What's the cost of asking the wrong questions?

Poor insights

Poor Business Decisions

This is where Google Forms is failing researchers.

How question design impacts data quality

33%

less bad data with the right screener questions.

3x

faster completion with the right question formats.

30%

fewer dropouts by optimizing survey length.

Source: Potloc (2025), Less Bad Data: Why Survey Design Matters More Than You Think

So how exactly is Google Forms failing?

Google Forms is not making researchers ask bad questions. It's making it **easy to miss the mistakes.**

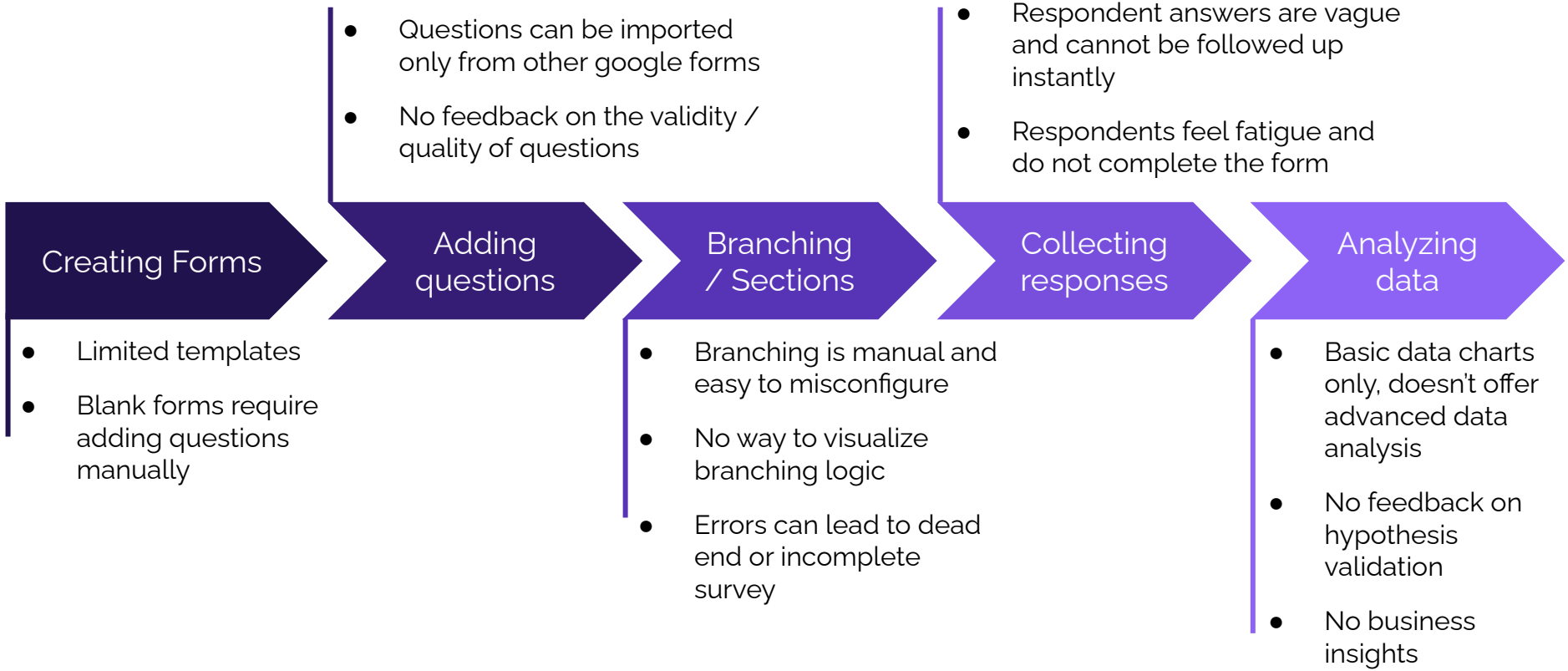
How it helps?

1. Easy to set up and share
2. Built-in charts
3. Free
4. Exportable data for deeper analysis

Where it breaks?

1. Assumes users know how to design good surveys
2. No feedback on question validity or quality
3. Basic charts don't help interpretation

Problem areas



User Persona - Beginner Researcher

Age: 24

Role: Students or entry-level professionals

Experience: Beginner

Motivation

- To gather quick feedback or data for a project without a budget for premium tools.

Needs

- Guidance on how to write good questions.
- Simple templates that don't require manual question building.
- Assurance that their survey logic isn't broken or leading to "dead ends".

Pain Points

- They don't know when their survey design is flawed until the data comes back "bad".
- They struggle with complex branching, which is manual and easy to misconfigure.
- Google's basic charts don't help them interpret what the data actually means for their goals.

User Persona - Beginner Researcher

Age: 36

Role: Product Manager / UX designer / UX Researcher

Experience: Intermediate

Motivation

- To make evidence-based business decisions quickly to minimize the cost of asking wrong questions.

Needs

- A way to automate the "cleaning" of data and summarization of long-form answers.
- High-speed workflows to meet tight deadlines.
- Direct validation of hypotheses to surface actionable insights for stakeholders.

