



CUSTOMER SURVEY

UX RESEARCH &
RECOMMENDATIONS

4.11.2018

Create an engaging survey experience to align survey data with typing tool requirements to provide more data for research and user profile segmentation.



QSR INDUSTRY EXAMPLES

Wendy's

Finish Your Profile

Raise your
HAND
if you like
OFFERS

Add Your Birthday

April 18

Share your birthday for something special once a year.

Would You like to get WendyMail™ emails?

- ☒ I want to receive WendyMail and agree to the [Terms of Use](#), [Privacy Policy](#), and [Cookies - Tracking](#).
Personalized offers and exciting news in your inbox.

Are you a part of Veterans Advantage?

- ☐ I am a [Veteran's Advantage](#) Member
A program that provides discounts for Veterans.

SUBMIT

MAYBE LATER

OpinionLab: Please Provide Your Feedback

Secure | https://secure.opinionlab.com/cc01/comment_card_d.asp

 Powered by OpinionLab

We are always looking for ways to improve Wendys.com. Please take a minute to tell us what you think and help make Wendy's website experience even better.

COMMENT

Please choose one...

Enter your comments here

1000 characters left

RATING

OVERALL*	☐	☐	☐	☐	☐
	--	-	+-	+	++
EASY	☐	☐	☐	☐	☐
	--	-	+-	+	++
EFFECTIVE	☐	☐	☐	☐	☐
	--	-	+-	+	++
ENJOYABLE	☐	☐	☐	☐	☐
	--	-	+-	+	++

Very Poor

Very Good

Need immediate assistance? Contact our customer care team via text or call at (888) 624-8140.

What is your primary reason for visiting wendys.com today?

Please choose one...

Were you able to complete your task?

Please choose one...

How likely are you to recommended our website to friends or family?

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

☐ 10

* = required

 [Privacy Policy](#) [About this system](#)

SEND FEEDBACK

Pizza Hut

Welcome to Pizza Hut! [\(Sign In\)](#)

HUT REWARDS | [Join](#)

HUT REWARDS

Create Your Hut Rewards Account

START EARNING FREE PIZZA*

As a Hut Rewards member, every dollar spent online earns you points toward FREE pizza.*
Plus, enjoy:


FASTER CHECKOUT


HUT REWARDS
[Learn More](#)


EXCLUSIVE OFFERS

Full Name

E-Mail Address

Phone Number

Password

(minimum 6 characters, case-sensitive)

 **Want Exclusive Offers?**
Sign up for communications today and receive a deal for your next online order.

☒ YES! Sign me up for email offers

☐ Text

☐ E-Mail and Text

☐ No Thanks

Birthday* So we can send you a birthday treat!

Zip Code*

☐ I'm not a robot 

[Privacy](#) [Terms](#)

Create Account

☐ By clicking here and creating an account, I acknowledge that I am at least 13 years old and I agree to comply with Pizza Hut's [Terms of Service](#) and the [Hut Rewards Terms & conditions](#), and understand and agree that my information will be used as described therein and in Pizza Hut's [Privacy Policy](#).



Thanks for visiting PizzaHut.com. Please share your feedback which helps us provide the best online experience possible.

Please rate your experience.



What is your feedback regarding?

Tell us about your experience on PizzaHut.com.

1,000

Submit

[Privacy](#) 

Chipotle



CHIPOTLE FEEDBACK

Choose Language: English

We'd love to hear your thoughts, feelings, and impressions from your experience at Chipotle. So much so, that we'll give you a chance to win burritos for a year just for participating.

To complete this survey, you must be 13 years of age or older (sorry kids).



Host: Katie
ORDER #113

07/04/2016
12:01 PM
10015

How're we doing? Let us know at
ChipotleFeedback.com, Unique code:
030 061 100 000 310 025 30

Check your receipt for your special invitation code and enter it here.

☐ Receipt Code

☒ Don't have your receipt? [Click here to continue.](#)

Begin Survey

Copyright © 2017 | [Survey Support](#) | [Privacy Policy](#) | [Sweepstakes Rules](#)



CHIPOTLE FEEDBACK

Thank You!

Thank you for sharing your thoughts with us. We hope you win free burritos for a year (really).

Stay Connected

Visit [chipotle.com](#)

Subscribe to Future Communications



 Like 3.3M



we are unlimited | 6

QSR Industry Findings

- #1** Survey responses do not impact digital experience
- #2** My Profile consists of basic information such as name, email, birthday
- #3** Not all QSRs have an always on survey/feedback module
- #4** Few QSRs use rewards and sweepstakes to incentivize users to complete survey
- #5** User is not able to personalize preferences or communications across all channels within web
- #6** Did not receive thank you email or follow up offers after completing survey

SURVEY UX EXAMPLES

Care/Of

Personalized Vitamin Pack

When it comes to vitamins and supplements, are you:



Informed

You know more than the average person.



