Demand-side Survey Implementation Guide
i2ifacility.org/community/dssimplemplementationguide

Basic questionnaire design process

- Pick research objectives
- Get stakeholders input on objectives and update
- Do qualitative research to help objectives and content
- Pilot, check duration and validate questions, answers and instructions
- Turn content into questions and answers
- Order question sections and content inside sections
- Improve questionnaire wording and instructions
- Cut questions down to priorities
- Check questionnaire for duration and research objectives
- Sign off final questionnaire
- Translate, check and improve questions
- Get feedback from stakeholders