

# Online Survey

**Task: For this project, I needed to create a survey and send it to my friends, family or colleagues. My aim is to get a minimum of 10 survey responses.**

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# Table of contents

The whats, the hows and the whys .....	3
The questions .....	4
Executive summary .....	5
Question 1: .....	7
Question 2: .....	8
Question 3: .....	9
Question 4: .....	10
Question 5: .....	11
Question 6: .....	12
Question 7: .....	13
Question 8: .....	14
Question 9: .....	15
conclusions and takeaways: .....	16

# The Whats, The Whys & The Hows

## What is an online survey

Online survey or internet survey, is one of the most popular data-collection sources, where a set of survey questions is sent out to a target sample and the members of this sample can respond to the right questions over the world wide web. Respondents receive surveys via various mediums such as email, embedded over website, social media etc.

## Methodology:

- **Distribution:** LinkedIn, WhatsApp
- **Survey Tool:** Google Forms
- **Participants:** 25
- **Number of Questions:** 9
- **Time to complete:** 3-5 Minutes
- **Survey Duration:** 6 days

## My Goals for this survey are as follows :

- I want to learn about the user experience with the car rental service.
- I want to learn from their habits and behaviours so I can implement it in my design.
- I want to see which pain points they endured, so I can avoid them in my design.
- I want to spot any patterns from the answers of the participants

# The questions

## Why did I chose these specific questions

### **How often do you use a car rental service?**

With this question I want to assess the frequency of usage in order to validate the use of plans or membership for returning customers.

**For which purposes were you using the car rental services? (You can mark more then one option. If other, then point please which)**

With this question I wanted to know what are the car rental habits of the users.

### **When booking a vehicle, are you using it locally or abroad?**

With this question I wanted to know what are the needs of the user.

**Which type of service did you use? Official website (Avis, hertz etc.)? Rental comparison (skyscanner. Check24 etc.) or other( please specify)?**

Here I wanted to see how the users use the internet to complete their task.

**What would you expect from a rental service? Which improvements would you make?**

Here I seeked the help of the users to understand how to make a better experience for them.

### **While using the rental service, were you able to complete the task? If not, why not?**

Here I wanted to understand the pain points of the users while using the auto rental service.

### **How as your experience with the rental service? (1-very satisfied 5-disappointing)**

Here I wanted to understand the overall satisfaction of user with the rental service.

### **Which device do you typically use to book a car?**

In order to understand on which device where to focus my designs. It could just be a priority.

### **Are there any specific features that you appreciate from a car rental service? (You can mark more then one feature)**

Here I wanted to see which features I should include in my future designs, or at least which ones to prioritise.

# Executive Summary

## Objective

The purpose of engaging in this survey is to learn as much as we can about our users, their behaviours, their needs and how they use the internet to complete their tasks. The survey suppose to be quick and easy way to gather a lot of information about the people using the car rental service.

## Value

Combining open,- and multi-choice questions, I had a spectrum of questions to retrieve valuable information in a survey form that lasted less then 5 minutes. From the open-ended ones people gave their personal opinions and shared from their own experiences.

Furthermore- cheap and effective.

## Tools

Social Media - LinkedIn

Google forms

Keynote

## Conclusions

There are definitely recurring patterns and behaviours that can be concluded and taken into consideration towards the next step. The survey is a quick and dirty way to do that.

Examples for that, that stood out are:

- + The list of features that people pointed out and wrote.
- + The design should be focused less on tablet and more on desktop, following mobile.
- + People are not renting so frequently, thus the experience should be more exceptional.

- + Most users complete their tasks.
  - + People are screaming for transparency.
- 