Curious

You know a bit, but want to learn more.



Skeptical

You're not convinced yet.

- Sentiment emojis



Do you look at a computer screen for more than 3 hours per day?

Yes

No

Don't worry,
it'll be less than five minutes.

Values



- Visual cues

Care/Of

Personalized Vitamin Pack

What should we explore?

We ask about 3 to 5 questions per goal.



Brain



Energy



Heart



Immunity



Skin



Digestion



Stress



Bones

- Category icons

Do you have any of these allergies?

Select all that apply.

☐ None

☐ Milk

☐ Eggs

☐ Fish

☐ Shellfish

☐ Tree nuts

☐ Peanuts

☐ Soybeans

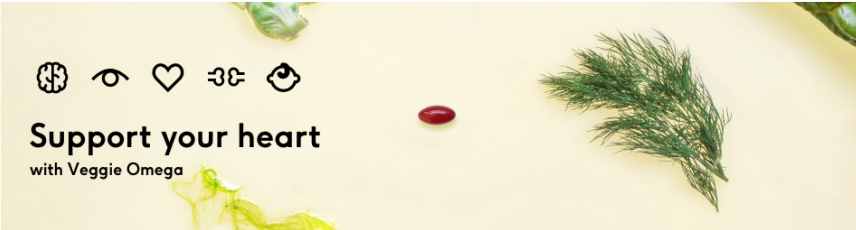
☐ Wheat

☐ Ragweed

- Easily select multiple options

Care/Of

Personalized Vitamin Pack



Support your heart
with Veggie Omega

You told us you're on a vegan diet

Veganism has great health benefits, and even environmental benefits. But you may be missing out on a few nutrients commonly found in fish or seafood.

Veggie Omega helps maintain a healthy heart

Veggie Omega contains EPA and DHA, which are omega-3 fatty acids that have many benefits supported by repeated double-blind clinical trials. In fact, the FDA announced in 2004 that there is supportive, but not conclusive evidence of Omega-3's ability to reduce the risk of coronary heart disease.

[Research](#)

OUR VEGGIE OMEGA

Sourced from microalgae

Our Veggie Omega is sourced from microalgae, which makes it more sustainable and less impactful to the environment than the production of even the most sustainably sourced fish oil supplements.

Sustainably sourced

We use a simple water extraction method so that no harmful chemicals are used during the production of our Veggie Omega. Our veggie omega is made and tested in the United States.

Helps maintain healthy joints

⌵

Helps maintain a healthy heart

♥

Helps maintain cognitive health

⌵

Important when not eating enough fish

♥

Non-GMO

Non-GMO

V

Vegetarian

GF

Gluten Free

VG

Vegan

[View Supplement Label](#)

PRODUCT TYPE

○

2 softgels

DOSAGE

1030 mg + 600 mg + 360 mg
ALGAE OIL OMEGA-3 DHA

INGREDIENTS

[View/Adjust My Pack](#)

DOES NOT CONTAIN

- User selected category icons are displayed in results
- Personalized content and recommendations based on survey
- Informative tips and labels

StitchFix

Digital Style Assistant

Take Your Style Quiz

SIZEFIT/CUTSTYLEPRICEMORE ABOUT YOU



Welcome, Jenna!

We're excited to start styling for you. Please tell us about your style, fit, size and more so your Stylist can select items you'll love.

We currently carry sizes 0-24W (XS-3X), as well as maternity and petite clothing.

Take Your Style Quiz

SIZEFIT/CUTSTYLEPRICEMORE ABOUT YOU

What do you think of the styles below?



Hate it	Just ok	Like it	Love it
---------	---------	---------	---------

How often would you like to receive the following clothing categories in your Fix?

TOPS

Often	Sometimes	Never
-------	-----------	-------

BLAZERS

Often	Sometimes	Never
-------	-----------	-------

- Progress bar
- Stylized photography
- Simple sentiment evaluation

StitchFix

Digital Style Assistant

- Transparent user centric copy for social sharing
- Establish brand trust and credibility

Social Networks

We love learning more about you! If you'd like to share any public social media user names so that our stylists can get a better sense of who you are when they style for you, please include them below. Share whatever you are comfortable with; we care a lot about privacy.

This step is completely optional, confidential, and will be used only for styling your shipments.

PINTEREST BOARD

Paste the full URL of your style board (ex. <http://www.pinterest.com/username/your-board>).

