



# Surveying Fundamentals for Business Analysts

*Carol Deutschlander*

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## **Surveying Fundamentals for Business Analysts** Carol Deutschlander

Surveying is an excellent way to elicit requirements, but reliable resources that examine survey methods are hard to find — until now. *Surveying Fundamentals for Business Analysts* presents the basics of developing and executing efficient and effective surveys. It offers detailed descriptions of the different types of surveys and guidance on how to choose the right survey for your task as well as how to identify stakeholders and participants. *Surveying Fundamentals* also presents specific instructions on writing effective questions and gearing them toward a particular audience.

This practical guide provides the fundamentals you need to conduct and present the results of surveys — in one simple source. Follow the author's step-by-step approach to:

Determine the scope of the survey  
Design questions that will capture specific data  
Analyze the data objectively and effectively  
Report the findings clearly

Add effective surveying to your list of business analysis skills!

## Contents

Introduction: Why Surveys? • Defining the Objective • Identifying the Group • Writing Questions • Ordering and Laying Out the Survey • Piloting the Survey • Sending Out the Survey and Following Up with Participants • Analyzing and Interpreting the Results • Reporting on the Results • Checklist for Writing Good Questions • Survey Process Template • Question-Writing Template • Case Study

## About the Author

Carol Deutschlander, Certified Business Analyst Professional (CBAP), is a business analysis manager with Home Hardware Stores, Ltd., Canada. She is an active supporter of the International Institute of Business Analysis (IIBA) and has served on various committees, including the IIBA's International Board of Directors.

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