



Survey Design – Scenario Testing

1. Customer Satisfaction Survey - E-Commerce Website Feedback

Survey Flow:

1. NPS (Net Promoter Score)

- *Question: On a scale of 0 to 10, how likely are you to recommend our e-commerce website to a friend or colleague?*
- *Question Type: NPS*
- *Options: 0 (Not Likely) to 10 (Extremely Likely)*

- *Dependency:* If the NPS score is 9-10, ask for positive feedback (text input). If 0-6, ask for suggestions for improvement.

2. CSAT (Customer Satisfaction)

- *Question:* How satisfied are you with your shopping experience on our website?
- *Question Type:* CSAT (Rating scale 1-5)
- *Options:* 1 (Very Dissatisfied) to 5 (Very Satisfied)
- *Dependency:* If CSAT < 3, show follow-up question asking for reasons (Text Area).

3. CES (Customer Effort Score)

- *Question:* How easy was it to find the product you were looking for?
- *Question Type:* CES (Rating scale 1-5)
- *Options:* 1 (Very Difficult) to 5 (Very Easy)
- *Dependency:* If CES < 3, show follow-up question asking what was difficult (Text Area).

4. Text Area

- *Question:* Please provide any additional comments or suggestions for improvement.
- *Question Type:* Text Area
- *Dependency:* Displayed only if NPS score is low (0-6) or CES < 3.

5. PickList

- *Question:* What category best describes the product you purchased?
- *Question Type:* PickList
- *Options:* Clothing, Electronics, Home Goods, Beauty, Other
- *Required:* Yes

6. File Upload

- *Question: Would you like to upload a screenshot of any issues you faced while shopping on our site?*
 - *Question Type: File Upload*
 - *Validation: Only accepts image files (JPG, PNG).*
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2. Employee Feedback Survey - Work Environment Evaluation

Survey Flow:

1. Rating

- Question: *How would you rate the overall work environment at our company?*
- Question Type: Rating (1-5)
- Options: 1 (Very Poor) to 5 (Excellent)
- Required: Yes

2. Text Area

- Question: *What do you like most about the work environment?*
- Question Type: Text Area
- Dependency: Displayed if Rating ≥ 4 .

3. Text Area

- Question: *What improvements would you suggest for our work environment?*
- Question Type: Text Area
- Dependency: Displayed if Rating ≤ 3 .

4. PickList

- Question: *Do you feel you have the tools and resources to do your job effectively?*
- Question Type: PickList
- Options: Yes, No, Partially
- Required: Yes

5. Multi Picklist

- Question: *What aspects of the work environment contribute to your satisfaction? (Select all that apply)*
- Question Type: Multi Picklist

- *Options:* Physical Workspace, Team Collaboration, Leadership, Remote Work Flexibility, Benefits
- *Required:* Yes

6. DateTime

- *Question:* What date did you last attend a company event?
- *Question Type:* DateTime
- *Required:* No



3. Customer Feedback Survey - Post-Service Support

Survey Flow:

1. Number

- *Question: How many times did you contact customer support in the past month?*
- *Question Type: Number*
- *Required: Yes*

2. Rating

- *Question: How would you rate the quality of support you received?*
- *Question Type: Rating (1-5)*
- *Options: 1 (Very Poor) to 5 (Excellent)*
- *Required: Yes*

3. Text Area

- *Question: What could we have done to improve your support experience?*
- *Question Type: Text Area*
- *Dependency: Displayed if Rating \leq 3.*

4. PickList

- *Question: Which type of support did you contact?*
- *Question Type: PickList*
- *Options: Phone, Email, Chat, In-person*
- *Required: Yes*

5. File Upload

- *Question: Please upload any screenshots or attachments related to your support issue.*
- *Question Type: File Upload*
- *Validation: Only accepts image and PDF files.*