INSTAGRAM HANDLE

Ex: stitchfix

TWITTER HANDLE

Ex: stitchfix

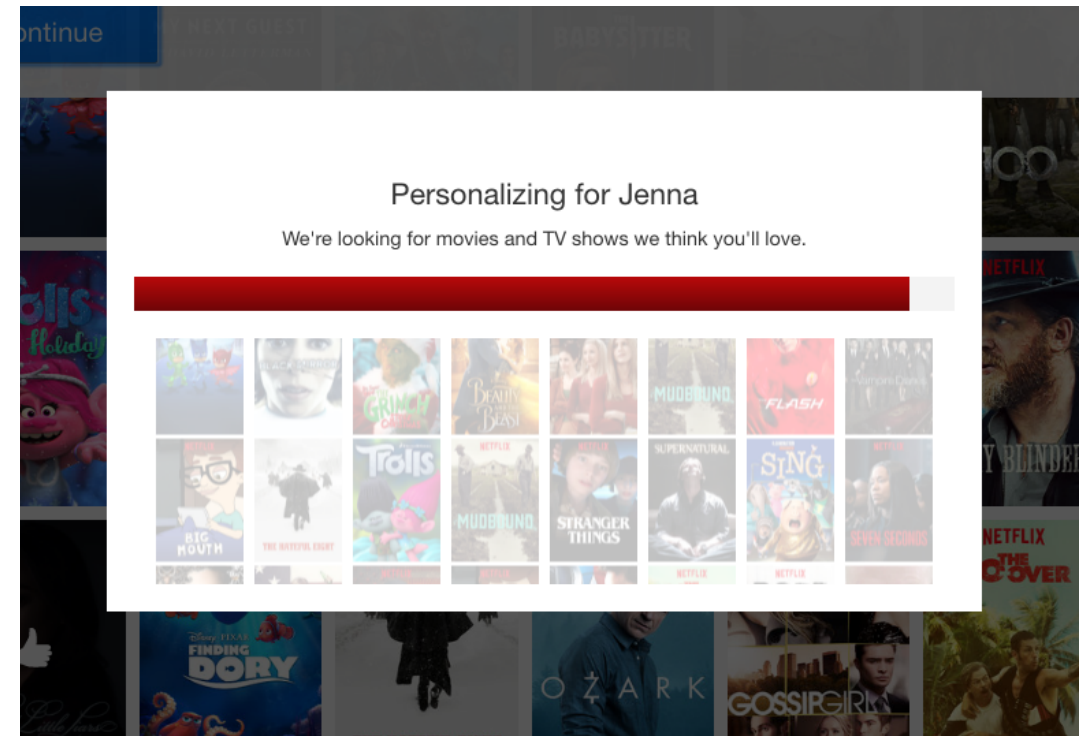
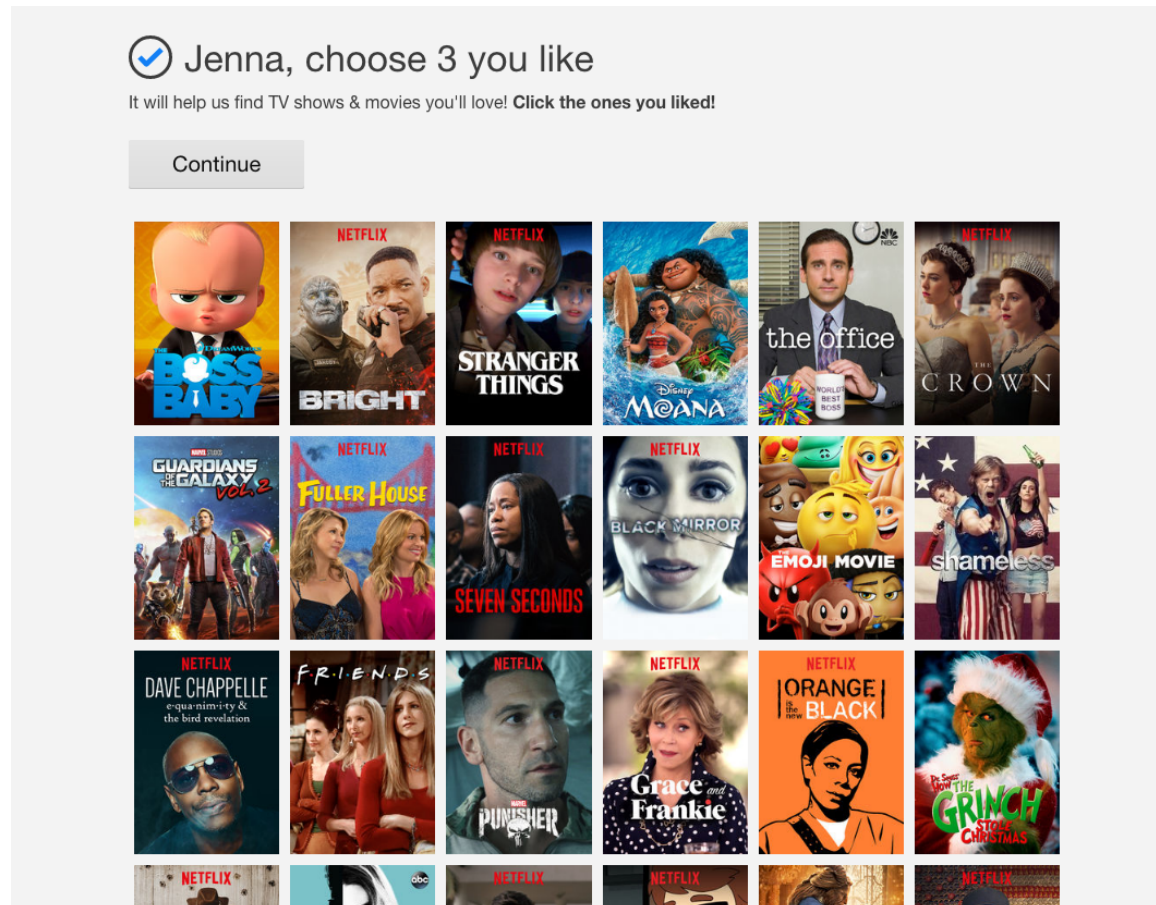
LINKEDIN PROFILE

