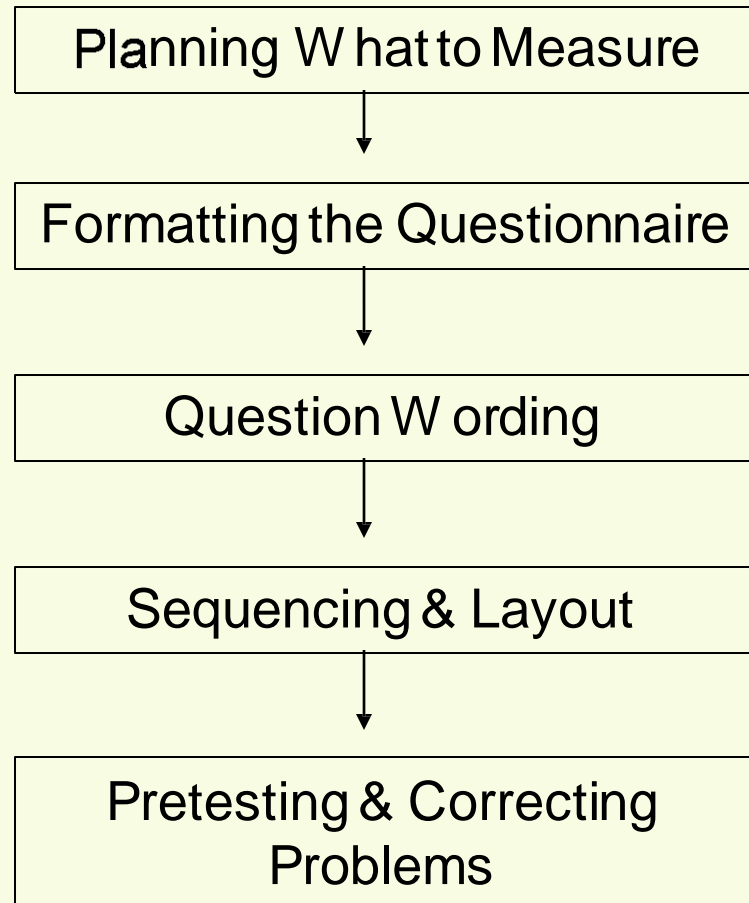


Questionnaire

- 0 A set of questions designed to generate the data necessary for fulfilling research objectives
- 0 Q'aire must communicate to the respondent what the researcher is asking for
- 0 Q'aire must communicate to the researcher what the respondent has to say

Process of Q'aire Design



Plan what to measure

- 0 Clear research objectives
- 0 Use **exploratory research** (e.g., listening approach in the Snuggie case)
- 0 Translate research objectives into information requirements

Q'aire Design Elements

- 0 Format
- 0 Wording to get valid responses
- 0 Sequence to avoid bias
- 0 Layout and appearance
- 0 Cover letter

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