

Messaging and Claims Testing Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Review this hypothetical message for a fictional scheduling service: "Keep team appointments in one shared calendar." This example is for message feedback and is not a claim about an available product or SurveyLegend. All questions are optional. Answer based only on the message shown.

1. In your own words, what does this message say the service would help someone do?

2. How clear is the message to you?

- ☐ Not at all clear
- ☐ Slightly clear
- ☐ Moderately clear
- ☐ Very clear
- ☐ Extremely clear
- ☐ I cannot judge

3. How relevant is the stated benefit to a need you have?

- ☐ Not at all relevant
- ☐ Slightly relevant
- ☐ Moderately relevant
- ☐ Very relevant
- ☐ Extremely relevant
- ☐ I cannot judge

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4. How believable does the message seem based on what is shown?

- ☐ Not at all believable
- ☐ Slightly believable
- ☐ Moderately believable
- ☐ Very believable
- ☐ Extremely believable
- ☐ I need more information

5. Which word or phrase, if any, could be interpreted in more than one way?

6. What evidence or explanation would you want before relying on this message?

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7. What does the message lead you to expect that it does not explicitly say?
