



Sample Online Survey Report: Complex Software Application

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Example Overview

In this research project, the goal was to survey current users of a software application and ask them what they liked about the product, what features they were currently using, and where improvements could be made. The results of this survey help decide the next generation's feature set and also helped identify product areas that had unresolved user experience issues. These issues were then explored in more detail in usability studies and through user interviews.

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<Product> Online Survey Results

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Client Name

Client Title

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TABLE OF CONTENTS

TABLE OF CONTENTS	3
PROJECT OVERVIEW	4
PARTICIPANTS	5
<i>Detailed breakdown of participants</i>	5
RESULTS	7
<i>Feature X</i>	11
<i>Feature Y</i>	11
<i>Feature Z</i>	11
<i>How Our Customers are Using <Product></i>	11
<i>Using <Product> with Other Applications</i>	11
<i>Learning to Use <Product></i>	11
<i>Top Annoyances & Final Comments</i>	12
CONCLUSIONS & RECOMMENDATIONS	14

PROJECT OVERVIEW

In March, we sent out a survey to the X mailing list and to 654 <Product> customers who had recently completed the <Product> Feature Survey sent out by <marketing employee> and indicated that it was okay to contact them again. The goals of the survey were:

- To collect general usability data from a broad population of <Product> users
- To narrow the focus of future usability efforts by identifying which areas of <Product> are currently the more difficult to use or present usability challenges
- To collect general <Product> learnability data
- To collect a list of user annoyances which may support some team members' theory that there are few major usability issues left in <Product>, but rather lots of little ones.

340 customers completed the survey. Based on email addresses, 42 of these respondents were internal Company X employees and 298 were external customers.

The results show that although nearly half the customers added comments about how much they appreciated <Product>, there are still areas that need improvement. The following areas of <Product> need the most usability attention:

1. Understanding Feature X

Over 30% of users are not clear about when to use the <feature> versus when to use other <Product> controls.

2. Feature Z Stability

56% of users frequently experience bugs or stability problems when editing <feature>.

3. Saving Feature Y

65% of respondents frequently make mistakes while saving <feature>.

4. Large Site Issues

34% of users are experiencing a wide number of speed and stability problems when working on <feature>.

5. HTML Editing

44% of users leave <Product> to perform < task> in Product X and Product Y among several other products.

6. Lots of Small Things

In the final open-ended questions asked, 77% of users listed at least 3 annoyances with <Product>.

PARTICIPANTS

We sent out surveys to the X mailing list and to 654 <Product> customers who had recently completed the <Product> Feature Survey sent out by <person> and indicated that it was okay to contact them again. We received 42 completed surveys back from internal employees and 298 back from external customers making our external response rate 46%.

Detailed breakdown of participants

Below is a more detailed breakdown of the customers included in the results...

1. Users are equally divided between <job type1> and <job type2>. Over 80% of users are either intermediates or advanced in one of these two areas.

How would rate your <job type1> and <job type2> experience?

<job type1> Experience

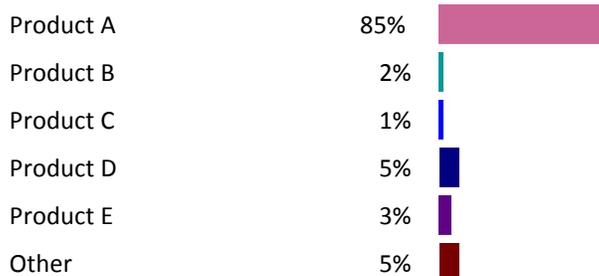


<job type2> Experience

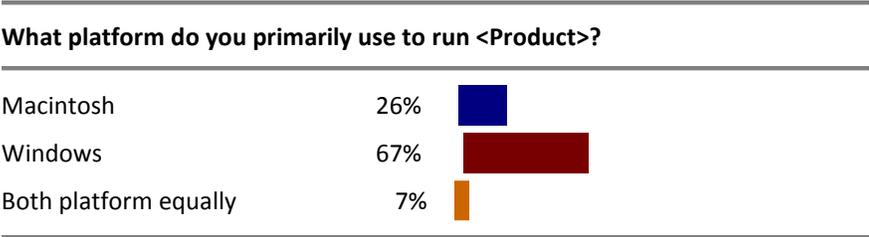


2. 85% of the respondents consider <Product> their primary <tool>.

