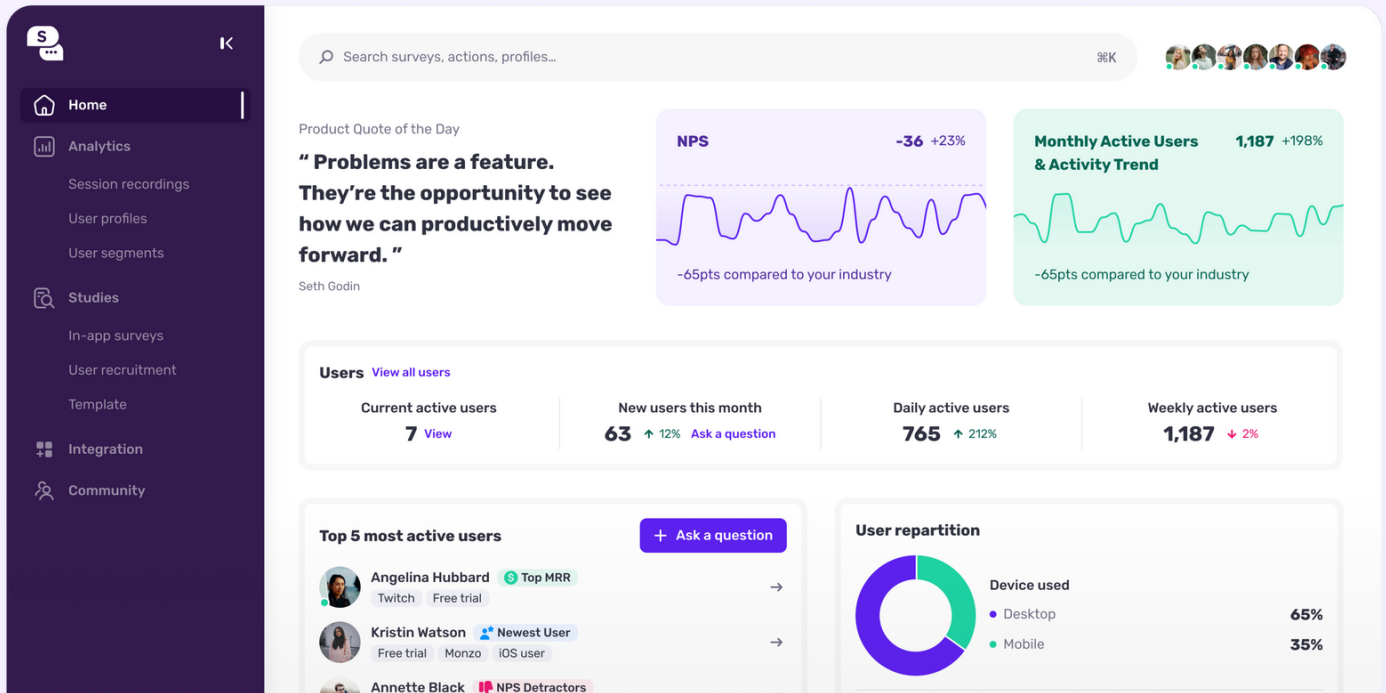# In-App Surveys Playbook
for Product Discovery & User Research

The singular role of Screeb In-App Surveys in user research & product discovery

In-app surveys are a powerful addition to your arsenal of user research tools, offering valuable insights for product discovery and improvement. To fully appreciate their potential, it's essential to understand how they complement other popular methods like product analytics, user interviews, user tests, customer support feedback, and email surveys.

In this first section, we'll break down the pros and cons of each tool, highlighting the benefits of a comprehensive approach to user research.

Product Analytics

Pros

- Quantitative data: Product analytics provide hard numbers and metrics, allowing you to identify patterns and trends in user behavior.
- Real-time insights: These tools track user actions in real-time, enabling rapid response to emerging issues.

Cons

- Lack of context: Analytics can tell you what users are doing but not why they're doing it, leaving you to infer the reasons behind their actions.

User Interviews

Pros

- Qualitative insights: User interviews yield in-depth, personal feedback, revealing the motivations and thought processes behind user behavior.
- Tailored approach: Interviews can be customized to target specific user segments or explore particular topics.

Cons

- Time-consuming: Scheduling, conducting, and analyzing interviews can be labor-intensive and time-consuming.
- Potential biases: Users may not always accurately recall their experiences or provide honest feedback

User Tests

Pros
- Direct observation: User tests allow you to observe how users interact with your product in a controlled environment, uncovering usability issues.
- Task-focused: By assigning specific tasks, you can test the effectiveness of particular features or workflows.

