

Post-Purchase Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Think about the online purchase you just completed with this store. Please do not include payment details or account information. For help with your order, use the store's support contact.

1. How easy was it to complete checkout?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither difficult nor easy
- ☐ Somewhat easy
- ☐ Very easy

2. Before you placed the order, how clear was the total amount you would pay?

- ☐ Very unclear
- ☐ Somewhat unclear
- ☐ Neither clear nor unclear
- ☐ Somewhat clear
- ☐ Very clear

3. Was your preferred payment method available?

- ☐ Yes
- ☐ No
- ☐ I had no preference
- ☐ Not sure

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4. Which step, if any, was hardest to complete?

- ☐ Entering contact details
- ☐ Entering delivery details
- ☐ Choosing delivery options
- ☐ Entering payment details
- ☐ Reviewing the order
- ☐ Another step
- ☐ No step was difficult
- ☐ Not applicable

5. How clear was the confirmation that your order was placed?

- ☐ Very unclear
- ☐ Somewhat unclear
- ☐ Neither clear nor unclear
- ☐ Somewhat clear
- ☐ Very clear
- ☐ I did not see a confirmation

6. What almost stopped you from completing this purchase, if anything?

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7. What one change would make checkout easier next time?
