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Designing a survey or questionnaire involves much more than just choosing what questions to ask. There are multiple factors that influence your project's success or failure, so be sure to consider these 10 key factors when you're creating your survey.

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Before you design your questionnaire, clearly articulate what decision, problem or need is to be addressed by the answers to them. For example, review why you are doing the evaluation and what you hope to accomplish by it. This provides focus on what information you need and, ultimately, on what questions should be in the questionnaire.

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Objectives, and components of survey communication, motivation and facilitation strategies, the business context, internal survey organization policies and procedures, and external conditions.

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