Primary <Tool>



3. 67% of the respondents are Windows only users, 26% are Mac only users.

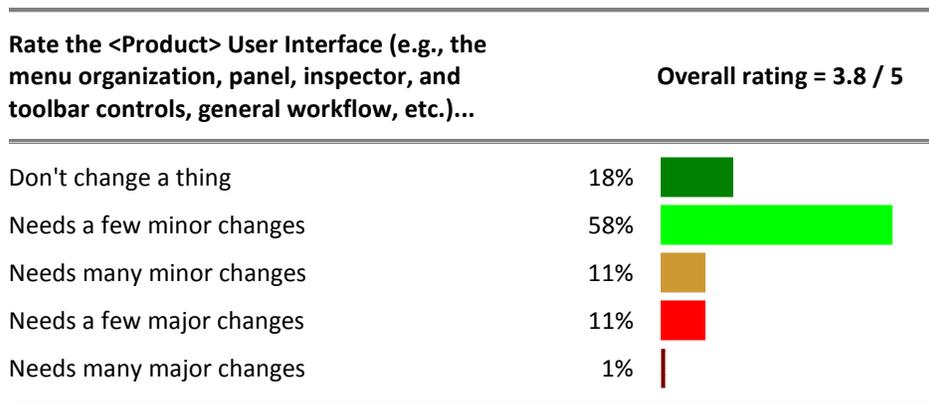


RESULTS

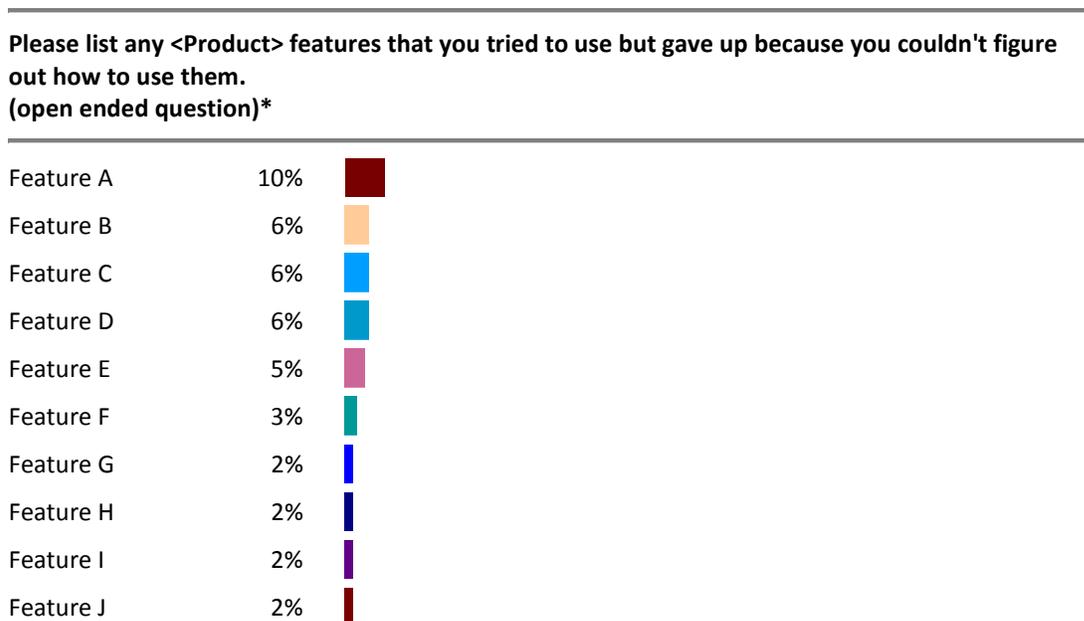
The General <Product> User Experience

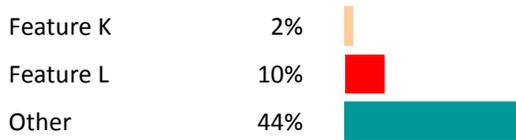
This section lists how participants responded to questions about general <Product> task performance and understandability.

