

# Quality Participant Screener

## Recruitment Question Template + Examples

This template helps you construct a screener survey, ensuring you're recruiting the highest quality participants!

A great screener...

- Is short and simple
- Asks a mix of closed- and open-ended questions
- Focuses on recent past behavior
- Includes questions that highlight ideal participant criteria (one question per criterion)

## Screener template questions:

### ✓ Find people with recent experiences

#### When was the last time you [action]?

- Less than [one week]
- [1-2 weeks] ago
- [3-4 weeks] ago
- Over [one month] ago
- I've never done [action]

#### How often have you [action] in the past [six months]?

- I haven't done [action] in the past [six months]
- [1-2] times in the past [six months]
- [3-4] times in the past [six months]
- [5-6] times in the past [six months]
- Over [7] times in the past [six months]

#### On average, how often do you [action] in [one month] ?

- I haven't done [action] in the past [month]
- [1-2] times in the past [month]
- [3-4] times in the past [month]
- [5-6] times in the past [month]
- Over [7] times in the past [month]

✓ Find people who have used your product/features

**Which product did you use to [action]?**

- Multiple choice list with products (either select one or all that apply)

**When did you last use [product] to [action]?**

- I've never used [product] to [action]
- [One month] ago
- [2-3 months] ago
- [3-4 months] ago
- Over [4 months] ago

**On average, how many times a week do you use [feature]?**

- I've never used [product] to [action]
- [1-2] times [a week]
- [3-4] times in the past [a week]
- [5-6] times in the past [a week]
- Over [7] times in the past [a week]
- Over [7] times in the past [month]

**When was the last time you used [feature]?**

- I've never used [feature]
- [One week] ago
- [2-3 weeks] ago
- [3-4 weeks] ago
- Over [4 weeks] ago

✓ **Open-ended questions to gauge interest**

**Describe the moment you decided to [action]**

- Open-ended

**Describe your most frustrating experience while using [product]/completing [action]**

- Open-ended

**Explain the top two reasons you decided to [action]/use [product]**

- Open-ended

**Why did you decide to [action]/use [product]?**

- Open-ended

**Describe one thing missing from your last experience**

- Open-ended

✓ **Questions for understanding behavior**

**On average, how often do you [action]?**

- I've never [action]
- [Once a week]
- [Twice a week]
- [Three times a week]
- [Over three times a week]

**When was the last time you contacted customer support for an issue?**

- I've never contacted customer support for an issue
  - Less than [a month ago]
  - [One month] ago
  - [Two months] ago
  - [Three months] ago
  - [Over three months] ago
- ↳ Follow up with an open-ended question:  
Explain why you contacted customer support

**When did you last have a frustrating experience on [product]?**

- I've never had a frustrating experience on [product]
- Less than [a week ago]
- [One week] ago
- [Two weeks] ago
- [Three weeks] ago
- [Over three weeks] ago

↳ Follow up with an open-ended question:  
Describe the frustrating experience

**✓ Questions for gathering opinions**

**Think about a time when you [had experience]. How satisfied or dissatisfied were you with the [experience]?**

- 1 = Very dissatisfied
- 7 = Very satisfied

**How easy or difficult was it for you the last time you [action]?**

- 1 = Very difficult
- 7 = Very easy

**What is one thing you might improve about [experience]/[action]/[product]?**

- Open-ended

## Screener questions example:

### Criteria:

- Must have worked in HR for the past two years
- Must have worked at a small company (under 250 people) in the past six months
- Must have used a competitive product three times a week in the past three months

## Screener Questions

### What is your current role?

- Multiple-choice of roles (Knock out: not in HR)

### How long have you been working in the role?

- Less than six months (Knock out)
- 7-12 months ((Knock out)
- 13-23 months (Knock out)
- Over 24 months (Move forward)

### How many people currently work at your company?

- 1-100 (Move forward)
- 101 - 150 (Move forward)
- 151 - 200 (Move forward)
- 201 - 250 (Move forward)
- 251 - 300 (Knock out)
- Over 300 (Knock out)

**Which HR software have you used in the past three months? [Select all that apply]**

- Competitive software option 1 (Move forward)
- Competitive software option 2 (Move forward)
- Competitive software option 3 (Move forward)
- Competitive software option 4 (Move forward)
- None of the above (Knock out)

**How often, on average, have you used the competitive software in the last week?**

- Once a week or less (Knock out)
- Two times a week (Knock out)
- Three times a week (Move forward)
- Four times a week (Move forward)
- Five or more times a week (Move forward)

**Describe the most frustrating experience you had while using [software].**

- Open-ended

**What was one thing missing from your last experience using [software]?**

- Open-ended