Cons
- Limited scope: User tests may not capture the full range of user interactions or replicate real-world conditions.
- Resource-intensive: Conducting user tests can be costly and require significant time and effort.
- Most of the time, it's only used for prototypes and not in-production features

💬 Customer Support
Feedback

Pros
- Unsolicited opinions: Feedback from customer support reflects users' genuine concerns and experiences, providing a wealth of information.
- Problem identification: This feedback can help pinpoint areas of your product that require improvement.

Cons
- Skewed perspective: Customer support feedback may disproportionately represent dissatisfied users, providing an incomplete picture of user experiences.
- Limited scalability: Analyzing and categorizing large volumes of support feedback can be challenging.

Email surveys

Pros
- Broad reach: Email surveys can be sent to a large audience, generating a significant amount of feedback.
- Cost-effective: Email surveys are relatively inexpensive to deploy and manage.

Cons
- Low response rates: Users may ignore or overlook email surveys, leading to limited engagement.
- Self-selection bias: Those who respond to email surveys may not be representative of your overall user base.
- Users are already receiving tons of emails from other teams (marketing, etc) and other companies. You may be 'yet another email' in their inbox.
- Feedback is not collected in the context of usage, so can have been biased by a bad interaction with another touchpoint, a negative comments from a relative... so the feedback is less accurate.

When to use in-app surveys ? 💬

In-app surveys are a versatile and powerful user research tool that can complement other methods like product analytics, user interviews, user tests, customer support feedback, and email surveys. To determine when to use in-app surveys, consider the following factors:

1. • Goal of the research: In-app surveys are ideal for gathering contextual feedback and opinions on specific features or scopes, user experiences, or updates. Use them when you want to quickly gauge user satisfaction, collect suggestions, or validate a new feature or change.

2. • User engagement level: In-app surveys are highly effective when you want to gather feedback from users who are actively using your product. Compared to email surveys, they capture a more diverse range of users, including those who may not regularly engage with your emails.

3. • Immediacy of feedback: In-app surveys allow users to provide feedback while they're actively using your product, leading to more accurate and contextual responses. This is particularly useful when you need real-time insights to inform product decisions.

4. • Minimizing disruption: In-app surveys can be less intrusive than other research methods, as they can be designed to appear contextually and at appropriate moments during the user journey. Use them when you want to minimize disruption to the user experience.

5. • Broad audience: In-app surveys can reach a wider audience than user interviews, user tests or email surveys. Use them when you want to collect a larger volume of feedback without the time and resource constraints of other methods, including the first bias of targeting people who read their emails.

Advantages of in-app surveys 💬

In-app surveys offer numerous benefits that make them an essential tool for product teams looking to improve their products and user experiences. Here are the key advantages of using in-app surveys for user research:

Ease of launch

Screeb being already deployed in your app, you won't need any technical intervention to launch a new survey to your users. You can start collecting responses in minutes.

Rapid Response Collection

One of the biggest strengths of in-app surveys is their ability to gather a large number of responses within minutes. This allows you to make data-driven decisions faster, as you won't have to wait long periods for user feedback.

Contextual Insights

In-app surveys capture feedback in context, enabling you to ask precise questions about specific aspects of your product. Users can easily recall their experiences and provide accurate feedback since they're actively using your app. Additionally, in-app surveys can automatically gather contextual information, such as the user's current URL, browser, or device, which can be invaluable for understanding and addressing user issues.

High Response Rate

In average, companies using Screeb have a 60% response rate. It means that you'll collect more feedback from your users, and the more feedback you'll collect, the more representative of what your users think they will be. With a high response rate, you'll reduce bias and interpretation.

Versatility

In-app surveys are highly versatile and can serve multiple purposes beyond gathering user feedback. For instance, you can use them to send targeted messages, gauge the reception of new features or updates, or recruit participants for user interviews or user tests. This flexibility makes in-app surveys a valuable tool for various aspects of product management and user research.

Disadvantages of in-app surveys 💬

While in-app surveys offer numerous benefits for user research and product management, they also come with some potential drawbacks. Being aware of these disadvantages is crucial for effectively implementing in-app surveys and minimizing any negative impact on the user experience. Here are the main disadvantages to consider:

Risk of spamming users

Overusing in-app surveys or presenting them too frequently may lead to users feeling spammed, which can negatively affect their overall experience and perception of your product. Striking the right balance between gathering feedback and respecting users' time is essential to ensure you don't overwhelm them with survey requests.