Ex: [linkedin.com/company/stitch-fix](https://www.linkedin.com/company/stitch-fix)

SAVE & REVIEW →

Netflix

Personalized Online Streaming



- Capture preferences based on look-alike model and implicit data

OkCupid

Online Dating

1 of 15

About how long do you want your next relationship to last?

You 

One night	☐
A few months to a year	☐
Several years	☐
The rest of my life	☐

Skip this question

- Labeled steps

About how long do you want your next relationship to last?

The rest of my life 

 Your ideal person

One night	☐
A few months to a year	☐
Several years	☐
The rest of my life	☐

This is important to me ☐

- Chat UI

2 of 15

Choose the better romantic activity:

You 

Kissing in Paris	☐
Kissing in a tent, in the woods	☐

Skip this question

- Single question per screen

Creating Effective Survey For User Research

#1 Clearly convey to the audience the value of taking the survey. How will this improve customer's relationship with the brand? How much time will this take from their day?

#2 Understand where the users are and what prompt them to take the survey. Are they currently at McDonalds or ordering from home? Were they directed here from email or third party site? Are they new customers or existing customers?

#3 Keep initial survey concise with high priority learnings. Slowly introduce other questions in follow up survey or progressive on boarding modules. Avoid respondent fatigue to ensure quality of data.

#4 Think about the data, tags, and actionable learnings before drafting survey questions.

#5 Refrain from asking questions that can be answered with behavioral or implicit data.

Creating Effective Survey For User Research

#6 Ask about one mindset or behavior per question/score. Do not roll up multiple questions into a general big idea question.

#7 In addition to standard responses such as Y/N, Multiple Choice, Ranking, etc. Add visual elements such as icons or imagery

#8 Avoid leading or biased questions

#9 Practice Poka-Yoke. Design surveys so they're simple to understand and easy to navigate. Ensure users can quickly skim responses to provide feedback.

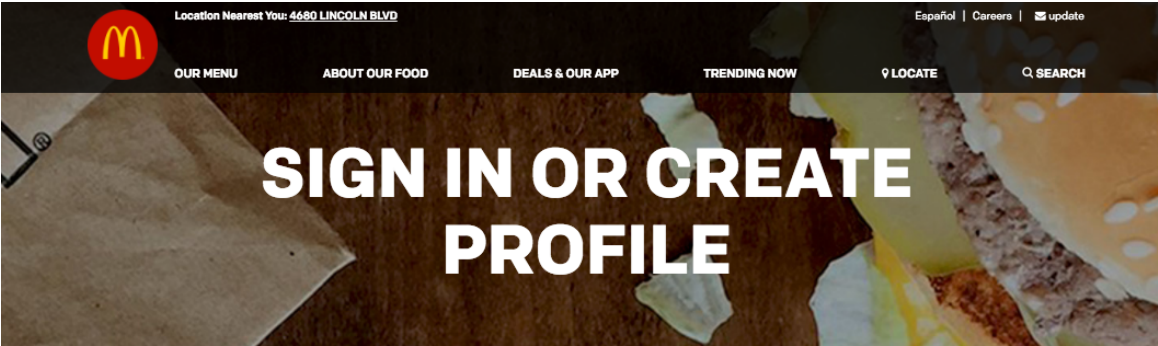
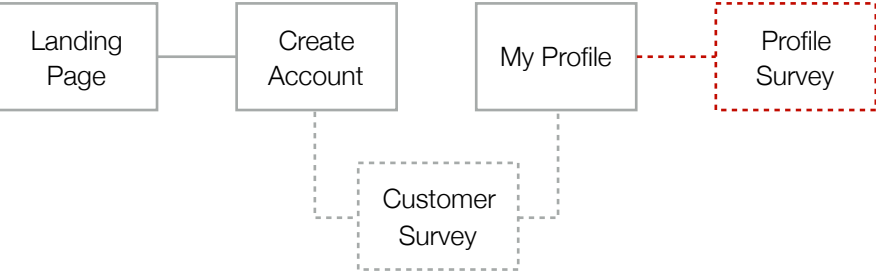
#10 Use frequent short and simple surveys as part of product development process to gauge customer interest. Avoid respondent fatigue to ensure quality of data.

