optional: Keep the last question more open-ended.

We've found that respondents usually have some additional thoughts at the end of the survey that haven't been addressed by any questions. Giving them the freedom to share these thoughts with you can lead to even more novel insights.

*Example: [Company Name] is listening: how can they make your buying experience better?*

Questions? Feel free to contact your project manager.

# Mobile Video Survey Questions Worksheet

Questions have a 200-character limit

Question 1: \_\_\_\_\_

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Question 2: \_\_\_\_\_

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Question 3: \_\_\_\_\_

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Question 4: \_\_\_\_\_

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Question 5: \_\_\_\_\_

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## Great Results Checklist

- Get respondents in the relevant space.
- Ask them questions that take more than one sentence to answer.
- Let respondents gush about the product.
- Have them explain in detail. Ask them to talk for the full minute.
- Be creative! Interesting questions get interesting answers.
- Ask questions to evoke emotions like frustration or happiness.

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Question 6: \_\_\_\_\_

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Question 7: \_\_\_\_\_

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- Ask them to “show and tell” the product or to use it in front of you.
- Ask them to describe an ideal situation, product, or experience.