Interruption of user flow

In-app surveys can sometimes interrupt users during their interaction with your app, potentially disrupting their engagement and workflow. To mitigate this issue, carefully plan when and where your surveys appear, and consider using triggers based on user behavior to display the survey at contextually relevant moments.

Obstruction of Interface Elements

In some cases, in-app surveys may partially or fully obscure parts of your app's interface, making it difficult for users to access or interact with certain features. To avoid this problem, design your in-app surveys with a minimal and non-intrusive layout that doesn't obstruct important interface elements. Additionally, offer users the option to dismiss the survey easily if they choose not to participate.

Misalignment with brand identity

You can set any visual aspects of Screeb in-app surveys, meaning that you could display graphical elements to your users that would not respect your brand identity. To prevent that, use the already-set in-app survey branded template.
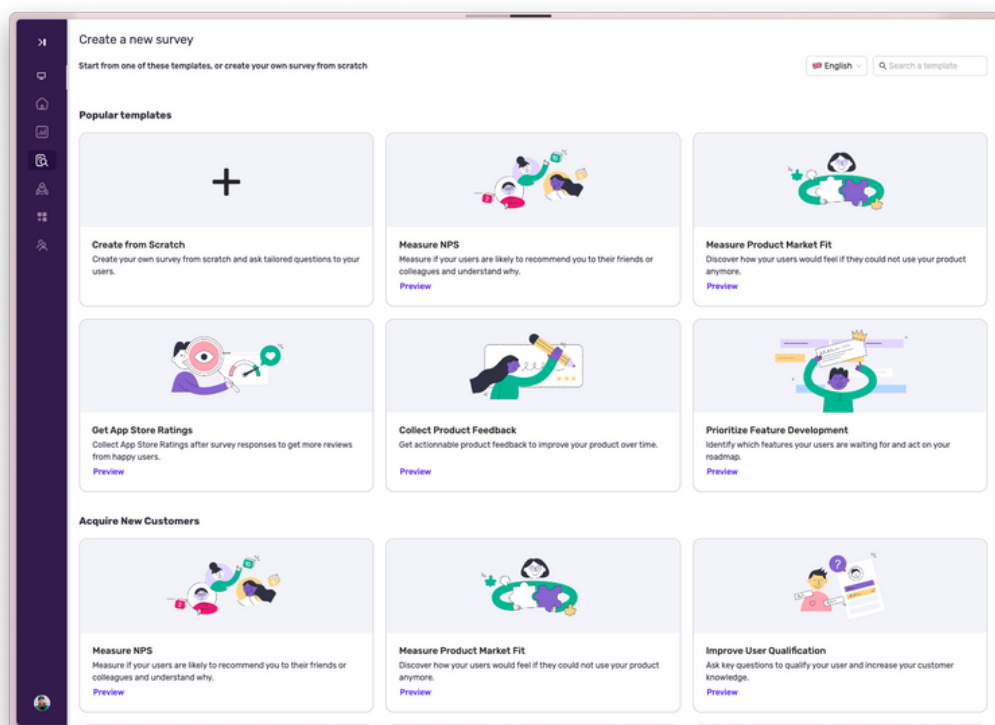
Setting up efficient in-app surveys with Screeb

1. Template library
Knowing where to start and what to ask may be your first barrier to launch surveys. To help and inspire, you can find a library of templates in Screeb.


For each template, you can see a preview of the survey to better understand how it's built. You have the ability to fully customise those templates and also to start creating your surveys from scratch. Even if our templates don't perfectly fit your need, we encourage you to have a look at them as they can inspire you on how to create yours.

Also, some of them were created by Screeb customers. So you can see what performed well in other context and try things in your own app.