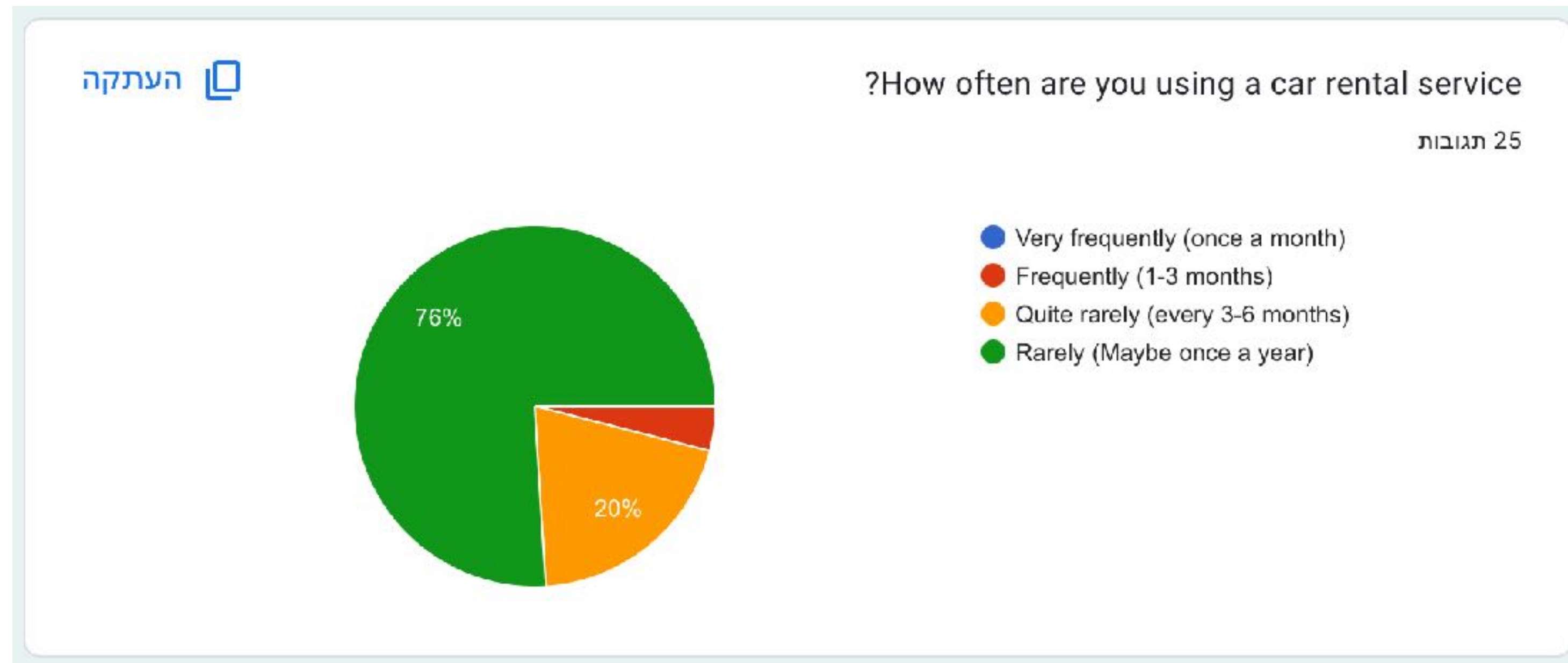
- Formulate the questions better
- Shoot towards more open-ended questions .
- Don't overload with too many ambiguous questions .

**In one sentence:** Online survey is a cheap and effective way to gather as much quantitative information as possible in the a very short period of time.

