Continuous Improvement Toolkit

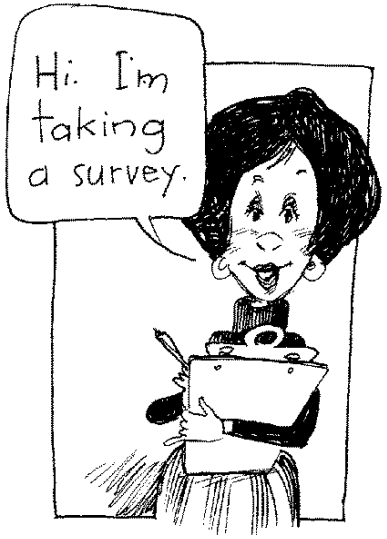
Questionnaires


Managing Risk
PDPC
FMEA
RAID Logs
Fault Tree Analysis
Risk Assessment*
Traffic Light Assessment
Deciding & Selecting
Pros and Cons
Importance-Urgency Mapping
Break-even Analysis
Cost Benefit Analysis
Force Field Analysis
Voting
Pugh Matrix
Decision Tree
QFD
Matrix Diagram
TPN Analysis
Kano Analysis
Prioritization Matrix
Critical-to Tree
Paired Comparison
Cause and Effect Matrix
Pareto Analysis
Planning & Project Management*
RACI Matrix
Stakeholder Analysis
PEST
PERT/CPM
Activity Diagram
SWOT
Roadmaps
Project Charter
Gantt Chart
PDCA
Control Planning
Gap Analysis
Hoshin Kanri
Kaizen
How-How Diagram
Tree Diagram**
Standard work
Lean Measures
KPIs
OEE
Capability Indices
MSA
RTY
Descriptive Statistics
Cost of Quality
Probability Distributions
ANOVA
Reliability Analysis
Graphical Analysis
Hypothesis Testing
Understanding Cause & Effect
Confidence Intervals
Design of Experiments
Scatter Plot
Correlation
Regression
5 Whys
Chi-Square Test
Multi-vari Charts
Relationship Mapping*
Fishbone Diagram
TRIZ***
Identifying & Implementing Solutions***
Simulation
TPM
Mistake Proofing
Pull Systems
JIT
Ergonomics
Work Balancing
Automation
Bottleneck Analysis
Visual Management
Flow
Value Analysis
5S
Waste Analysis
SMED
Time Value Map
Process Redesign
IDEF0
Value Stream Mapping
SIPOC
Flow Process Chart
Process Mapping
Service Blueprints
Understanding Performance
Run Charts
Control Charts
Benchmarking
Sampling
Brainstorming
Analogy
SCAMPER***
Nominal Group Technique
Mind Mapping*
Affinity Diagram
Attribute Analysis
Lateral Thinking
Visioning
Flowcharting
Creating Ideas**
Designing & Analyzing Processes
Focus groups
Interviews
Photography
Check Sheets
Observations
Questionnaires
Data Collection
Critical Incident Technique

- Questionnaires

Surveys:

- A **survey** is a research method used to gather information from a selected group of people.
- They are used to collect written or verbal information.
- The information is collected in an organized manner.
- A survey involves all aspects of the research process, including:
  - Survey design and construction.
  - Data collection planning.
  - Sampling method.
  - Response analysis.



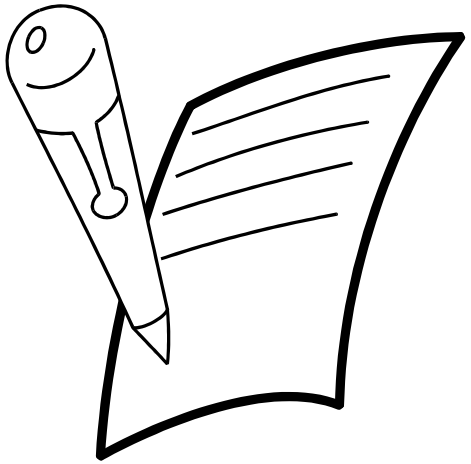
- Questionnaires

A Questionnaire:

- Often used in research and statistical studies.
- Consists of a set of printed or written questions.
- Used to collect and record information about a particular issue of interest.
- Used to gather qualitative and quantitative information.
- Allows to capture:
  - A large amount of information.
  - In a short period of time.
  - From a large number of individuals.
  - Without spending much effort.

- Questionnaires

- **Questionnaires are commonly used in:**
  - Marketing research.
  - Organizational behavior research.
  - Academic research.
  - Quality and process improvement initiatives.

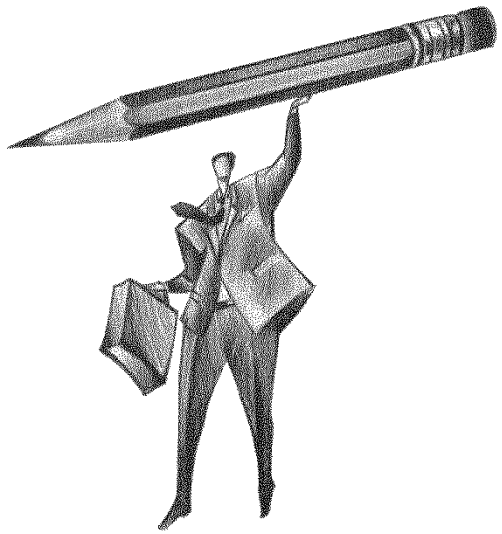


- Service industries (such as hotels, restaurants and training centers) often rely on questionnaires to determine their customer satisfaction levels.
- Questionnaire can be conducted via the web, email, phone, or in person.

- Questionnaires

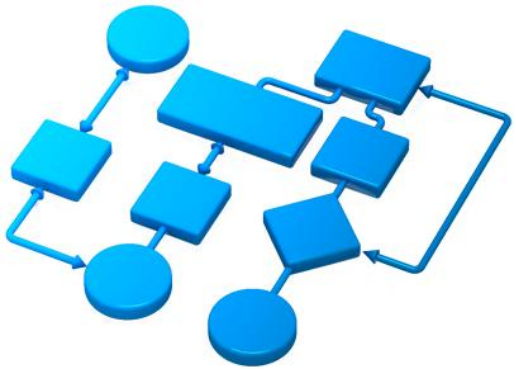
Typical Applications:

- Verifying customer/employee satisfaction levels.
- Measuring customer perception of quality on products or services.
- Measuring performance against organizational goals.
- Solving a problem or pursuing an opportunity.
- Acquiring benchmarking information.



- Questionnaires

Approach:



- Clearly define the goal of the questionnaire.
- Identify the specific information need to be collected.
- Identify the target respondents.
- Determine the relevant sampling method.
- Choose the questions type and the measurement scales.
- Draft the questionnaire and sequence the questions.
- Conduct a pilot test then finalize the questionnaire.
- Send out the questionnaire to the respondents.
- Collect, compile then analyze the results.

- Questionnaires

Basic Rules:

- Avoid making assumptions about the respondents.
- Use short questionnaires.
- Use clear understandable wording for all educational levels.
- Use positive statements and avoid asking emotional questions.
- Questions should not be biased or leading the participant towards an answer.
- Remember to include contextual questions.
- Avoid questioning more than one question per item.