2. Naming and tagging

When you create a new survey, don't forget to give it a name and use tags.
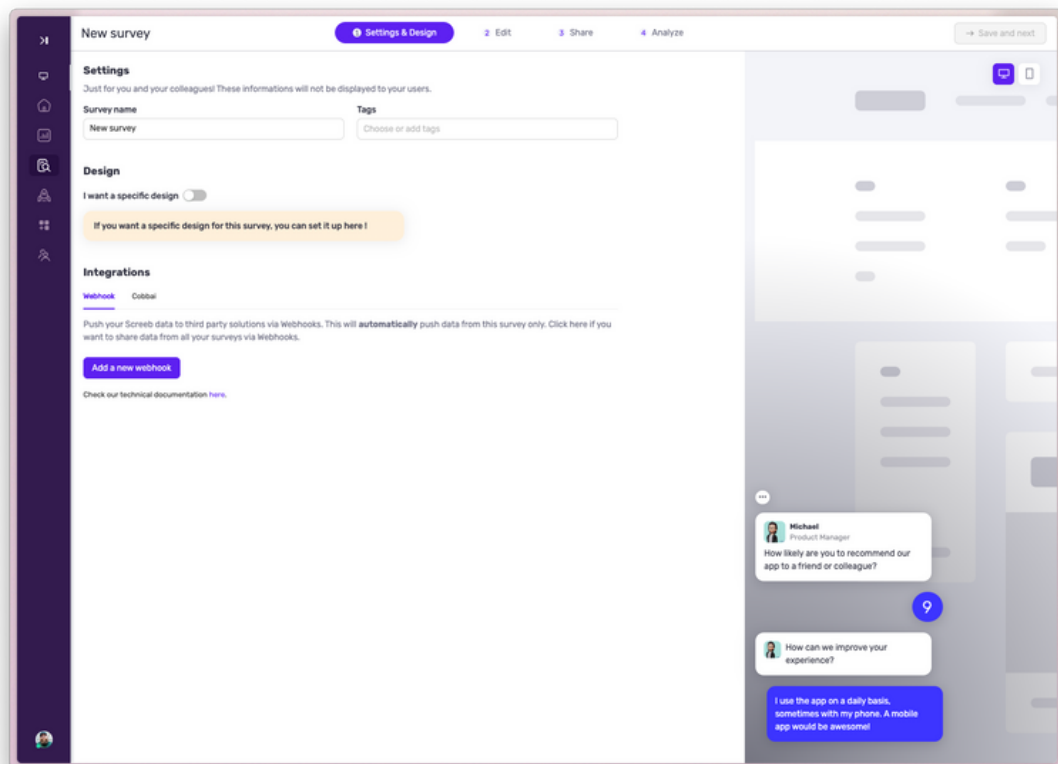
Those two fields won't have any impact on how the surveys will be displayed to your users. But they will help you better manage your Screeb account. Think about a clear nomenclature for you to find your surveys easily and now what they're about when you'll look at the list of all your surveys.
For example, you could use

```
[Name of the Squad] — [Product Scope] — Type of Question
```

The tag system can also be of great help. You can add as many tags as you want per survey. This way, in the surveys list, you can only display surveys of a specific squad, or about a specific scope or topic.
Naming and tag will be your best friends as the number of surveys created in Screeb will grow. But don't be afraid: you'll be able to change names and add or remove tags in the future if you're not sure about what to use today.

3. Graphical settings & format

From day one, at Screeb, we chose to work a lot on the respondent experience to maximise your response rate. It means that our formats and the level of customisation your have is unique on the market.

We provide two survey formats: Conversational and Card.

Conversational is inspired by messaging experiences we're all used to use in our everyday lives. Combine with the fact that it displays who's asking the question in your organisation, it has a great response rate between 40 and 60% in average. This is the format that we recommend since it's the most performing one.

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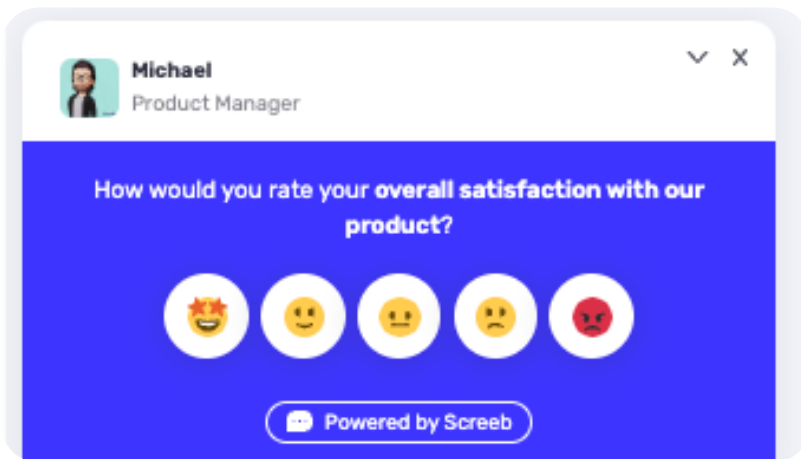
Card is a really great format for smaller screens and if your own product is already conversational. We kept the ability to display who's asking the question and so it also has a great response rate between 20 and 40%.

For each format, you can customise colors and every other graphical settings on a global level (applied to all your surveys) or choose to have specific settings for each surveys if you want to scope this survey to a specific area of your product.
For example, you could display the name, the picture and the job title of the PM in charge of a feature when you ask questions about this exact feature.