Pain Points

- They have to export data to Excel or other tools for any meaningful analysis.
- They currently rely on manual peer reviews which are inconsistent and slow.
- Losing respondents due to survey fatigue or due to poor screener survey

Researchers don’t know when their survey is broken until it’s too late

HMW help researchers optimize their workflow and detect flaws in their research questions before they launch their survey?

Competitive Analysis & Existing Gaps

Competitors like Typeform and SurveyMonkey have already implemented AI in their workflows. However, following gaps still remain:

Forms are created in isolation and are not connected to hypothesis to be tested

No feedback on question quality or relevance to the hypothesis

No checks to identify any "dead ends" in branching logic

Solution - AI-powered intelligence across the workflow

Intelligent Form Creation

- Custom form creation from text prompt
- Accepting external files for context awareness
- Hypothesis input

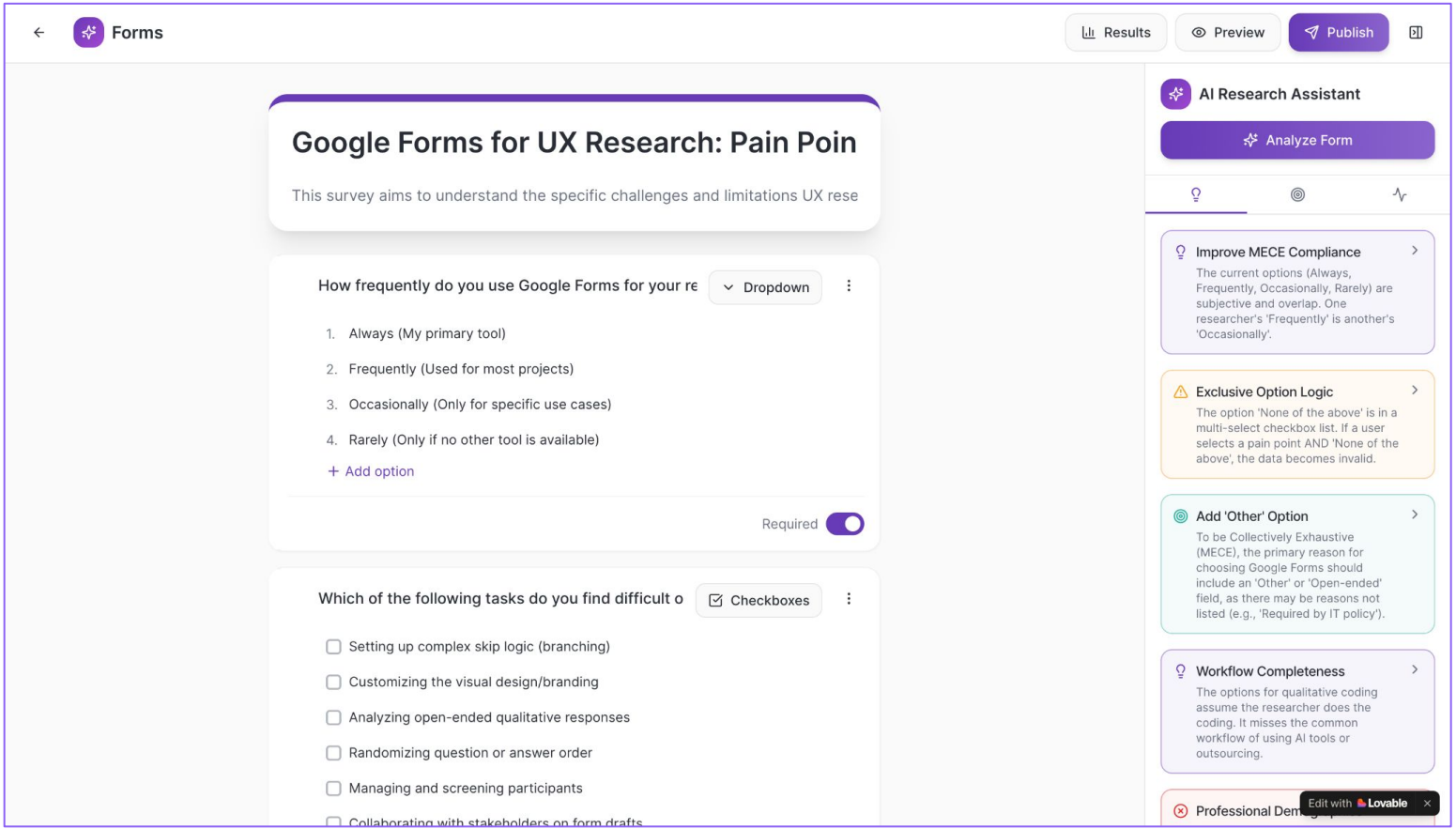
Question & Flow Intelligence

- Flagging biased or unclear questions
- Ensuring MECE answer options
- Suggesting better question formats
- Visualizing and validating branching logic
- Detecting dead ends and survey fatigue risks

Insight-Driven Analysis

- Summarize long-form answers
- Run multi-variable analysis
- Validate or invalidate hypotheses
- Surface actionable insights

Prototype



Prototype link