CURRENT SURVEY EXPERIENCE

Profile Survey

Step 1- My Profile

Shushana User Flow



Welcome, Sue!

This is the info we have for you. Feel free to change it any time you like.

Name Sue Ji [edit](#)
Address MARINA DEL REY, CA 90292 [edit](#)
Email Address shushana.ropp@gmail.com [change email](#)
Password [change password](#)
Birthday Month August [change birthday month](#)

[unsubscribe](#)

Can we have a minute or two of your time?

What better way to know than by listening to you

[PLEASE ANSWER A FEW QUESTIONS](#)

McDonald's uses the information you provide to meet your needs. We may also use this information to communicate with you. Information shared with McDonald's will be used solely in accordance with McDonald's Privacy Statement.

Profile Survey

Step 2

Customer Survey

Question 1

In the last month, how many times have you visited McDonald's (or "experienced the McDonald's love")? Just one choice, please.

- ☐ None
- ☐ Once
- ☐ Twice
- ☐ Three or four times
- ☐ Once a week
- ☐ Twice a week
- ☐ More than twice per week

Question 2

And in this time you have been at McDonald's (and we love you for it!), when do you usually stop by? Your visit can be drink only. And if you see us at the same time or more than once a day, please just choose the description that fits you best.

- ☐ Breakfast (for example, from 6am until 10:30am)
- ☐ Lunch (from 11am until 2pm)
- ☐ Mid-to-late afternoon (after 2 pm until 5:00pm)
- ☐ Dinner (after 5pm until 7pm)
- ☐ Early evening (after 7 pm until 9 pm)
- ☐ Late night (after 9 pm until Midnight)
- ☐ Early morning (after midnight until 6am)

Question 3

In thinking about the last month of visiting McDonald's, which best describes your visit?

- ☐ I went alone
- ☐ With one other person
- ☐ With two or more people

Question 4

When you visit McDonald's, are you usually in a hurry?

- ☐ Yes
- ☐ No

Question 5

When you visit McDonald's, where do we usually serve you? Where do you usually enjoy our food?

- ☐ Drive-thru, Take Out
- ☐ Drive-thru, Dine-In
- ☐ Front Counter, Take Out
- ☐ Front Counter, Dine-In

Question 6

And when you enjoy McDonald's, which of the below describes your typical order? Feel free to choose more than one.

- ☐ Beverages
- ☐ Burgers & Sandwiches
- ☐ Chicken & Fish
- ☐ Breakfast
- ☐ Salads
- ☐ Snacks & Sides
- ☐ Desserts & Shakes
- ☐ Extra Value Meals
- ☐ Happy Meals

Question 7

How many children under 13 years old live in your home?

- ☐ None
- ☐ One
- ☐ Two
- ☐ More than two

Question 8

Including McDonald's, how many times have you visited Fast Food Restaurants in the last month? Just one choice, please.

- ☐ None
- ☐ Once
- ☐ Twice
- ☐ Three or four times
- ☐ Once a week
- ☐ Twice a week
- ☐ More than twice per week

Finish

McDonald's uses the information you provide to meet your needs. We may also use this information to communicate with you. Information shared with McDonald's will be used solely in accordance with McDonald's Privacy Statement.

Profile Survey

Step 3

Nice!

Thank you for your feedback.

McD Survey Experience Findings

- #1** I was prompted to fill out another survey. I took that survey first and spent ~6 mins.
- #2** Confused if survey is also the preference center and why I would fill it out.
- #3** Spent ~2.6 mins on the profile survey
- #4** Received 'NICE!' upon completing profile survey
- #5** Unclear next steps after survey and how my responses will affect my brand experience
- #6** No email thank you.
- #7** Web and app content remain the same post survey(s).

SURVEY RECOMMENDATIONS

Survey Recommendations

VALUE Clearly convey value and benefits for why user should take the survey or update their profile.

DELIVER Ensure users feel their feedback will be incorporated within their brand and product experience.

RESPONSIVE & INTEGRATED Ensure user can access and respond to survey across devices and platforms. Ex: website, app, email

NAVIGATION TBD Need survey content

tone TBD Need creative input

DESIGN TBD Need creative input

Survey Solutions



Customer Survey

Question 1
In the last month, how many times have you visited McDonald's (or "experienced the McDonald's love")? Just one choice, please.

