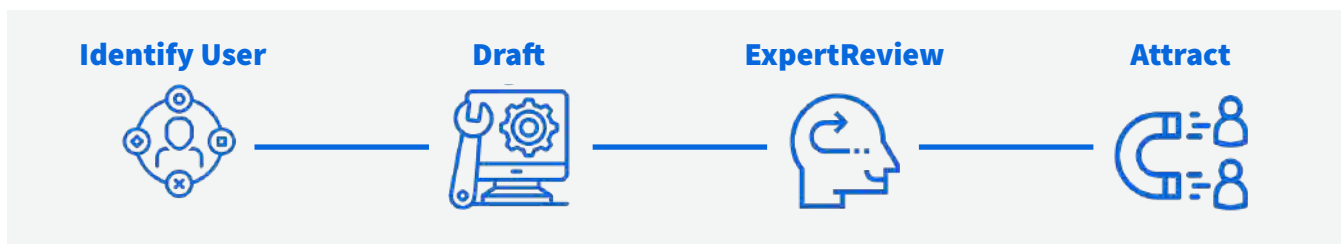


# Qualtrics Tip: User Experience



## A little empathy goes a long way, especially when writing surveys.

*Red Pepper can help identify, draft for, and revise to the end user experience. This will ultimately attract the right responses and get you traction.*

First, identify your user. This includes their demographics, psychographics, and environment. Knowing this, write drafts.

Then, utilizing the **ExpertReview tool** from Qualtrics, find and make revisions on your phrasing, length, question types, etc.

As always, **we can help with reaching your target**, and we have added some check-in questions to get you started:

## Questions to Keep the User in Mind:

- What are the demographics of your user?
- In what scenario is the user taking the survey?
- What user experiences are you looking to influence with the data insights?
- Will the user take the survey on mobile or desktop?
- How much time will the user have to take the survey?

## CALL FOR MORE DETAILS

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