

User experience in lead generation questionnaire

* Required

Informed Consent:

The research study will investigate the effect of user experience on lead generation, after which a framework will be constructed to help business' increase their business value. You as a professional in the design field can benefit from this study as it will ultimately provide you with a more concise framework to ensure success in your designs. You will be required to complete a questionnaire about extant knowledge in this field, as well as focus groups after the data collection phase to assist and deliver an opinion on how the framework should be structured.

By completing this consent form, I

- Am aware that **I may withdraw from this study at any time** without harm and
- agree that my **participation in this study is completely voluntary and**
- agree to the **use of my response** in the research study and
- agree to participate in this study and make **use of my professional rather than personal opinions.**

By completing this consent form, I know that the research team promises

- To treat my **personal information with the utmost care and**
- to **ensure complete anonymity** for me during this study and
- to let me **know before any harm may come to me** and I have the right to withdraw if I feel that the risk is too great and
- to let me know if **any changes occur in how they propose** to use my professional contribution to this study.

By clicking the **NEXT** button, you give informed consent that you agree to the above.

This questionnaire should be answered as accurately as possible, using your **professional** opinion.

1. I know how to adequately adapt an interface to maximize UX: *

1	2	3	4	5
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Strongly Disagree Strongly Agree

2. I know of an extant **framework** (not principles/rules) that provides guidelines to design an interface with UX in mind: *

The definitions of the term framework and principles for the purpose of this survey are as follows

Framework: "Real or conceptual structure intended to serve as a support or guide"

Principle: "Comprehensive and fundamental law, doctrine or assumption"

1	2	3	4	5
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Strongly Disagree Strongly Agree

3. If you **disagree** with question 2, would you find such a framework beneficial for interface design? *

1	2	3	4	5
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Strongly Disagree Strongly Agree

4. I believe that UX has an impact on online lead generation: *

1	2	3	4	5
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Strongly Disagree Strongly Agree

5. Effective UX based online lead generation strategies are a necessity for a lead generation business: *

1	2	3	4	5
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Strongly Disagree Strongly Agree

6. A company should have someone in charge of implementing and managing these strategies for online lead generation: *

1	2	3	4	5
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Strongly Disagree Strongly Agree

7. Close collaboration between different departments within a company is an integral part of successful UX implementation: *

1	2	3	4	5
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Strongly Disagree Strongly Agree

8. A/B Testing is an effective way of evaluating changes made to an interface, guided by UX principles: *

The definition of A/B testing and principle for the purpose of this survey is as follows

A/B Testing: The comparison of two interfaces at a time, in its natural environment, to assess their performance.

Principle: "Comprehensive and fundamental law, doctrine or assumption"

1	2	3	4	5
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Strongly Disagree Strongly Agree

9. A company should adjust its interfaces if the desired online lead generation conversion goals are not met: *

1	2	3	4	5
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Strongly Disagree Strongly Agree

10. Lead generation is an effective way to increase business value. *

☐

1

☐

2

☐

3

☐

4

☐

5

Strongly Disagree

Strongly Agree

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