Continuous Improvement Toolkit

Questionnaires



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The Continuous Improvement Map

Managing	Deciding & Selecting Planning & Project Management*
Risk PDPC	Decision Balance Sheet Importance-Urgency Mapping Daily Planning PERT/CPM
FMEA RAID Log*	Force Field Analysis Cost Benefit Analysis MOST RACI Matrix Activity Networks
Risk Assessment*	Break-even Analysis Voting TPN Analysis <u>SWOT Analysis</u> <u>Stakeholder Analysis</u>
Fault Tree Analysis	ecision Tree Pick Chart Four Field Matrix Project Charter Improvement Roadmaps
Traffic Light Assessmen	t Critical-to Tree QFD Portfolio Matrix PDCA Policy Deployment Gantt Charts
Lean Measures Ka	no Analysis Matrix Diagram Paired Comparison DMAIC Kaizen Events Control Planning
Bottleneck Analysis**	Cost of Quality* Pugh Matrix Prioritization Matrix A3 Thinking Standard work Document control
	EE KPIs Pareto Analysis C&E Matrix Understanding Cross Training Implementing
	escriptive Statistics ANOVA Chi-Square Cause & Effect Value Analysis Solutions**
F	Probability Distributions Hypothesis Testing Design of Experiment Mistake Proofing Ergonomics
	ograms & Boxplots Multi vari Studies Confidence Intervals Simulation TPM Automation
	raphical Analysis Scatter Plots Correlation Regression Pull Flow Just in Time
Understanding Performance MS	
	Control Charts Fishbone Diagram Tree Diagram* SIPOC* Waste Analysis Quick Changeover
Data collection planner*	Sampling Morphological Analysis How-How Diagram** Process Redesign Time Value Map
Check Sheets Intervie	Value Stream Mapping
Questionnaires Focus	s Groups Affinity Diagram Relationship Mappi <mark>ng* Flow Process Charts Service Blueprints</mark>
Data	Mind Mapping* Lateral Thinking Flowcharting IDEF0 Process Mapping
Collection Obser	Vations Suggestion systems Creating Ideas Designing & Analyzing Processes

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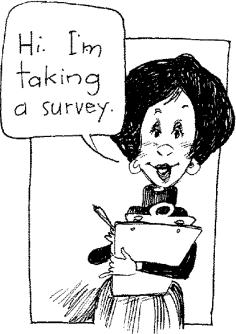
A Survey:

- A data collection method used to gather information from a selected group of people.
- Used to collect written or verbal information.

Involves all aspects of the research process:

- Survey design and construction.
- Data collection planning.
- Data collecting.
- Data processing.
- Response analysis.

What are the common methods used to conduct surveys?



A Questionnaire:

- Consists of a set of written questions.
- Used to collect information about a particular issue of interest.
- Used to gather qualitative and quantitative information.
- Often used in research and statistical studies.

Allows to capture:

- A large amount of information.
- In a short period of time.
- From a large number of individuals.
- Without spending much effort.

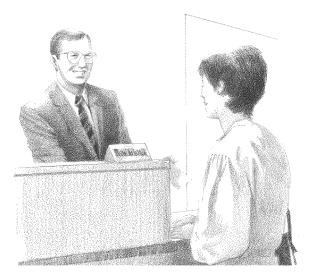


Questionnaires are commonly used in:

- Marketing research.
- Organizational behavior research.
- Academic research.
- Quality and process improvement initiatives.



- Service industries often rely on questionnaires to determine their customer satisfaction levels.
- Questionnaire can be conducted via the web, email, phone, or in person.



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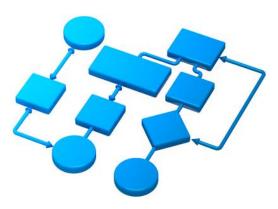
Typical Applications:

- 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.

How to Construct a Questionnaire:

- □ 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.





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.