6. NPS (Net Promoter Score)

- *Question: How likely are you to recommend our support service to a colleague or friend?*
 - *Question Type: NPS (0-10 scale)*
 - *Dependency: If the NPS score is ≤ 6 , ask for specific feedback in a text box.*
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4. Product Feedback Survey - New Feature Feedback

Survey Flow:

1. Ranking

- *Question: Please rank the following features of the product in order of importance to you.*
- *Question Type: Ranking*
- *Options: Feature A, Feature B, Feature C, Feature D*
- *Required: Yes*

2. Text

- *Question: What do you like most about the new feature?*
- *Question Type: Text*
- *Required: Yes*

3. Text Area

- *Question: What would you suggest we improve in the new feature?*
- *Question Type: Text Area*
- *Required: Yes*
- *Dependency: Displayed only if Rating is ≤ 3 .*

4. PickList

- *Question: How frequently do you use the new feature?*
- *Question Type: PickList*
- *Options: Daily, Weekly, Monthly, Rarely, Never*
- *Required: Yes*

5. Number

- *Question: How many times have you used the new feature since its launch?*
- *Question Type: Number*

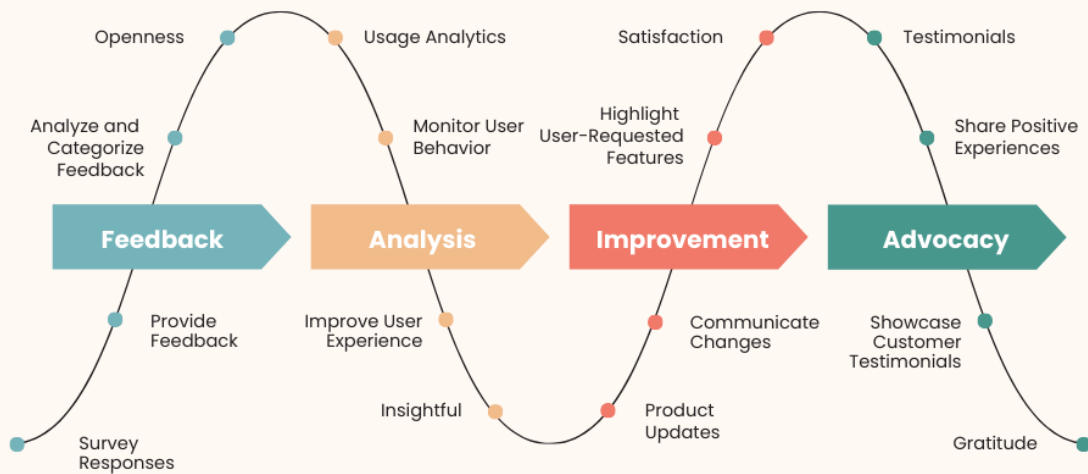
- *Required:* Yes

6. Multi Picklist

- *Question:* Which other features would you like to see added to the product?
- *Question Type:* Multi Picklist
- *Options:* Feature 1, Feature 2, Feature 3, Feature 4
- *Required:* Yes



Customer Feedback and Improvement Journey Map



5. Event Feedback Survey - Conference Attendance

Survey Flow:

1. PickList

- Question: *How satisfied were you with the event overall?*
- Question Type: PickList
- Options: Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied
- Required: Yes

2. Text Area

- Question: *What did you enjoy most about the event?*
- Question Type: Text Area
- Dependency: Displayed if satisfaction is ≥ 3 .

3. Text Area

- Question: *What can we improve for future events?*
- Question Type: Text Area
- Dependency: Displayed if satisfaction is ≤ 2 .

