

# What's the cost of asking the wrong questions?



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.

# 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**.

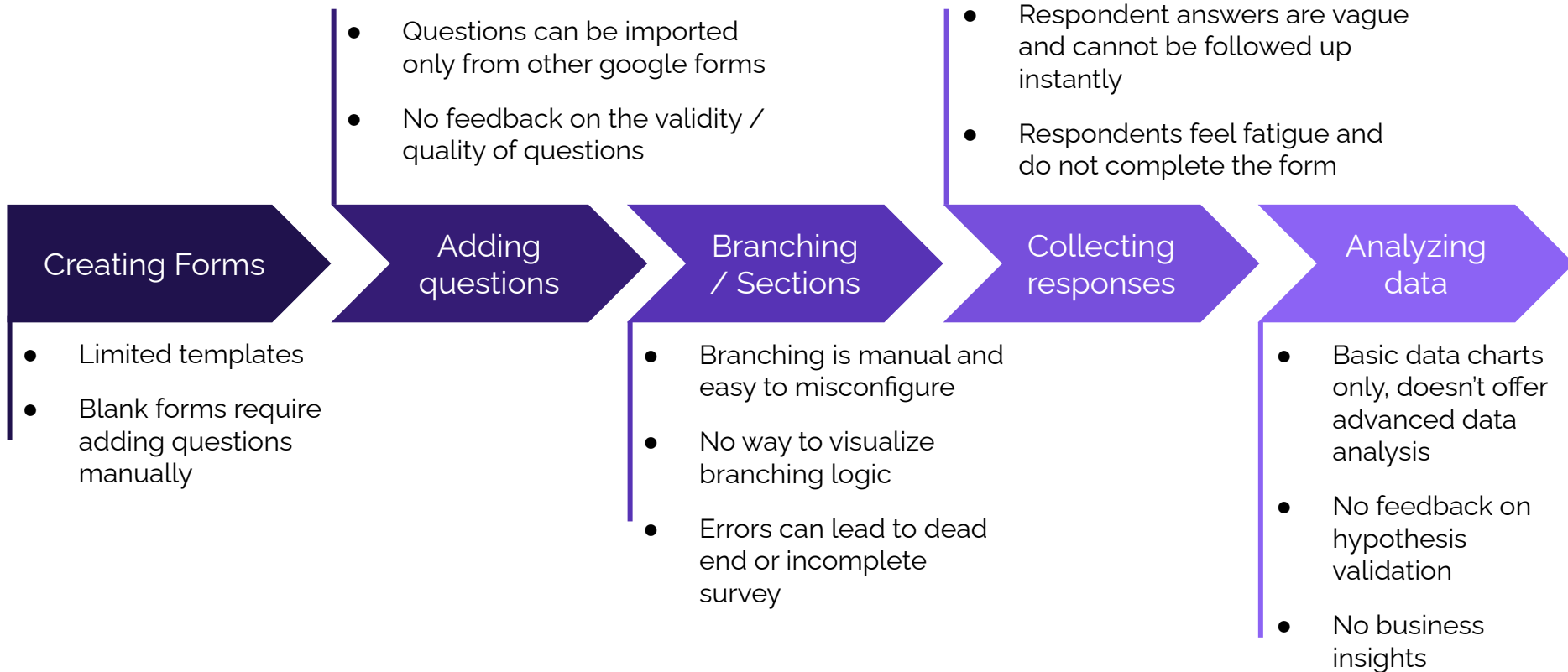
## How it helps?

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

← Forms

ResultsPreviewPublish

## Google Forms for UX Research: Pain Points

This survey aims to understand the specific challenges and limitations UX researchers face when using Google Forms.

How frequently do you use Google Forms for your research?

Dropdown

1. Always (My primary tool)

2. Frequently (Used for most projects)

3. Occasionally (Only for specific use cases)

4. Rarely (Only if no other tool is available)

+ Add option

Required

Which of the following tasks do you find difficult or time-consuming?

Checkboxes

☐ Setting up complex skip logic (branching)

☐ Customizing the visual design/branding

☐ Analyzing open-ended qualitative responses

☐ Randomizing question or answer order

☐ Managing and screening participants

☐ Collaborating with stakeholders on form drafts

AI Research Assistant

Analyze Form

💡 Improve MECE Compliance

The current options (Always, Frequently, Occasionally, Rarely) are subjective and overlap. One researcher's 'Frequently' is another's 'Occasionally'.

⚠️ Exclusive Option Logic

The option 'None of the above' is in a multi-select checkbox list. If a user selects a pain point AND 'None of the above', the data becomes invalid.

🎯 Add 'Other' Option

To be Collectively Exhaustive (MECE), the primary reason for choosing Google Forms should include an 'Other' or 'Open-ended' field, as there may be reasons not listed (e.g., 'Required by IT policy').

💡 Workflow Completeness

The options for qualitative coding assume the researcher does the coding. It misses the common workflow of using AI tools or outsourcing.

🚫 Professional Demographics

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Prototype link