



QUALITATIVE RESEARCH QUESTIONS

As mentioned in my [‘How to Improve Your Design Business By Asking Your Clients One Simple Question’](#) blog post, you can use this Qualitative survey to learn more about yourself, your business and your clients.

When you’re ready to interview some of your clients you’ll want to ask them a variety of questions aimed at ascertaining your strengths and weaknesses. This will, in turn, teach you what strengths to highlight when approaching new clients in the future, and what areas you will need to improve upon next time.

A lot of this has been inspired from the excellent book ‘Feed the Startup Beast.’ If you’re looking to improve your design business through in-depth customer research, I really recommend you check it out.

[Information on where you can buy ‘Feed the Startup Beast’](#) can be found towards the top of my original blog post.



QUALITATIVE RESEARCH QUESTIONS

How would you describe your business, and what industry would you say you are a part of?

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Within your company, when you decided you wanted to purchase our services, who was involved in the decision process?

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QUALITATIVE RESEARCH QUESTIONS

When considering our service, who would you say were our competitors for your business?

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How did we differ from those competitors?

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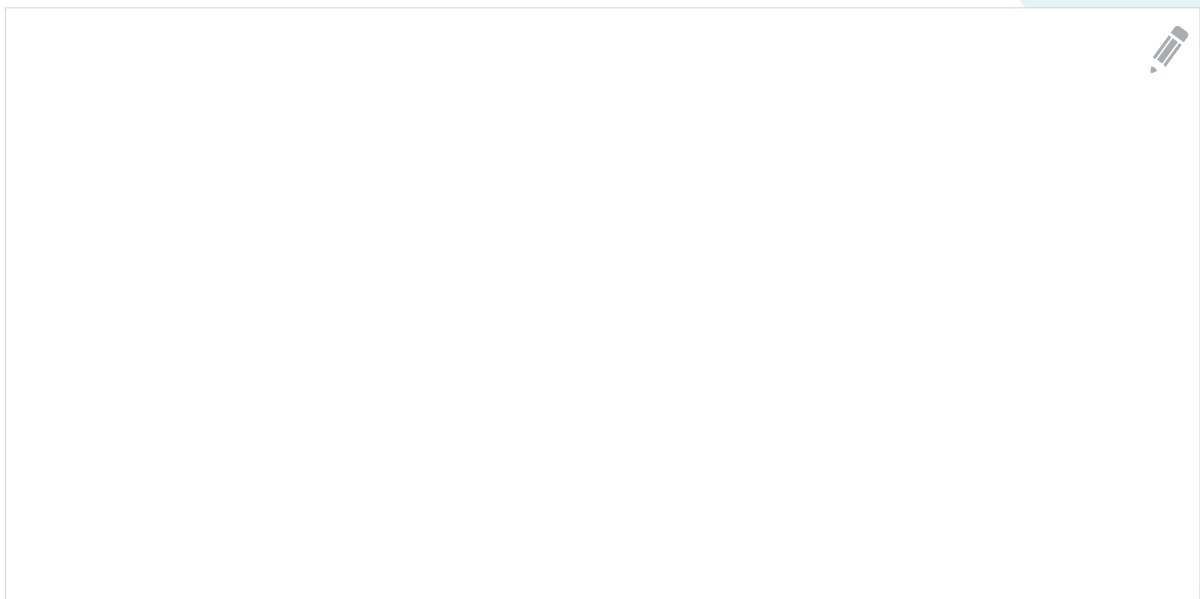
QUALITATIVE RESEARCH QUESTIONS

Who in your company (including their official job title) had the final say in the purchase of our services? Is there anyone else who had a key influence on the decision to buy?



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How long does it usually take for a decision to purchase services like ours usually take?



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QUALITATIVE RESEARCH QUESTIONS

When you or your team were researching for services like our own, how did you go about finding our services? Also, what were the key information sources you relied upon, and which would you say were the most influential?


For example; sales rep, social media advertising, social media recommendation, forum discussion, blog posts, trade websites, recommendations from people you know, trade shows, email advertising, search engines etc?



What was the ONE key thing that finally made you decide to go with us?




What are the 3-5 biggest worries you have about your own business?






QUALITATIVE RESEARCH QUESTIONS


What is the best thing we could do as a company to help you address one or more of the worries you have about your business?



What were the qualities you saw in us that made you believe we were a better fit for your companies' needs over our competitors. Can you give us three qualities and rank them in order of importance?



What would you tell us to keep doing?






QUALITATIVE RESEARCH QUESTIONS

What would you tell us to stop doing?



What would you tell us to start doing?



Got any questions?

Then don't hesitate to get in touch with me and ask! I'm here to help you get the most out of your business and would love to guide you to success.

How can you get in touch? It's easy! [Return to my blog](#) and post your questions underneath in the comment section.

[Alternatively... you can get a hold of me via my Facebook page.](#)