4. Date

- Question: *What was the date of the last conference you attended?*
- Question Type: Date
- Required: Yes

5. Number

- Question: *How many sessions did you attend during the conference?*
- Question Type: Number
- Required: Yes

6. File Upload

- Question: *Please upload any photos from the event that you'd like to share.*

- *Question Type:* File Upload
 - *Validation:* Only accepts image files.
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6. Website Usability Survey

Survey Flow:

1. CSAT

- *Question: How satisfied were you with the ease of navigation on our website?*
- *Question Type: CSAT (1-5)*
- *Options: 1 (Very Dissatisfied) to 5 (Very Satisfied)*
- *Required: Yes*

2. PickList

- *Question: Which section of the website did you use most frequently?*
- *Question Type: PickList*
- *Options: Homepage, Product Page, Checkout, Blog, Support*
- *Required: Yes*

3. Text

- *Question: Please describe any difficulties you encountered while using our website.*
- *Question Type: Text*
- *Dependency: Displayed if CSAT < 3.*

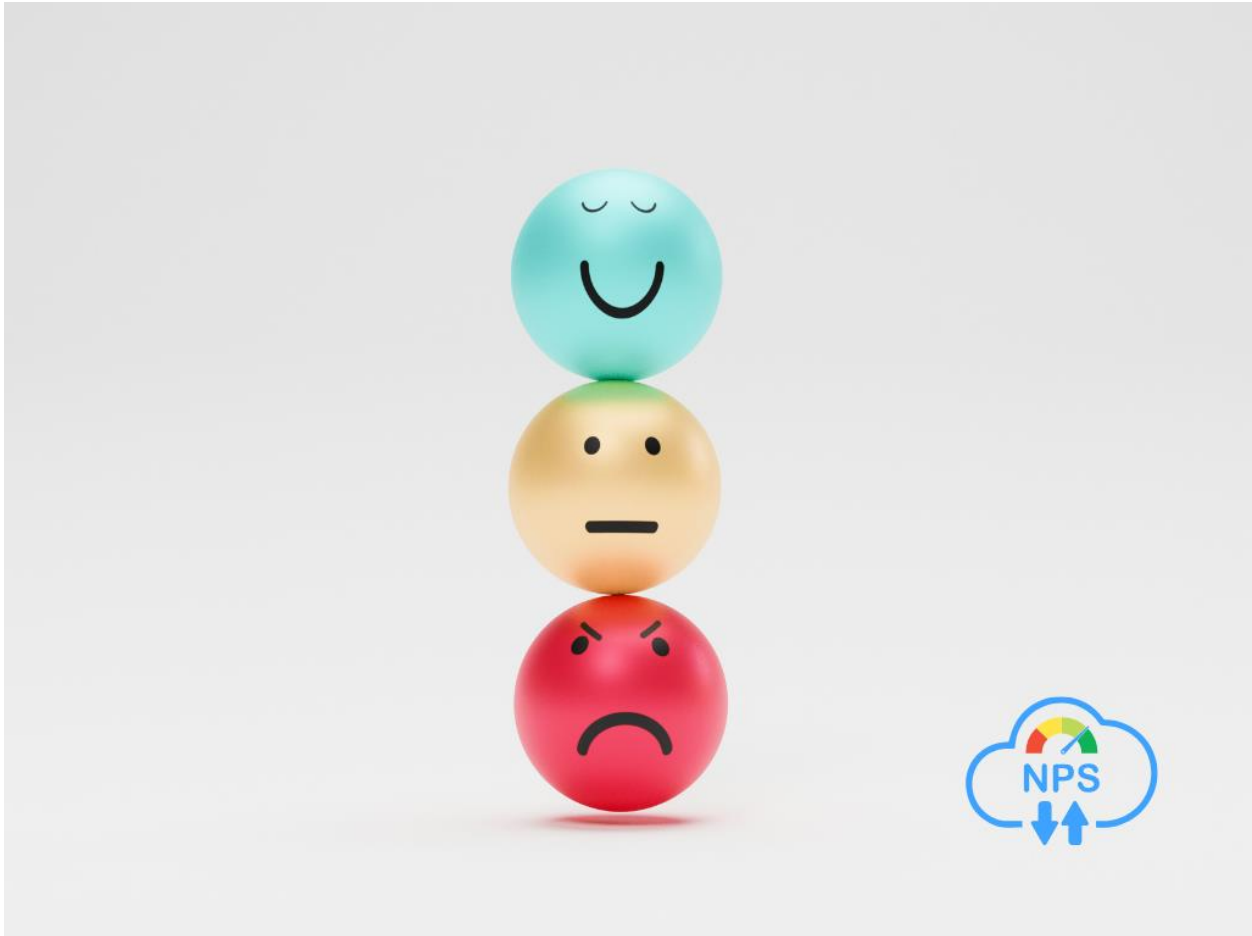
4. Multi Picklist

- *Question: What additional features would you like to see on our website?*
- *Question Type: Multi Picklist*
- *Options: Dark Mode, Wishlist, Live Chat, Price Alerts, Product Comparison Tool*
- *Required: Yes*

5. URL

- *Question: Do you have any suggestions for improving our blog content?*
- *Question Type: URL (Optional link to blog)*

- *Validation:* Checks if the URL is valid.



Detailed Survey Design Specifications for Testing: Settings, Design Options, Question Dependency, Response Mapping, Score Level, and Translation

To fully test the new capabilities of your NPS Survey system, it's essential to outline and define how these features are implemented in the survey system. Below, we detail each of the settings and features you need to incorporate into your test cases and provide the necessary documentation for your testing and development teams.

1. Survey Settings:

These settings help define the overall behavior and customization of the survey.

Survey Name:

- **Test Case:** Validate that the survey name can be updated and is reflected throughout the system.
- **Behavior:** Name is used to identify the survey in reports, email templates, and when configuring the survey settings.

Survey Active/Inactive Status:

- **Test Case:** Verify that toggling the survey's active status disables or enables the survey for users.
- **Behavior:** An inactive survey cannot be filled out by users, but it remains accessible for administrators.