**The questions: analysis**

# Question 1/9

## How often do you use the car rental service?

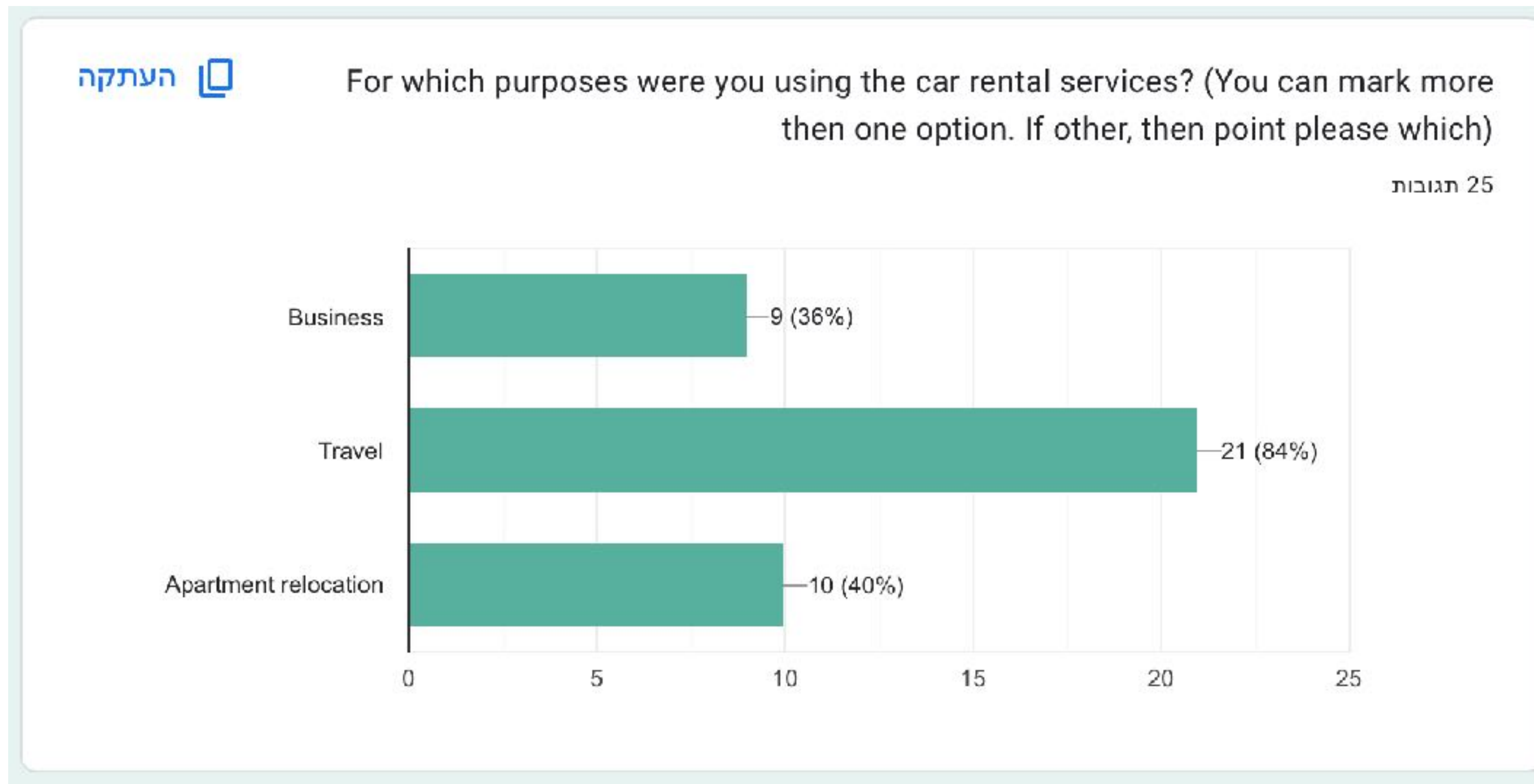


- I started with this question in order to assess how frequent the user uses the rental service.
- The purpose of of this question is for me to see if the user is a returning customer or not. It will help me to assess if some features will be necessary in the future or not, such as: Membership, user account etc.
- From the answers I learned that the majority of people use the rental service not so frequently.  
76% very rarely (maybe once a year)