4. Over 75% of respondents feel that <Product>'s UI needs only a few minor changes or no changes at all.



5. The most common features that users gave up on because they couldn't figure out how to use them were Features A, B, C, and D.





For a complete list of how participants responded to this question, [click here](#)*

* The reader is strongly urged to read the specific user comments for all open ended questions. All comments are sorted by feature in hopes that specific feature teams can easily locate and read all the comments relevant to their feature.

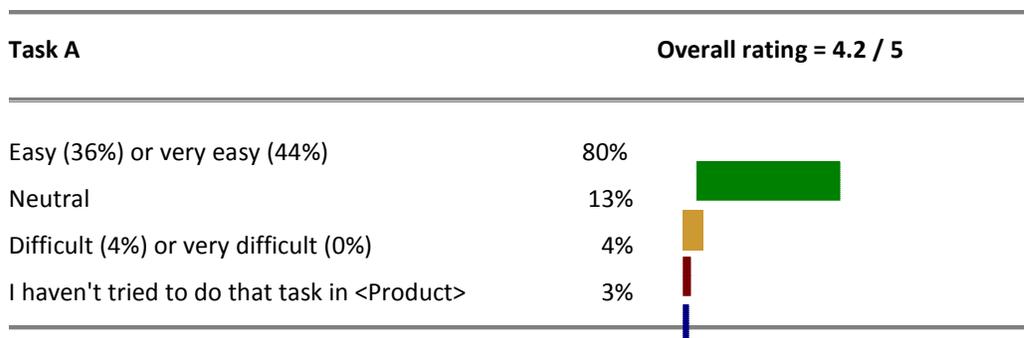
Specific <Product> Feature Usability

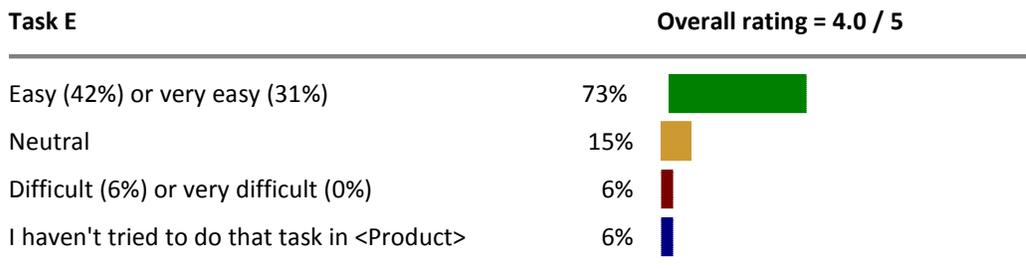
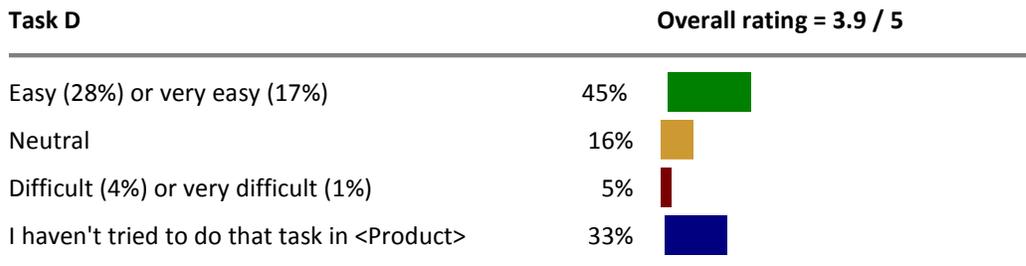
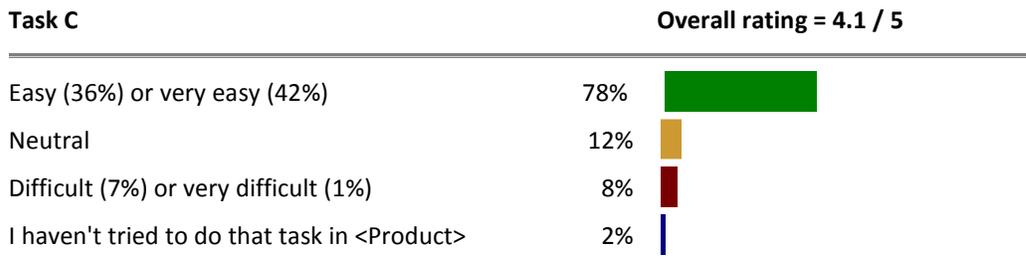
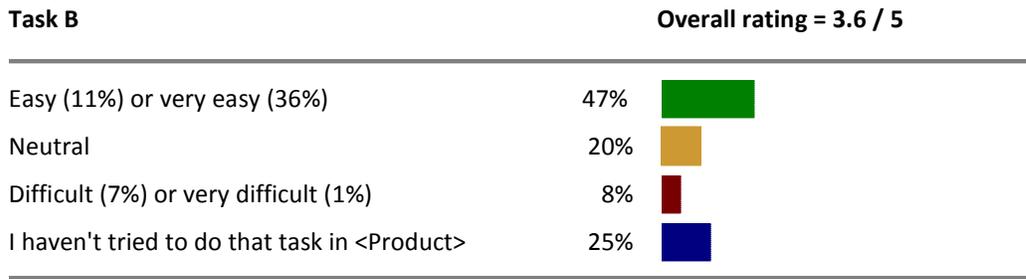
This section lists how participants responded to questions about the ease of using specific <Product> functionality. For each task, users were asked to rate on a scale of 1 to 5 how difficult or easy they thought it was to perform that task in <Product>, where 1 = very difficult and 5 = very easy. Participants were also given the option of responding "I haven't tried to do that task in <Product>."

