

67 Open-Ended Questions

for uncovering new insight with video surveys

Cheat Sheet

People were born to tell stories. But to get them talking to your business, you've got to ask them the right questions - on their terms.

These days, **video is how consumers want to communicate with each other AND your business.** Fortunately, video survey software makes it easy to collect video feedback that helps understand and amplify your customers' voices.

But you're still going to need good questions if you want customers to share powerful human insights that inspire and engage. And you probably want to master some video survey best practices too.

So we made this cheat sheet to help you write and frame video survey questions. And we're also bringing you 67 ready-made open ended questions you can use as a jump-off for any video survey you want to run.

Best Practice #1: Writing qualitative research questions, designed for video surveys

Now, because you're a pro, we're assuming you've already nailed the overall objective of your insight project. Yes? Epic, then it's time to craft your questions for your video survey(s).

But before you spill your questions onto the page, it's worth noting the key characteristics of good qualitative questions. They should:

- Enable the discovery of problems and opportunities from respondents (in their words)
- Be open-ended
- Be easy to understand and digest with no need for clarification
- Encourage free expression of thoughts and feelings

Ultimately, your approach to video survey questions shouldn't differ much from traditional qualitative approaches. It's crucial to start your study with well-constructed questions that encourage storytelling and a truly emotional response.

Best Practice #2: Framing qualitative research questions, designed for video surveys

Now before you race off and start writing your questions, let's quickly look at how to frame your video survey questions.

These simple tactics will ensure you get authentic feedback without unnecessary research bias.

Remember to:

- Keep questions short & sweet but detailed in prompt
- Questions should be open-ended in nature, prompting the respondent to tell us a story rather than simply 'yes' or 'no' answers
- Write with key themes in mind.
- Think: describe the brand in 3 words vs. tell me what you think about this brand. Those "3 words" will help identify key themes from the video feedback

Include the following types of qualitative words to engineer the type of responses you're looking for from interviewees:

How? What? Why?
Generate Discover Show
Identify Describe
Meaning Outline Explore

Got those best practices down?

Epic. Now it's time for those 67 ready-made open questions for video surveys. Read on to get your hands on questions you can use to get video feedback across a range of business areas.

Use the questions below by:

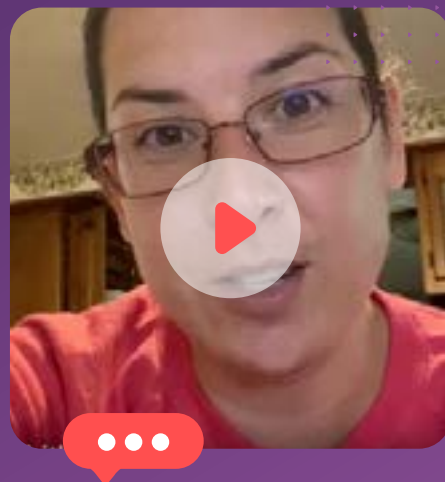
- Replacing X or adjusting the wording to include your brand, products, services and experiences.
- Edit them, combine them, and serve them up with a video survey software to get rich, consumer-recorded video responses on any topic you need to understand.



9 Essential Questions to Reveal Brand Perceptions

1. Describe the X brand in 3 words. If you had to describe X to a friend in three words, what three words would you use and why?
2. Show us how X brand makes you feel. Using items within your home (excluding those related to X activity), please select an item representing how X brand makes you feel.
3. Show us the item from the previous question in your video and talk to us about why this item represents how X makes you feel and share why.
4. What is it you connect with about X?
5. What can X do even better?
6. Describe X as a person in your life. If you were to describe your relationship to X as a friend, family member, or someone else, who would X be and why?
7. What would X need to change or do differently to ensure you purchase from X in the future?
8. When have you experienced X? Thinking of the past 7 days, when and where have you experienced (i.e., heard, seen) the X brand or logo in your life? Tell us about it and what impact it made on you, if any?
9. If you could tell your favourite X brand something they don't know about you today, what would you tell them?

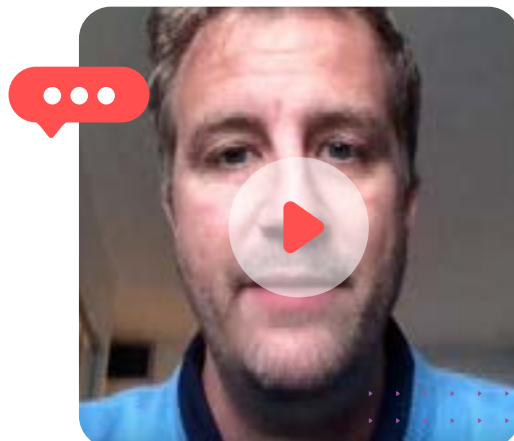
**See question 9 in
action by clicking
on the video link**



13 Questions to Crush Customer Journey Mapping

1. What triggers X?
2. When do you begin thinking about X?
3. How do you know when it's time to X?
4. What or why typically inspires or triggers your X?
5. Take us through your steps as you prepare for X – is there a goal, a plan, etc....
6. What are you doing from when you first begin thinking about X to actually X? How do you feel each step of the way?
7. Is there anything that could have helped you along the way – inspiration, motivation, tips/tricks/shortcuts, emotional support, etc.?
8. Reflect on your entire X and tell us about the different emotions you experienced throughout the day/process. Was there anything unexpected? What was your favorite/least favorite part?
9. How are you feeling now that X is over? What did your X set the stage for?
10. What are the top 3 ways your experience could have been improved?
11. What are you seeing and feeling the day of X? What are you doing, seeing, and feeling from the time you wake up until after the event is over?
12. Describe the last time that you purchased X on a whim. What was your thought process? What options did you consider? And why did you choose it?
13. How, if at all, have your X category purchase habits changed this year? Have you tried new brands? If so, what have you thought about them?