# Question 2/9

**For which purposes were you using the car rental services?**

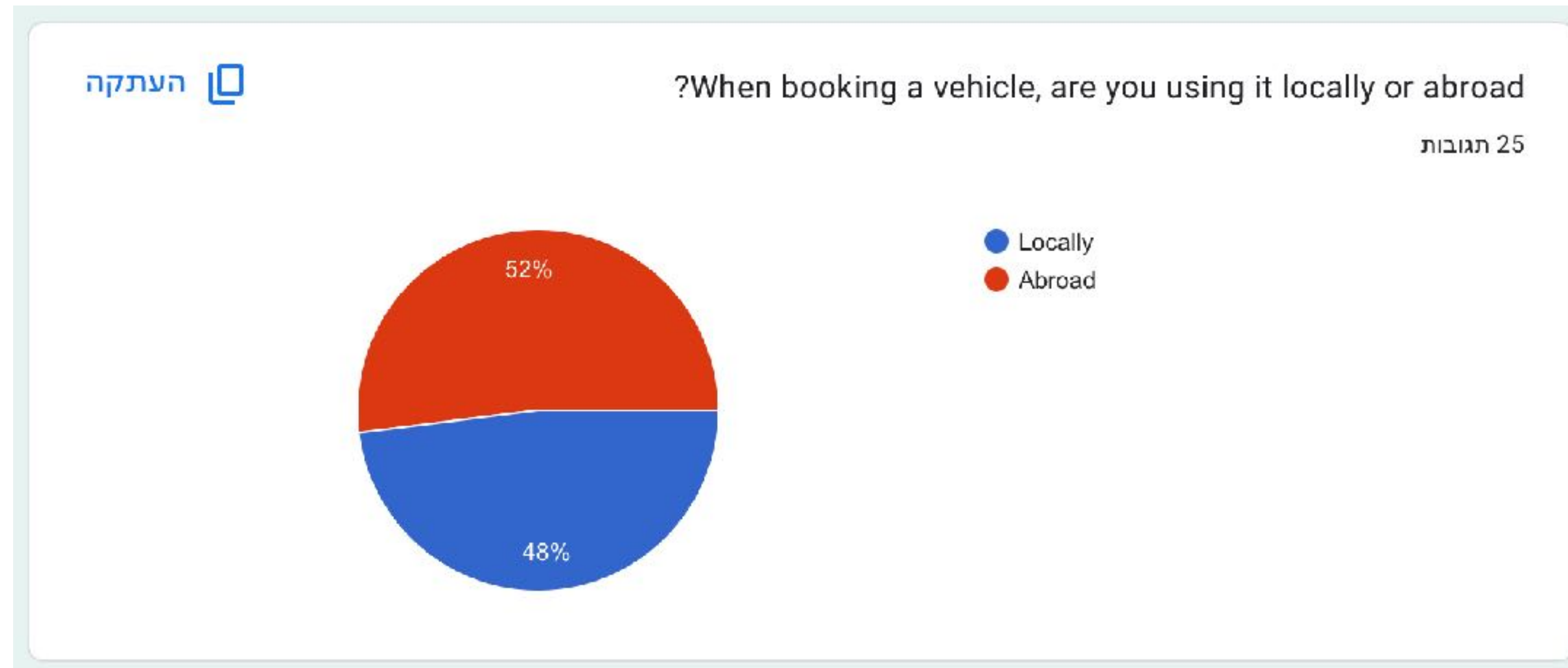


- In this question I want to see which function will the vehicle serve.
- The purpose of of this question is for me to which were the focus the main effort in my product. Each function requires different needs to fulfill and different tools to offer the user.
- From the answers I learned, I see that the majority of people use the rental service for travel purposes. This will help me to prioritise the services that will be offered.  
84% (9) use the service for travel  
40% (10) use the service for relocation.  
36% (9) use the service for business.



# Question 3/9

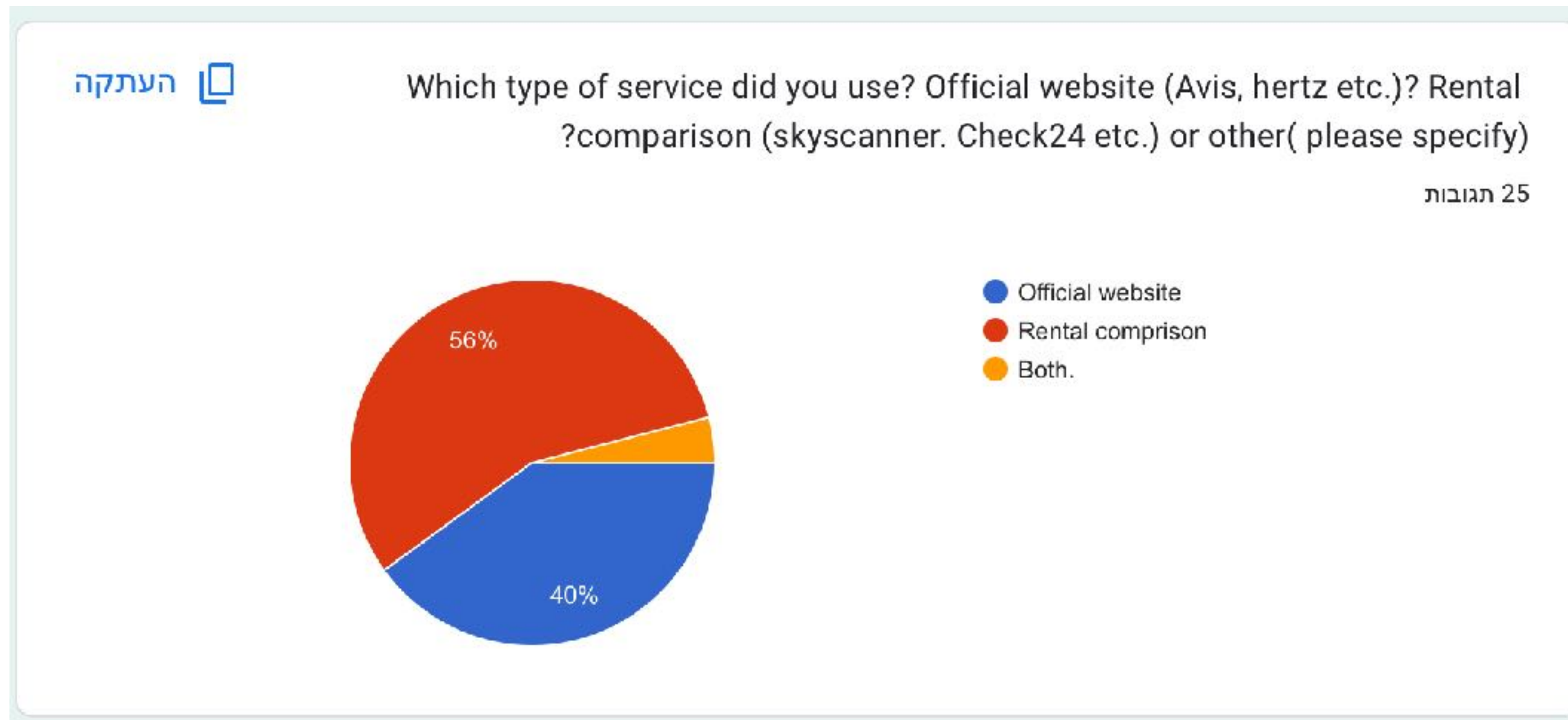
**When booking a vehicle, are you using it locally or abroad?**



