

Spa Website Customer Survey

The user research strategy for the redesign of the spa website included a survey of spa customers. The following are the responses from the survey.

	Question	Response Options	Customer ID									
			1	2	3	4	5	6	7	8	9	10
1	What is your age range?	1- 20-29 2- 30-39 3- 40-49 4- >50	1	2	2	2	2	3	3	3	4	4
2	What is your Gender?	1- Male 2- Female	2	2	2	2	2	2	2	2	1	1
3	What is your overall perception of the Spa Website?	1- Poor 2- Average 3- Good 4- Excellent	2	2	2	3	2	2	3	1	2	2
4	Which services do you use?	1- Massage 2- Facial 3- Both 4- Neither	4	1	1	1	2	1	3	1	3	1
5	Would you be comfortable registering with your email address (must be verified through email) and logging in to edit any appointment?	1- Yes 2- No	1	1	1	1	1	1	1	1	1	1
6	What is your preferred way of contact to send you a confirmation request (email or text)?	1- Email 2- Text	2	2	2	2	1	2	1	1	2	1
7	If text is your preferred form of contact, you will need to provide your phone number and be sent a verification code which you will enter to verify we have your correct phone number. Is this acceptable to you?	1- Yes 2- No	1	1	1	1	1	1	2	2	1	2
8	If offered a discount would you be interested in buying the Spa services?	1- Unlikely 2- Not sure 3- Would consider 4- Likely	4	4	1	2	3	3	4	4	4	4