☐ None

☐ Once

☐ Twice

☐ Three or four times

☐ Once a week

☐ Twice a week

☐ More than twice per week

Question 2
And in this time you have been at McDonald's (and we love you for it!), when do you usually stop by? Your visit can be drink only. And if you see us at the same time or more than once a day, please just choose the description that fits you best.

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☐ Early evening (after 7 pm until 9 pm)

☐ Late night (after 9 pm until Midnight)

☐ Early morning (after midnight until 6am)

Question 3
In thinking about the last month of visiting McDonald's, which best describes your visit?

☐ I went alone

☐ With one other person

☐ With two or more people



1 → Which form of transport do you use the most?



A Walking



B Bicycle



C Scooter



D Car



E Airplane



F Ferry



G Hot air balloon



H Sailboat

2 → How many times have you cycled in the past week?

Survey Solutions

Foresee vs Typeform



Typeform

Visual Images/Icon	✓
Chat Interface	✓
Responsive Format	✓
Other key feature	
Other key feature	

APPENDIX

Preference Center Execution Tips

Keep preference center simple

- Collect only the basic information, use progressive profiling in subsequent emails to slowly enrich profile
- Think through how data will be used before collecting or asking for it
- Include a short “security promise” and link to privacy policy near submit button
- Include an “update profile” quick link in all emails; send an “update your profile” reminder email every 4-6 months

Convey benefits of filling out preference center in both preference center landing page and update preference email

- Relevant emails
- Choose to hear about your favorite products
- Set own email frequency

Preference Center Execution Tips

Use data validation logic to ensure correct information will be filled in

- Reconfirm email address (missing “@”, misspelling popular domain names)
- Limit number of characters for each field (set name field to 14 characters max.)
- Format validation (zip codes should only have numeric entry)
- Use drop down fields where applicable (product type, form)

Set success goals

- # of Completed Profiles
- Reduce complaint rate by X%
- Increase conversion of web site visitors by x%

PlateJoy

Personalized Meal Subscriptions

Welcome to PlateJoy!



We're excited to design a menu that fits your lifestyle and preferences!

When you're finished taking the quiz below, we'll show you some amazing dishes that we think you'll love creating.

HOW MANY PEOPLE ARE YOU SHOPPING FOR?

Adults

Children

TELL US ABOUT YOURSELF

Your Name

☐ Female ☐ Male

Trying to lose weight? ☐

Portion size ☐ Small ☒ Regular ☐ Large (very active)

DO ANY OF THE FOLLOWING APPLY TO YOU?

You can change this at any time

☐ Low Sodium

☐ Clean Eating

☐ Gluten Free

☐ Dairy Free

☐ Kosher

☐ Pregnant/Nursing

ARE THERE INGREDIENTS YOU PREFER TO AVOID?

Check all that apply

☐ Avocado ☐ Beef ☐ Bell peppers

☐ Chicken ☐ Cilantro ☐ Eggplant

☐ Eggs ☐ Lamb ☐ Mushrooms

☐ Peanuts ☐ Pork ☐ Raw onion

☐ Seafood ☐ Shellfish ☐ Soy

☐ Spicy foods ☐ Tree nuts

☐ Other

WHAT STATEMENT BEST DESCRIBES YOUR FEELINGS ON SEASONAL PRODUCE?

☒ Seasonal produce is preferred but I'm okay with non-seasonal produce to add variety to my menu

☐ I do not want to see recipes with out-of-season ingredients (like berries during winter months)

HOW MUCH TIME DO YOU HAVE TO MAKE SNACKS & DESSERT?

☒ Less than 10 minutes—grab and go snacks like fruit are great

☐ More than 10 minutes—I want some more complex recipes

☐ A mix of these—variety is my biggest requirement



Here's the personalized plan we've built for you:

MEMBERSHIP INCLUDES:

- ✓ Personalized meal plan access
- ✓ Custom recipes tailored to you
- ✓ On-demand grocery lists
- ✓ Nutrition facts for all meals, with syncing to Fitbit and Jawbone UP
- ✓ Change dietary preferences any time