4. Content guidelines

To maximize the value of your in-app surveys and ensure a positive user experience, it's crucial to follow best practices for survey content creation. These guidelines will help you design engaging and efficient in-app surveys that provide actionable insights:

Limit the number of questions

Keep your in-app surveys short and focused by including no more than four questions. This will respect users' time and encourage them to complete the survey without feeling overwhelmed.

📖 Our recommendation is to use **4 questions top in your surveys.** Prefer launching more surveys, but short surveys, instead of fewer longer surveys ✦

Begin with an actual question

Avoid asking users if they have time to answer questions, as this often leads to negative responses. Instead, dive straight into the first question to increase the likelihood of user engagement and participation.

Start with Scores or Ratings

For the first question, opt for scores or rating scales, as they're easy to respond to and encourage users to continue with the survey. This approach boosts user engagement and increases the chances of survey completion.

Don't hesitate to use open text questions

Since your in-app surveys will be short, and since we designed our formats to be engaging, people won't hesitate to respond to open text questions as they would respond to a message from a friend. Don't hesitate to use them to collect qualitative feedback. As we provide reports that you'll be able to filter and AI-based content analysis, those responses will be easy to analyse.

Use Logic Jumps

Incorporate logic jumps to create a tailored survey experience based on users' responses. This allows you to ask relevant follow-up questions, avoid redundancy, and maintain user engagement throughout the survey.

Personalize Questions with User Properties

Leverage user properties to customize your survey questions, making them more relevant and engaging for each respondent. We see a great bump in response rate when you say something like "Hey {firstname}" in your question instead of using neutral sentences. This approach demonstrates that you understand and value their unique experiences, leading to more accurate and insightful feedback.

Express Gratitude at the End

Always include a thank you message at the end of your in-app survey. This friendly gesture acknowledges users' time and effort, fostering goodwill and increasing the likelihood that they'll participate in future surveys.

5. Targeting

When your survey is created, you'll have to decide where and when you want to display it. In Screeb, you have 4 main categories of triggers you can use for that:

Browsing triggers

These triggers are based on the way people are browsing in your app:

- The page they're currently visiting
- The time spent on this page
- The time spent on your app during the current session
- The percentage of scroll on the page
- The fact that they've reached a specific element of the page
- The fact that an element of DOM is loaded or not
- Their type of device, country and language

Using the current page and time spent on the page triggers are the best way to start while providing a great experience to users. It's the most simple way to scope a survey to a part of your app and to be sure the survey won't be displayed too soon by waiting for 10 or 15 seconds before displaying it ✦

📖 User Property

This trigger let you display surveys based on attributes (called 'properties' in Screeb') of your users. By default, we don't know anything about them but you can decide to share properties with us via our SDK ✦

You can read our dedicated article about how to use properties to display surveys : 👍

How to use your users' properties to choose when to display surveys

🔍 **We also support a number of default types for some properties :**

Default User Properties and How to Use Them

You can find the list of properties currently hared in Screeb here 💬 ☺

📖 **Properties are also useful to filter responses and make a deeper analysis of insights 💙 See below**

User Events

In addition to browsing triggers, you can also track events and use them to display surveys.
Two options are available for events :

- **User Events Time:** lets you display a survey if an event has been triggered more than or less than x minutes/hours/days... ago

- **User Events Count:** lets you display a survey if an event has been triggered more or less than x times

Read more about using events in your targeting rules here :

How to use your users' events to choose when to display your surveys

📖 We highly recommend to use Events & Properties as they are great way to have precisely targeted survey strategy. This way, you'll be sure that you ask the right question to the right group of users at the right moment in their journey.

User Segments

You can also create groups of users, called Segments, based on events and properties and use these Segments in your targeting rules. Please note that these groups are currently static, meaning that if someone reach the conditions to join the group in the future, they won't be added to the Segment automatically.

6. Survey Capping

Capping is key to be sure you won't spam your users. We offer multiple capping capacities in Screeb. Watch this video to learn more about them and see how you can set them:

