

Task Guide

Creating a Web Site Customer Survey

Responsible: Digital Media

Project Description:

You have been tasked to create a customer survey to record their experience using the company web site. The survey should be created using Google forms and should be used to get feedback on how you can improve the customer user experience while on the company web site.

Guidelines:

1. Develop survey questions.

- A. Meet as a team at a computer and open a word processing program
- B. Create heading for the following categories; Home Page, Navigation Bar, Products pages, About Us, and Overall web experience.
- C. You will be having the customers taking the survey align with 4 responses;
 - disagree
 - somewhat disagree
 - somewhat agree
 - agree
- D. For each heading list a series of statements about the website that the customer will use the responses above. Example: ***The home page clearly communicates what the business sells.***
- E. Make sure that statements, when you get the answer from the customers, will be of value in improving the web site experience for customers and are professional in nature.
- F. Print or share the list with your teacher for approval or revision of the statements. _____

teacher signature

2. Developing the Survey

- A. After approval of the survey content, open a new Google form
- B. The first section should be demographic information. Last name, First Name, Age,
- C. Begin with the Home Page section by creating a "Checkbox Grid"
- D. The rows will be the statements you will be listing, the columns will become the check boxes for each statement. The columns should be in this order: (1) disagree (2) somewhat disagree (3) somewhat agree (4) agree
- E. Additional questions can be added for specific response to the web experience
- F. Repeat this section for each category of the survey until you have finished
- G. When the survey is complete, share the survey link with your teacher and submit this sheet

Consultant Decision: Submit this sheet for evidence of completion of this task.

Approved Not Approved Signature: _____

Comments: _____