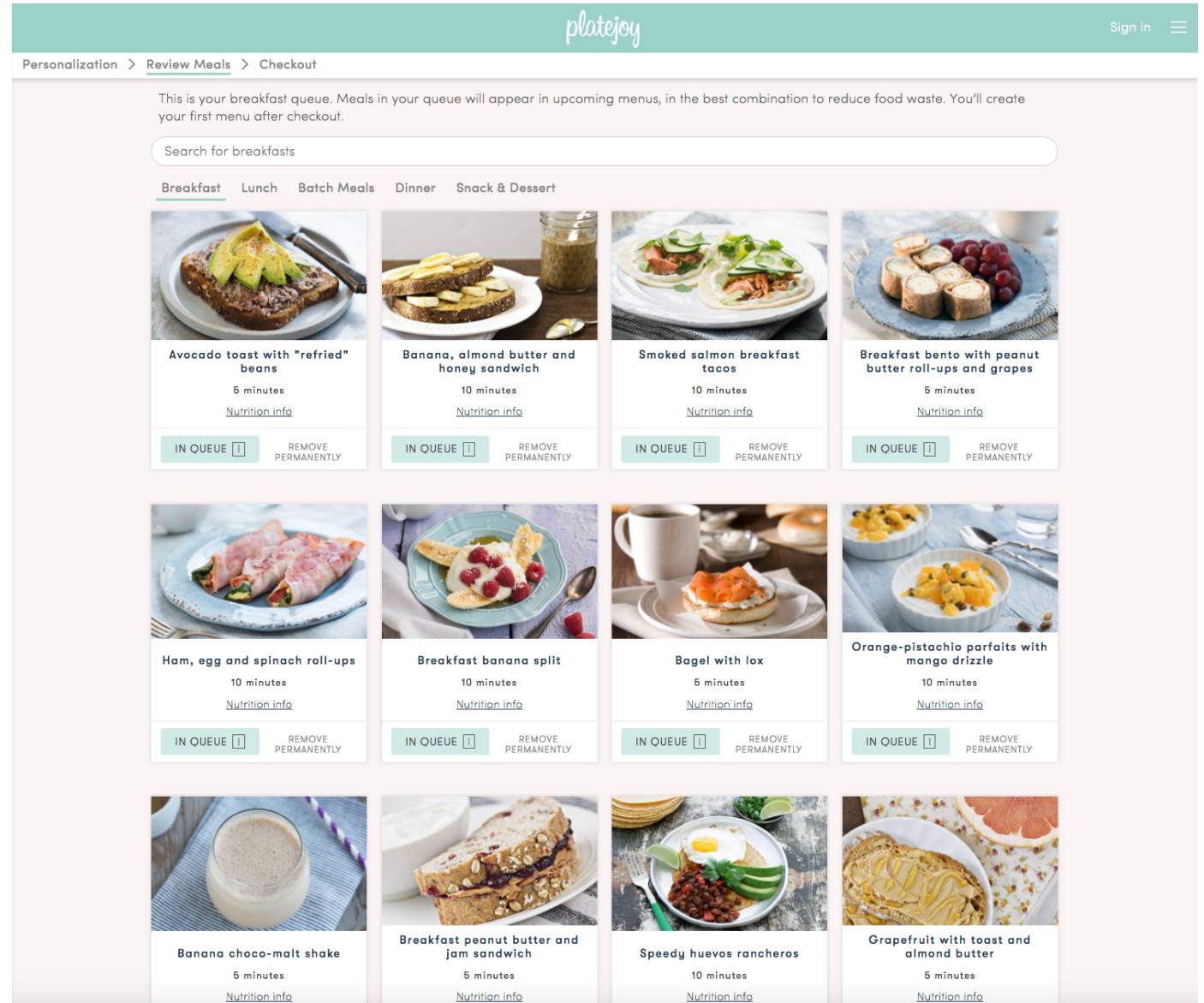
NOTE: PLATEJOY DOES NOT DELIVER FOOD

SEE MY MEALS

PlateJoy

Personalized Meal Subscriptions

- Motivational messaging
- Convey user benefits before survey
- Display personalized recommendations immediately upon completing survey
- Help users set health goals



Winc

Online Wine Club



Let there be wine!

Delivered to your doorstep, of course.

GET STARTED

How it works



We deliver 4 bottles of wine to your door every month. And shipping's on us.



Pick your own bottles, or let us choose & match to your taste. We make hundreds of wines, starting at \$13.



It doesn't cost a thing to become a member, and you can skip or cancel anytime.

GET STARTED

Discover your favorites.

From Rosé to Cabernet to Torrontés, we have over 100 styles of wine to discover. Ever try an orange wine?

EXPLORE



Delivery's on us.

Each month's selection is sent straight to your door. Wine delivery has been known to create great amounts of joy.

SHOP WINES

Cheers!

We send you 4 wines at a time - basically a party in a box.

GET STARTED



Winc

Online Wine Club

- Visual on-boarding/survey
- Set delivery preferences upon completing survey
- Customize order options based on preferences

How Adventurous Are You When It Comes To Food & Drink?

I'll try anything. Really. >

Always looking to try something new. >

I don't actively seek out new tastes. >

I know what I like. >

I eat ____ and drink _____. That's it. >



OK! Let's show you how Winc works.



4 bottles a month, matched to your taste and delivered to you.



Complimentary shipping. No membership fees.



Hundreds of wines (made by us!) starting at \$13.



Skip a month or cancel anytime. Designed around you.

Ready to build your box? Select red, white or both.