Analysing results and iterations

Screeb offers multiple reports to analyse your responses, but 4 of them are key to optimise the performances of your surveys and more actionable insights
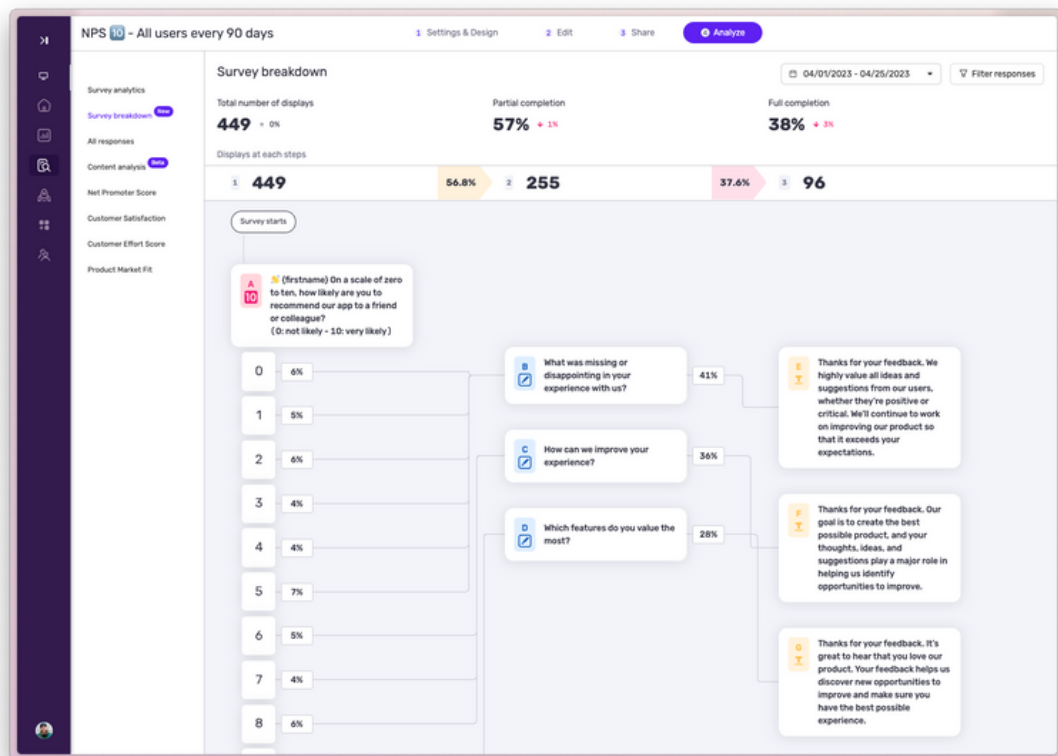
1. Survey Analytics
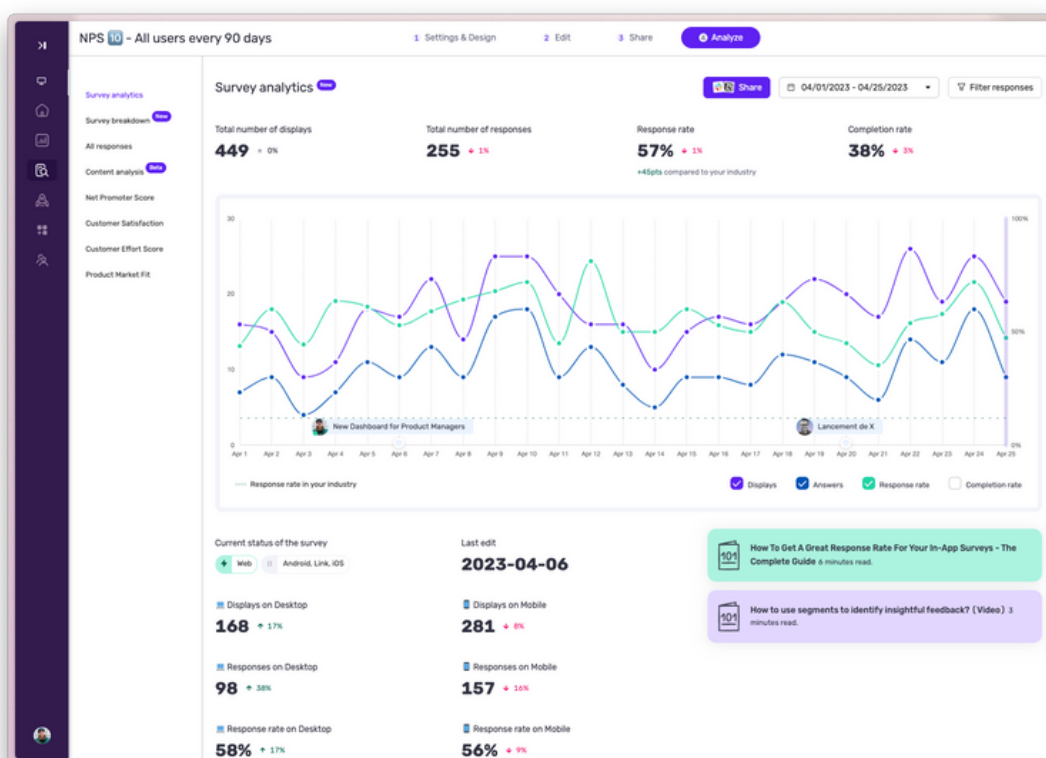
On this report, you'll be able to see your response rate and your completion rate. For response rate, we benchmark your result to other companies in your industry to see if you're underperforming or overperforming. For completion rate, in average, Screeb customers have a 80% CR.