Start and End Date:

- **Test Case:** Ensure that the start and end dates control when the survey can be completed.

- **Behavior:** The survey should only be available during the set date range.
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2. Design Options (Customization)

Design options allow users to align the survey appearance with their brand and the user's preference.

Branding and Customization:

- **Test Case:** Verify that users can add custom branding elements (e.g., logos, color schemes, fonts).
 - *Expected Behavior:* Users can upload a logo to the survey header and modify primary colors (e.g., button color, text color).
 - Test customization of fonts and sizes for survey titles, questions, and answers.
 - **Fonts:** Ensure support for custom fonts (e.g., Arial, Verdana, Roboto).
 - **Text Size:** Title (e.g., 24px), Question (e.g., 16px), Answer (e.g., 14px).

Background and Footer Customization:

- **Test Case:** Ensure the background image and footer image are customizable.
 - *Expected Behavior:* Users can upload images for both the background and footer. Check that the footer is fixed and always visible at the bottom.

Color and Contrast Settings:

- **Test Case:** Verify that color choices (primary, secondary, and text colors) are adjustable and visible across different devices.
 - *Expected Behavior:* Users can select colors for the background, text, answers, and buttons.
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3. Question Dependency (Branching Logic)

Question Dependency allows the survey to be dynamic, showing or hiding questions based on previous answers.

Branching Logic:

- **Test Case:** Verify the branching logic works according to the defined dependencies.
 - *Example:* If a user answers "No" to Q1 ("Was your issue resolved?"), then show follow-up questions like Q2 ("What was the reason for the issue not being resolved?"). If "Yes," proceed to the next survey question.
 - *Expected Behavior:* The correct follow-up questions should display based on the response from the previous question.

Conditional Question Display:

- **Test Case:** Ensure that questions can be shown or hidden based on specific conditions (e.g., score, answer selection).
 - *Example:* Show "What did you like most about the product?" only if the response to Q1 is a high rating (e.g., "Very Satisfied").
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4. Response Mapping (Data Collection and Display)

Response Mapping defines how responses are collected and mapped to different data points.