- Asking this question I wanted to see the purpose of the the function of using the vehicle.
- The purpose of of this question is go a little deeper and to understand if the vehicle will be use locally or abroad, because the location also affects the planning and tools that will be offered to assist the user to have a better customised experience.
- From the answers of the users I can't make a decisive decision, because it practically 50/50 .  
48% locally  
52% abroad

# Question 4/9

**Which type of service did you use? Official site? Rental comparison? Or other?**



- In this question I wanted to understand the behaviour of users when approaching the internet in order to accomplish his/her task.
- Whether the user uses an internal or external source to complete his/her task, will help me understand which kind of functions I will have to include in my product, in order to match the service to the users' expectations and to better their experience with the product.
- The answers are indecisive, and are insufficient to make a clear decision.  
56% rental comparison  
40% official website  
4% both

# Question 5/9

**What would you expect from a rental service? Which improvements would you make?**

?What would you expect from a rental service? Which improvements would you make

25 תגובות

.Cleanliness, vehicle condition, flexibility in return hours, vehicle replacement and repair service

.Easy online process when booking

Transparency of costs

Transparency, transparency, transparency

Fast, simple and transparent booking process. All insurances included plus fully comprehensive insurance without deductible

.Clarity in cost. You never know exactly what are ending up paying

cheap and effortless

Easier pickup and give back of vehicle

Good offer. easy booking and easy handling (get the car easily at the airport. no waiting time. no hassle)

- In this question I wanted to hear first-hand from the users mouths, which expectations do they have before they approach the rental service website.
- This is for me a treasure of answers, because I can take a lot of material to work with when I move on to the design and implementation phase.
- Out of 25 participants, I got 23 very helpful responses which I can implement them later.  
2 gave me a “non-answer”



# Question 6/9

**While using the rental service, were you able to complete the task? If not, why not.**



- In this question I wanted to see if there are any roadblocks that the user confronted while using the website of the rental service provider.
- Even though I left a place for the user to add elaboration regarding their roadblocks, non has added any comments.
- The responses were very decisive regarding the question:  
96% succeeded in their task.  
4% didn't succeed.