# 2. Survey breakdown to spot improvement opportunities

This report displays your survey scenario with key metrics. First, you can see your completion rate step by step and spot where people are dropping off and stop to respond. This way, you can change your scenario or the way the question is asked to increase the numbers.

For each question, we also display the percentage of persons who chose each choice. In a blink, you can see if some options are more popular to, maybe, remove or change some of them.

3. AI Content Analysis
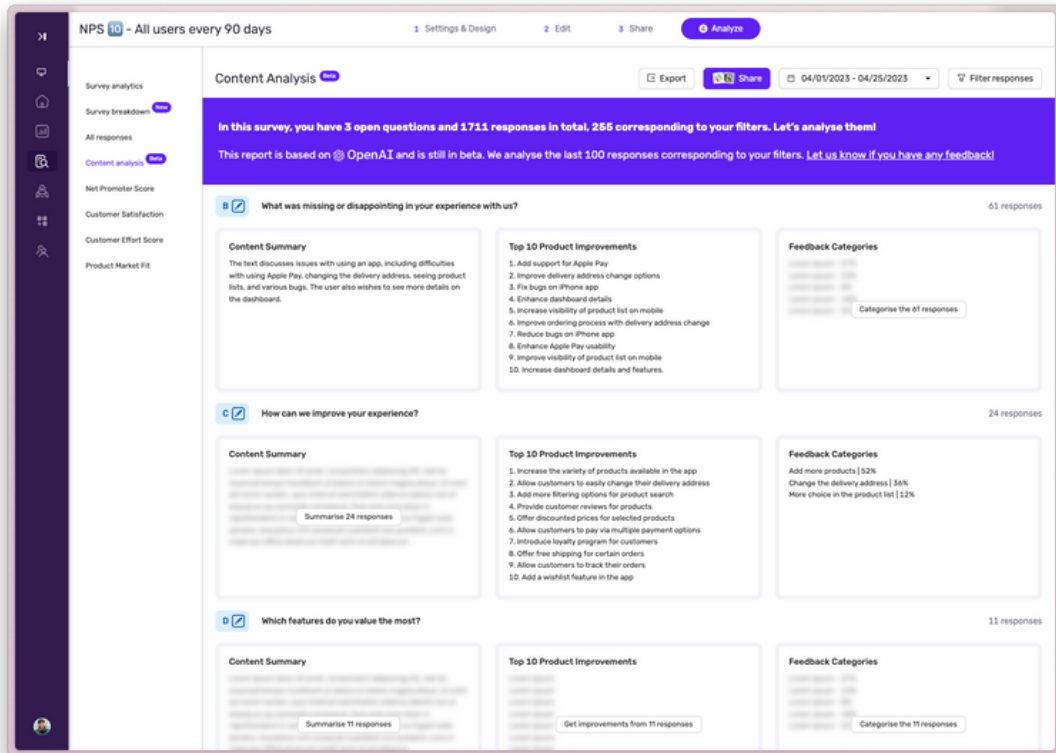
This report helps you to analyse the responses to open questions. For each question, you can get a summary of the responses, their categories and the top 10 improvements you should make based on what your users are saying. Spot recurring topics to ask more specific questions about that and get a deeper understanding of what your users want.

