

Empowering brands led by women and people of color

Get to Know Your Customer: Customer Research Tips & Questions



CUSTOMER RESEARCH TIPS

Interviews

- Schedule 30 min one-on-one interviews with 3-10 customers.
- Use an objective third-party as an interviewer if you want more candid feedback.
- Ask if you can record the session so that you can review specific details later.
- Focus on the deeper questions that cannot be answered in a survey.
- It's okay to be conversational and build a rapport with your customer.

Surveys

- Use Google Forms (free) or Survey Monkey to create a simple survey that you can distribute via email.
- Keep the survey short and sweet—no more than ten questions is ideal.
- Common question types include multiple choice, checkboxes, dropdown, rating scale, or short answer.
- Use a mixture of qualitative (about 30%) and quantitative (about 70%) questions.
- It's okay to offer some type of incentive or thank you to your customers for participating.

USEFUL RESEARCH QUESTIONS

Demographics

- Name
- Location
- Gender
- Age
- Ethnicity
- Education
- Profession
- Family & Dependents
- Income
- Language

Decision-Making

- What were the three most important factors for you in choosing your [product/service type]?
- What competitors, if any, did you consider?
- Where do you look for information about [product/service type]?

Behavior & Psychographics

- Tell us about yourself.
- How would you describe yourself in 3-5 adjectives?
- What are some of your personal values?
- How do you spend your time?
- What are some of your goals and ambitions?
- What are some of your hobbies and interests?
- What are some of the challenges you're experiencing?
- What type of resources are you looking for?
- What do you read, watch, listen to, etc?
- What are some of your favorite brands/products?

Experience with your Brand

- How did you hear about [your brand/product/service]?
- Why did you choose [your brand/product/service]?
- Tell me about your experience with [your brand/product/service].
- How did your experience with [your brand/product/service] make you feel?
- What, if anything, makes [your brand/product/service] special or unique?
- What problems did [your brand/product/service] help you solve?
- What adjectives would you use to describe [your brand/product/service]?
- What are [your brand/product/service]'s three greatest strengths?
- What do you like/dislike about [your brand/product/service]?
- How likely is it that you would recommend [your brand/product/service] to a friend?
- How often do you use [your brand/product/service]?

Brand Awareness

- When is the last time you used [product/service type]?
- When you think of [product/service type], what brands come to mind?
- Which of the following brands have you heard of? (List)
- When did you first hear about [your brand/product/service]?

WANT TO DISCOVER MORE ABOUT YOUR CUSTOMERS?

Liz can help!

Call 310.439.8602 or email
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to get started.



MEET LIZ MARIE

Powering Life-Changing Brand Growth

Liz is all about growth. Her purpose is to help people, and their companies, grow and ultimately reach their highest potential.

Liz is an award-winning brand strategy expert and creative director with 13 years of experience building brands that customers love. She has worked with over 100 brands across industries, from small businesses to Fortune 100 companies. Today, she empowers brands led by women and people of color grow and thrive in order to achieve equality of opportunity & representation, and equity of economic power.

Learn more at lizmariestrategy.com