

# Closed Questions

# Open Questions

Easy to Answer

Harder to Answer

## Objective of Closed Qs:

*To confirm facts, clear-up confusion, or narrow the focus*

## Objective Questions:

*To get facts you can't get elsewhere*

## Subjective Questions:

*To get feelings and perspectives*

## Speculative Questions:

*To be thought provoking, good for creative potential*

### Sample Questions about a Person's TV Usage

How many televisions does your family use now?

Which rooms are your TVs located?

Why do you/your family want the largest possible TV?

What would you watch?

What do you fear most about buying a TV?

What would make you less (emotion)?

What if you could create the perfect TV for your family?

Describe the first three things you'd build into the new model

# Make Questions Specific, Also Easier to Answer

Vague: What do you think about shopping online?

**Specific: What's the most important reason why you shop online?**

Vague: How do you feel when you visit a retailer?

**Specific: What's your first reaction to visiting the TV section of a typical retailer?**

Vague: Do you have a budget?

**Specific: What if you find a TV that's perfect for your family but more than your budget?**

Vague: Why don't you buy a TV in-store?

**Specific: What's the primary reason why you would not purchase a TV instore? What's the primary benefit to buying online?**