Surveys are not a one-shot activity.
Based on the response you get, launch new surveys that will be more precise to get a better and deeper understanding of how your users feel.
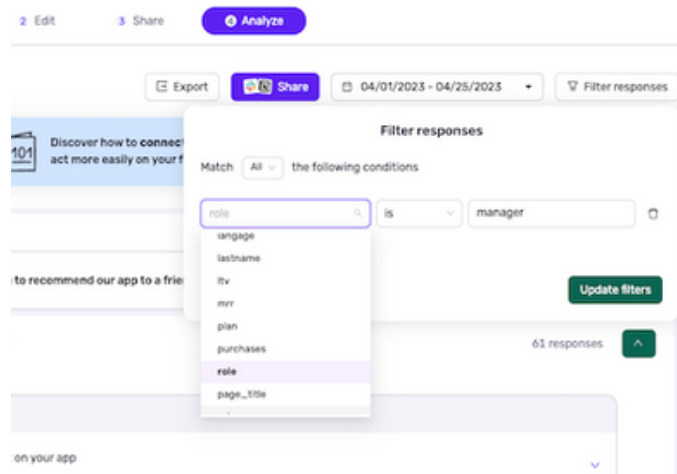
4. All Responses
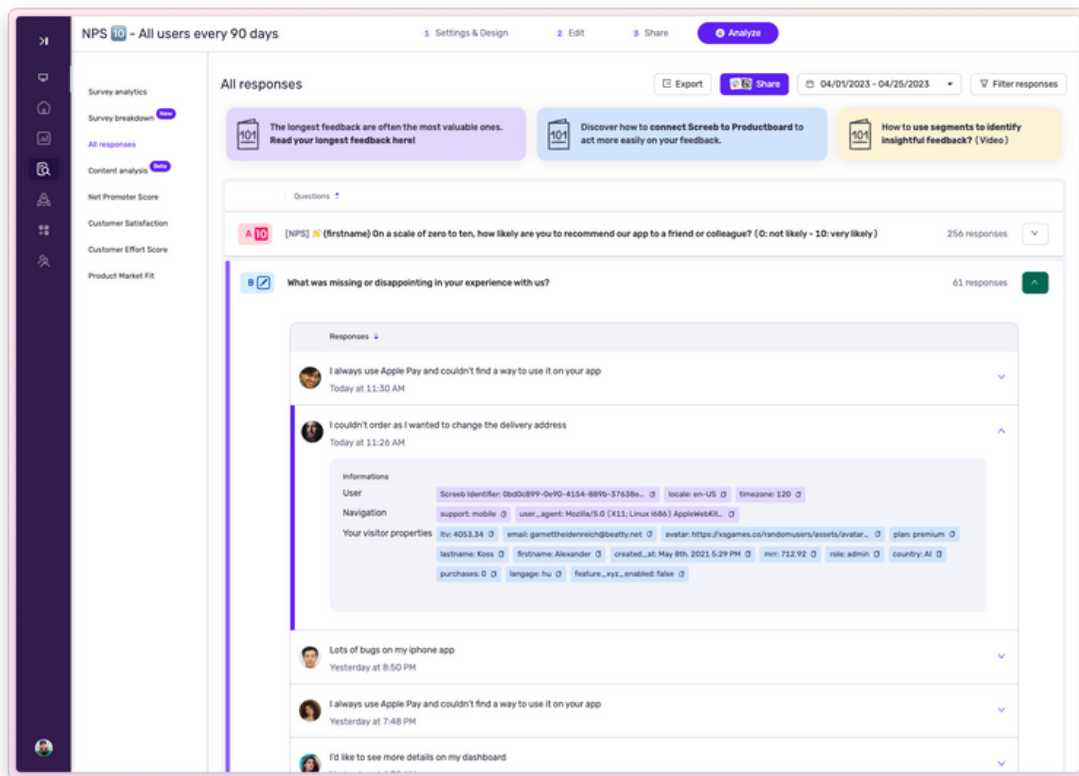
When a summary is not enough, you can read every one of the responses you got in the All Responses report. For each response, we display the context (browser, webpage they were visiting when they responded, etc) and the properties you shared with us.

📖 **You can filter ALL our reports with user properties!**

📖 Conclusion

Screeb in-app surveys can be a great addition to your Product Discovery and User Research toolbox. It completes other activities with the ability to get a lot of responses fast.

But, to avoid spamming users and breaking their experience, you have to use precise triggers and to think about how you'll build your surveys.
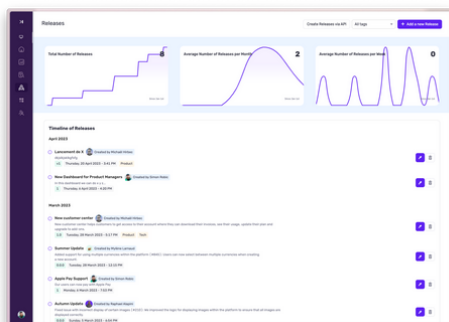
Then, don't see surveys as a one-shot activity. Use previous responses to spot patterns and ask new questions about them, to get a deeper understanding of your users.

Going further with advanced Screeb features 💬

1. Funnel Analysis

2. Releases

Releases let you log every update you make to your product and analyze their impact on key metrics like NPS, user satisfaction, or CES. Now you can finally measure the effectiveness of your product team's actions and gain valuable insights to refine your product discovery process.

Log your releases in Screeb to see their impact on your survey responses. Add them manually or via our API and see, in all our reports, how they impact your users' satisfaction.

Releases is the best way to measure the efficiency of the decisions made by the product team!