Mapping Responses to CRM Systems (e.g., Salesforce):

- **Test Case:** Ensure that answers to survey questions map correctly to CRM fields (e.g., "Overall Satisfaction" maps to a field in Salesforce).
 - *Expected Behavior:* The answers should be stored correctly in the CRM. For example, an NPS score (0-10) should be recorded in a specific field in the Salesforce database.

Response Handling:

- **Test Case:** Validate that multiple answers are captured and displayed correctly for multi-response questions (e.g., checkboxes).

- *Expected Behavior:* Answers to multi-option questions (e.g., “Which features would you like to see?”) are recorded as separate data points for each selected option.

Response Summaries and Reporting:

- **Test Case:** Ensure that the survey responses are summarized and presented in a report format.
 - *Expected Behavior:* The report should display average scores, count of responses, and be filterable by date or respondent characteristics.
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5. Score Level Settings (NPS/CSAT/Custom Scoring)

Score levels help measure customer satisfaction using predefined or custom score ranges.

Score Range:

- **Test Case:** Verify that the score range can be customized for each survey.
 - *Example:* NPS range from 0-10, CSAT scale from 1-5.
 - *Expected Behavior:* Custom score ranges should be selectable for each survey type.

Score Labels:

- **Test Case:** Ensure that users can customize the score labels.
 - *Example:* For NPS, labels like "Promoter," "Passive," and "Detractor" should be configurable based on survey needs.
 - *Expected Behavior:* Labels for scores are editable to reflect the business's language and terminology.

Score Colors:

- **Test Case:** Validate that score labels can be color-coded for easy interpretation (e.g., Red for low, Yellow for medium, Green for high).
 - *Expected Behavior:* Users should be able to associate colors with score labels.

Action Based on Scores:

- **Test Case:** Ensure that actions can be defined based on scores (e.g., trigger an email follow-up for low scores, thank you message for high scores).
 - *Example:* If NPS score is below 7, trigger a follow-up email asking for more details.
 - *Expected Behavior:* Action (email, escalation) should be executed based on score value.
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6. Translation Capabilities (Multi-Language Support)

Translation allows the survey to be presented in multiple languages to reach a broader audience.

Multi-Language Survey Creation:

- **Test Case:** Verify that users can create surveys in multiple languages (e.g., English, Spanish, French).
 - *Expected Behavior:* Survey content (e.g., questions, options) should be translatable and displayed in the selected language.

Dynamic Language Switching:

- **Test Case:** Ensure that the user can switch between languages dynamically.
 - *Example:* A user should be able to select their preferred language on the survey landing page, and the survey should render in that language.
 - *Expected Behavior:* The survey should load correctly in the selected language without errors in text alignment or formatting.

Text and Number Formatting:

- **Test Case:** Verify that number formats (e.g., currency, date, percentage) adjust according to the language and locale.
 - *Example:* For French users, the decimal separator should be a comma (e.g., 1,5 instead of 1.5).

- *Expected Behavior:* The number formats should adjust correctly per the language's locale.
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Testing Notes for QA Team:

1. Customization Testing:

- Ensure customization options (logos, colors, fonts) are fully functional.
- Validate across different screen sizes and devices for responsiveness.

2. Question Dependency:

- Thoroughly test question dependency rules to ensure that dynamic branching works as expected based on user input.
- Test scenarios where multiple branching paths are possible to confirm that the right questions appear based on specific responses.

3. Mapping and Reporting:

- Test that all responses are properly captured and mapped into the CRM system and reporting dashboard.
- Ensure data export functionality works correctly for further analysis.

4. Score Levels and Actions:

- Validate the correct mapping of score ranges and the expected action trigger when a specific score threshold is met.
- Test different score configurations and ensure actions (e.g., email follow-up) trigger appropriately.

5. Translation:

- Test multi-language features with different translations to ensure proper rendering of survey content.
- Confirm the survey is functional with all supported languages, particularly in RTL languages (e.g., Arabic, Hebrew).