See question 13 in action by clicking on the video link



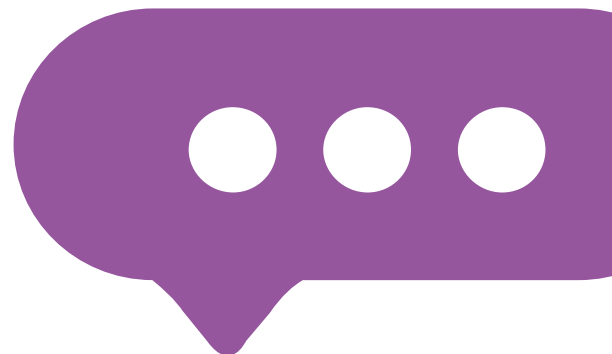
10 Questions for Next-Level Concept Testing

1. What is your initial reaction to this concept/idea?
2. What do you like about this concept and what do you dislike? Why?
3. Tell us the first 3 words that come to mind that describe X.
4. How relevant is the X concept/idea to you, and does it make you interested to learn more?
5. Would you try this concept/idea? Please explain why or why not?
6. What, if anything, could further improve this concept/idea?
7. What would X need to change or do differently to ensure you purchase this concept/idea in the future?
8. What is your perception of how the different concepts/ideas may perform?
9. Which concept/idea do you think will be best? Why?
10. Tell us about a time when you could have used a product like this concept. Would it have solved your need?



12 Questions to Deliver Captivating CX Feedback

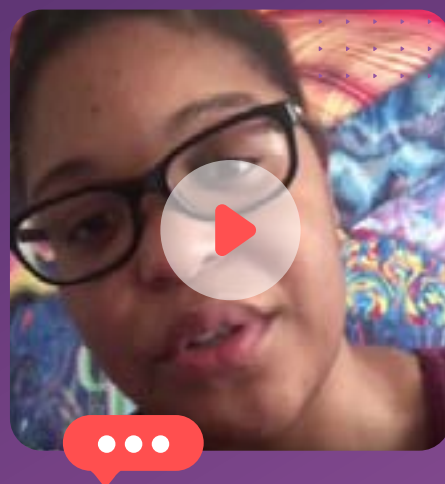
1. Tell us the first 3 words that come to mind when you experience X product/service.
2. Please describe your experience with X.
3. What surprised you about your experience with X?
4. What were the most positive elements of your experience with X?
5. What were the most negative elements of your experience with X?
6. How can X improve your next experience with the brand/product/service?
7. Can you describe any experiences you've had with similar brands to X?
How do they compare?
8. If you had a magic wand, what would you change about your experience with X?
9. What would you say to someone who asked about your experience with X?
10. What's the one thing you'd never change about your experience with X?
11. What impact has your experience with X had on you?
12. What was most memorable about your experience with X?



10 Questions for Immersive Product Insight

1. Tell me the first 3 words that come to mind when you see X product.
2. Who would you recommend this product for and why?
3. When you are selecting X products, what benefits are you looking for? Does X play a role?
4. Are you loyal to specific brands and products you've used in the past, or are you open to using new products?
5. If you had to create one "super product" for X, what attributes would you pull from all of your different solutions to create this product?
6. What specific sensory experience (smell, touch, sound, see) or benefit is most important for X product to have?
7. Name your "super product" and the ideal format.
8. Show us how X product makes you feel. Using items within your home (excluding those related to X activity), please select an item that represents this.
9. Tell me about a time when you could have used a product like X. Would it have solved your need?
10. How, if at all, has your consumption of X changed in the last 6 months? What do you believe is the cause of that change?

See question 10 in action by clicking on the video link



13 Questions for Candid Competitive Analysis

1. How would you feel if you could no longer use our product/service?
2. What other solutions have you considered for X?
3. Which other options did you consider before choosing our product/service?
4. Why did you choose our brand rather than a competitor's?
What do we do better than other companies with similar X solutions?
5. Who else is doing a good job of X and what can we learn from them?
6. What would you use as an alternative if X was no longer available?
7. What are the first three brands in X category that come to your mind?
8. What could we do to stand out from the competition? And why would that make a difference to you?
9. How would you describe your overall opinion of our brand?
10. What companies or products do you see as competitors to X?
How does our messaging compare to or stand out from the competition?
Which brands do you think 'get you' and why?

**Want to try these questions
with real people today?**

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