# Question 7/9

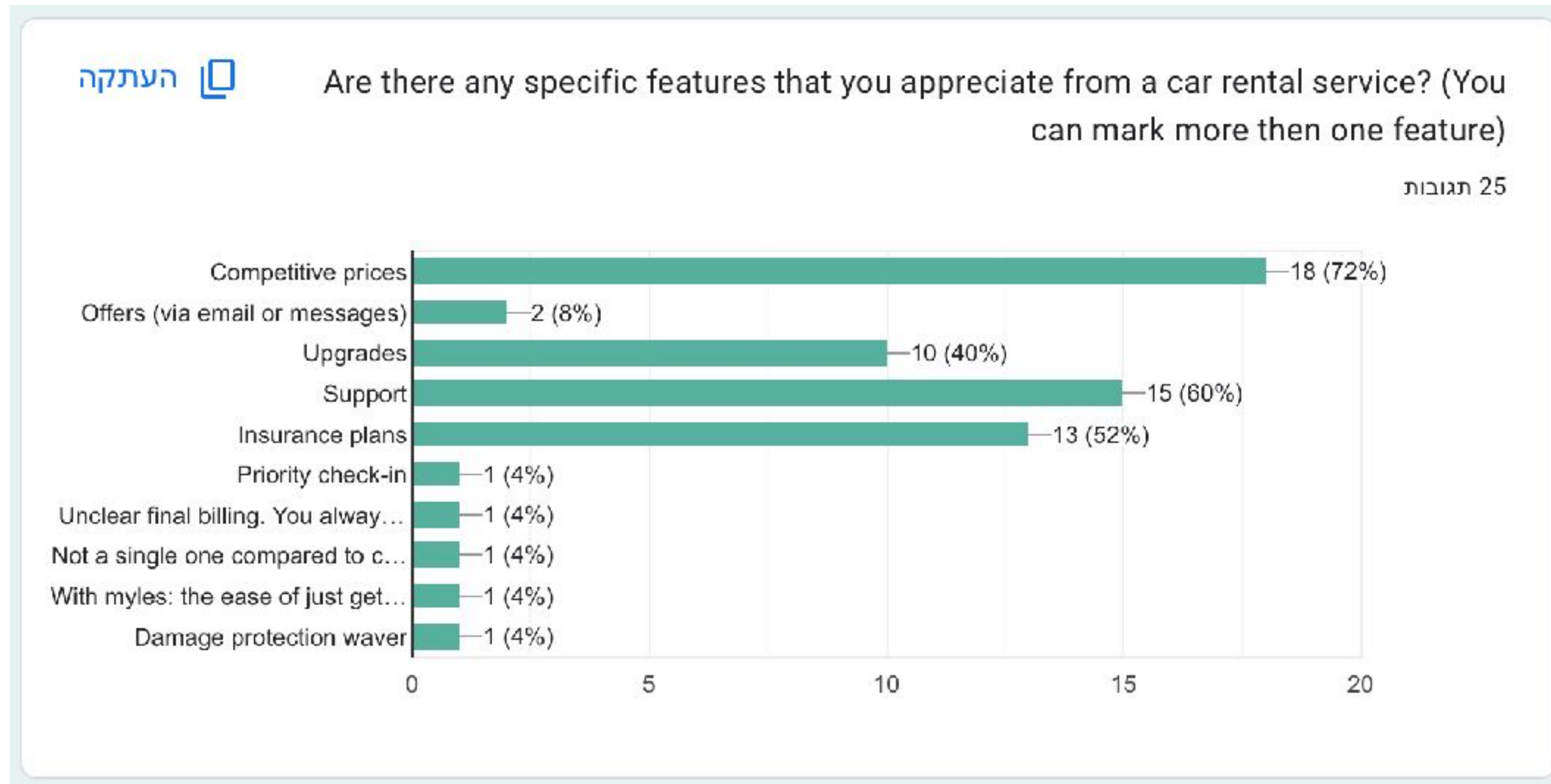
**How was your experience with the rental service? (1-very satisfied 5-disappointed)**



- In this question I wanted to understand what is the overall satisfaction with the rental services that the users used.
- From this graph I can gather there is room for improvement, and that people are not fully satisfied with the services that are offered today.
- 1- 2(8%)  
2- 9 (38%)  
3- 8 (32%)  
4- 5 (20%)  
5- 1 (4%)