6. The following general <Product> tasks were rated as east to use (a mean of 4.0 or higher on an ease of use scale):

- Task M
- Task N
- Task O
- Task P

7. No <Product> tasks were rated as difficult to use (a mean of 3.5 or lower on a ease of use scale)!





Task F	Overall rating = 3.8 / 5	
<hr/>		
Easy (38%) or very easy (25%)	63%	
Neutral	23%	
Difficult (11%) or very difficult (1%)	12%	
I haven't tried to do that task in <Product>	2%	

Task G	Overall rating = 3.7 / 5	
<hr/>		
Easy (37%) or very easy (23%)	60%	
Neutral	27%	
Difficult (10%) or very difficult (1%)	11%	
I haven't tried to do that task in <Product>	2%	

8. 19% of users are annoyed with <Product> Features W and X.

Please rate your experience working with features W and Y in <Product>...	Overall rating = 3.4 / 5	
<hr/>		
Satisfied (40%) or very satisfied (12%)	52%	
Neutral	29%	
Annoying (18%) or very annoying (1%)	19%	

Understanding <Product> Concepts

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Feature X

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Feature Y

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Feature Z

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How Our Customers are Using <Product>

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Using <Product> with Other Applications

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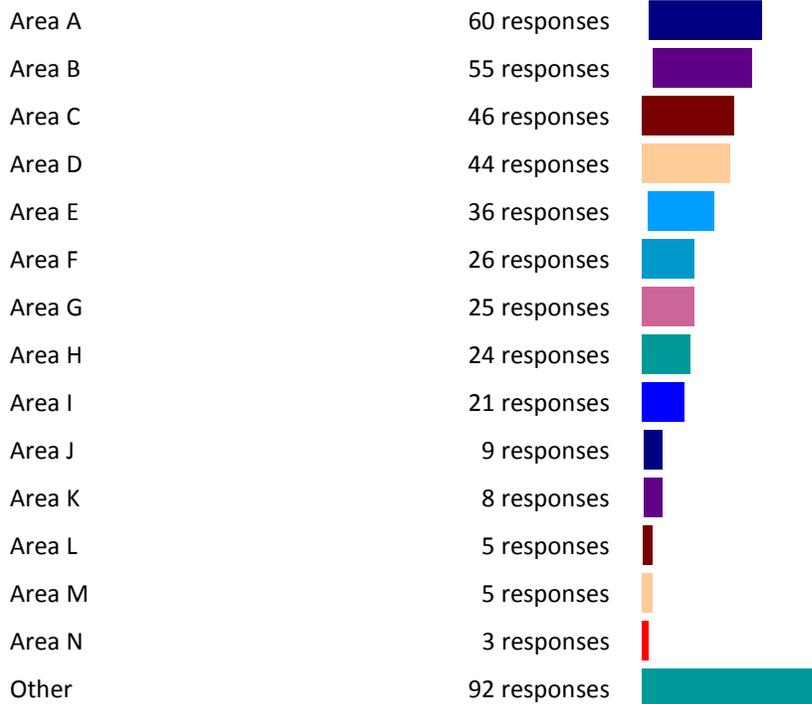
Learning to Use <Product>