< 2 Red, 2 White >

SEE YOUR WINES

Bottles starting at
\$13

Complimentary wine delivery



Note: I took this survey first because it prompt me as soon as I created an account. Eventually after navigating around McDonalds website, I landed on my profile where I discovered the profile survey.



'Other' McDonalds Survey



McDonalds.com Survey

Thank you for visiting the McDonald's website. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Required questions are denoted by an *

1: *Please rate the balance of graphics and text on this site.
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know
2: *Please rate the readability of the pages on this site.
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know
3: *Please rate the consistency of speed from page to page on this site.
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know
4: *Please rate how completely the page content loads on this site.
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know
5: *Please rate the options available for navigating this site.
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know
6: *Please rate how well the site layout helps you find what you need .
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know
7: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site.
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know
8: *Please rate how well the features on the site help you find the product(s) you need .
1=Poor 1 2 3 4 5 6 7 8 9 10 Excellent=10 Don't Know

11: *How does McDonalds.com compare to your idea of an ideal website ?
1=Not Very Close 1 2 3 4 5 6 7 8 9 10 Very Close=10
12: *How likely are you to recommend McDonald's to someone else ?
1=Very Unlikely 1 2 3 4 5 6 7 8 9 10 Very Likely=10
13: *How likely are you to prefer McDonald's over other brands?
1=Very Unlikely 1 2 3 4 5 6 7 8 9 10 Very Likely=10
14: *Please rate your level of confidence in buying food from a McDonald's restaurant.
1=Not At All Confident 1 2 3 4 5 6 7 8 9 10 Very Confident=10
15: *How likely are you to seek out more information about McDonald's?
1=Very Unlikely 1 2 3 4 5 6 7 8 9 10 Very Likely=10
16: *How likely are you to purchase from McDonald's in the next week?
1=Very Unlikely 1 2 3 4 5 6 7 8 9 10 Very Likely=10
17: *How likely are you to call McDonald's for customer service today?
1=Very Unlikely 1 2 3 4 5 6 7 8 9 10 Very Likely=10
18: *How frequently do you visit this site?
Daily/more than once a day
19: *What is your primary reason for visiting this site today?
Download the app
20: *Did you find what you were looking for?
No
21: *Did you use the search feature during your visit today?
No
21.2: *Why did you not use the search feature today?
Didn't need it today
22: *What section of the site did you use most during your visit?
Please Select

23: *How would you describe your navigation experience on this site today? (Please select all that apply.)
☐ I had no difficulty navigating/browsing on this site
☐ Links often did not take me where I expected
☐ Too many links/navigational options to choose from
☐ Had difficulty finding relevant information
☐ Had technical difficulties (error messages, broken links, etc.)
☐ Links/labels are difficult to understand
☐ Could not navigate back to previous information
☐ I had a navigation difficulty not listed above
24: *Which of the following issues, if any, did you find problematic while reviewing site information? (Please select all that apply.)
☐ No issues occurred
☐ Information did not answer my questions
☐ Information was not easily understood
☐ Images did not provide sufficient detail
☐ Images did not seem real
☐ Images did not reflect actual size of food
☐ Other
25: *Which of the following features/tools did you use today? (Please select all that apply.)
☐ Restaurant locator
☐ Nutrition calculator
☐ My profile
☐ Contact us
☒ I did not use any tools on the site today
26: *Do you have a McDonald's account/profile?
☐ Yes, I had an account before today's visit
☐ Yes, I created my account today
☐ No, I do not have a McDonald's account
27: *What additional content or features would you like to see? (Please select all that apply.)
☐ Product pricing
☐ Special dietary need tools
☐ Additional menu customization choices
☐ Online ordering
☐ Loyalty programs
☐ Deals
☐ Restaurant amenities (playplace, drive-thru, WiFi, etc.)
☐ Other (please specify)

28: *What factors influence your decision to eat at McDonald's? (Please select all that apply.)
☐ Taste of the food
☐ Special offer on specific food or beverage
☐ Somebody else I was with made the decision to go there
☐ I/somebody I was with had a craving for a specific food item
☐ Quality of the food
☐ I like McDonald's as a company
☐ Low prices
☐ Convenience
☐ My child or a child I was with wanted to go there
☐ Speed of service
☐ Taste of the beverages
☐ Variety of options to choose from
☐ Value for the money
☐ Other
29: *How would you rate the quality of food at McDonald's?
1 = Very low 1 2 3 4 5 Very high = 5
30: *After visiting this site, how has your perception of the quality of food at McDonald's changed?
Please Select
31: *How likely are you to follow McDonald's on a social media website (Facebook, Twitter, Instagram, etc.) in the future?
Please Select
32: What is your gender identity ?
Please Select
33: What is your age ?
Please Select
34: Do you have children under 18?
Please Select

Thank you for taking our survey - and for helping us serve you better.
We appreciate your input!

Cancel	Submit
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thx