# Question 8/9

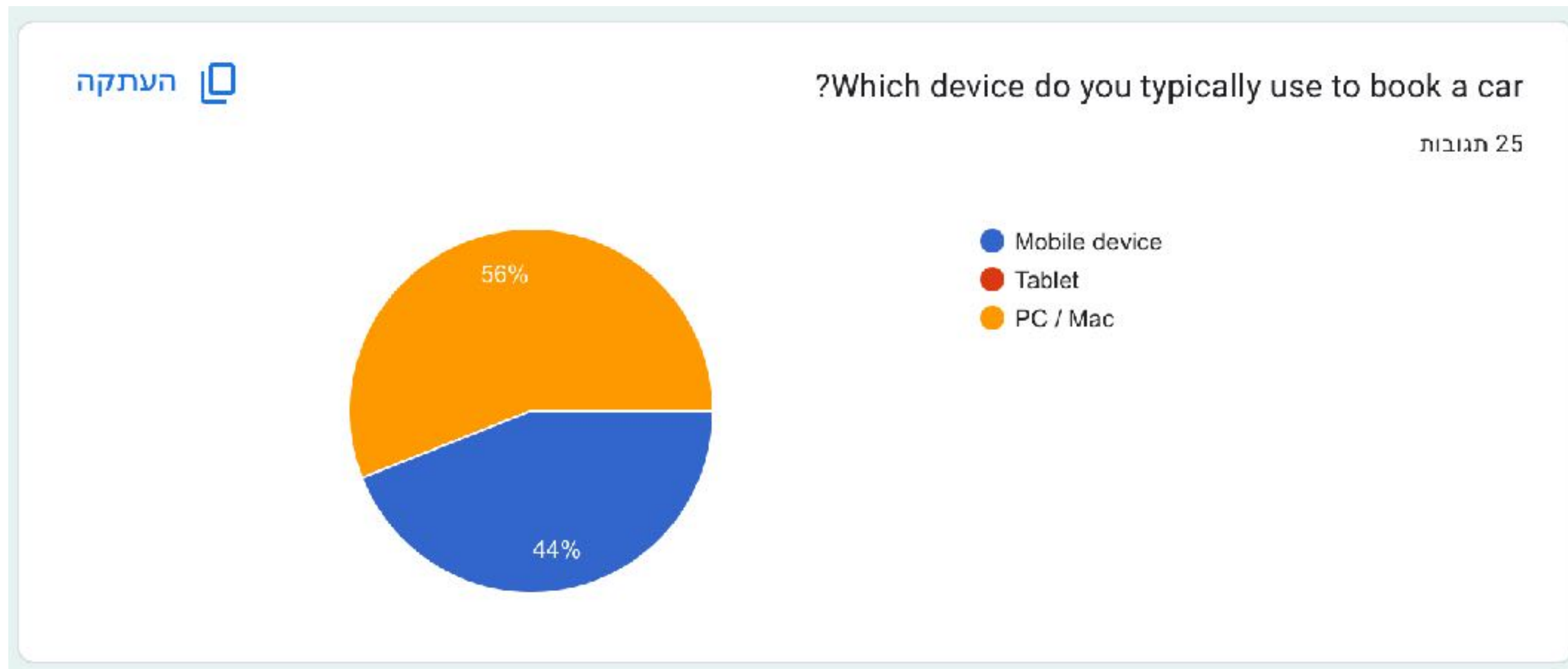
**Are there any specific features that you appreciate from a car rental service?**



- In this question I gave the participants a list of features to choose from, that they wish to have and offered room to add some suggestions of their own.
- Another treasure of answers, because I see first hand what the people are expecting to see, not only from what I gave them, but also from what they wrote.
- The majority of the people (18 - 72%) are searching naturally for competitive prices, support (15 - 60%) and insurance plans (13 - 52%).

# Question 9/9

**Which device do you typically use to book a car?**



- In this question I wanted to learn about the behaviour of the user while booking a vehicle.
- The idea is to see where to focus, or at least where to start implementing all the research data and turning it into practice.
- These results were also very indecisive, pretty much 50/50, even though there is a tendency towards desktop users (56%). I can also exclude putting any effort on the tablet version, even though I myself use my iPad to do a lot of actions.



# Conclusions and takeaways

- The first obvious observation that I gathered from this survey is that the formulation of some of the questions that I formulated, are lacking and were not so clear by some of the participants.  
I have gathered most of the participants through LinkedIn from my contact list, and I targeted people from the field of product and UX. I have asked all of them to give me feedback on the questions and point of improvements in order to learn from their experience and expertise in order to be better at it for future surveys.
- I have gathered so much from the open-ended questions, as was described in the brief, in compared to the multi-choice questions. It very much be, as described before, that my questions were not best formulated. People were giving me from their time a lot of information which I documented in order to use for the analysis and finally implement it in my design.
- From some of the multi-choice questions I was able to gather some vital information regarding which part to eliminate, i.e: that people don't use tablets for their actions (which differs from the way i use it), or that people are expecting more from the car rental services that are out there at the moment. I learned about their behaviours (using more rental comparison websites). I also learned which features should I focus more on.
- This survey was definitely a great help for my research. I have gathered a lot of information about the users' needs which will be vital for the foreseeable future.