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Top Annoyances & Final Comments

50. The <Product> areas that annoyed users the most were inspectors, panels and windowing, site & FTP issues, text editing issues, and tables.

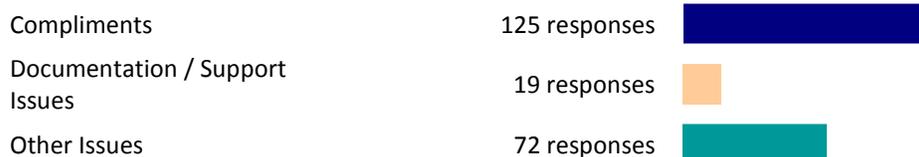
Name the top 3 annoyances you have with <Product> 4.



The reader is strongly urged to read the comments in this section. They are organized by topic. [Click here](#) to check them out.

52. Users took the time to compliment the <Product> team's hard work and make great final suggestions. Take the time to check these out!

Additional comments



To see the complete list of users' final comments, [click here](#).

A Few Sample Compliments:

- There's a good reason why <Product> rocks so damn hard -- the product easy to use (not just for advanced users) and make me super-productive. Plus it looks pretty good. Your main ...
should look good if you're going to be looking at it all day.
- <Product> rules for artists like me who are not programming savvy
- <Product> makes me happy. Endorphins.
- You guys are awesome! Fantastic product, fantastic support and fantastic service! Keep up the great work, and thanks to all of the tech support folks who keep us sane on the NG
- I am just a beginner but I really like using <Product>. Coming from a totally graphics background it has been easier not to have to get caught up in learning coding. I can focus more on the design, yet if I want to understand the coding it's all right there! Great Product!!!
- Basically, I couldn't be happier! As soon as I first experimented with <Product>, I immediately and permanently ditched product y & the appalling product z. The key philosophical/design/aesthetic advantage of <Product> to me is it trusts you to know what you're doing...
- I love the customer support which Company X provides. Keep it up!!!! Really!
- Dollar for dollar this is probably the best software package I've ever bought.
- <Product> kicks ass
- It's a really great program and blows product Y thoroughly out of the water. Your <Product> Team rocks.

A Few Sample Complaints:

- I find that in many of your step-by-step instructions steps are left out so that I'm sitting there trying to figure out why the next step doesn't make any sense. Many times, I have to get online in the user forums and user web sites to get clarification of processes. And a lot of times, I'll look something up in your manual and still not have a clue what the manual meant. The manual makes even the easy stuff seem hard. I had to take a class to learn things that were basically easy to do in <Product>, but that scared me to read about in the manual.
- Platform X incompatibilities. I can only cringe when I think of how badly this thing will work with Platform Y.
- Using feature z drives me batty. I don't exactly know why either. I just know that I get [details of problem]. I'm sure I'm missing something, but I sure can't seem to find it!
- Wish I could understand the feature O better I think I would benefit from it
- The cache compilation is probably THE largest impediment to effective work in the <Product> environment. Why does <Product> need to [details]? Why is not possible to [details] upon which most of the development work is being done and leave it at that. X is very annoying.
- The feature M's are annoying. I can never seem to find a place for them that isn't in the way. I open and close them A LOT!!
- The feature N seems fussy: there are times when it encounters an error and I can only clear it by closing and re-launching

CONCLUSIONS & RECOMMENDATIONS

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