WORKSHEET #4 BONUS: SURVEY PLANNING - CUSTOMERS

Use this form to record the key questions you wish to ask in the survey - use the back of the sheet to brainstorm questions with your team, then list them in order here:

Key Questions to Ask	Required Evidence (the information we will need to say "we know")	Information Source (where or from whom will get the information we need)	Research Method (how we'll get it)	Timing (when is it due)	Responsibility (who will do it)