



50 In-App Survey Questions for Actionable User Feedback

UI/UX

- How likely are you to recommend the app?
- Would you take a moment to rate us on the App Store?
- How would you rate this feature?
- What feature could you not live without?
- What feature could you live without?
- Which of these new features would you like to see most?
- Which features didn't work as expected?
- How satisfied are you with the app's stability and performance?
- What was your first impression of the app?
- How satisfied are you with the onboarding experience?
- How easy is it for you to log in to the app?
- Did you ever think, "Why do they need that information?"
- How satisfied are you with the ease of use of the app?
- Is the app easy to navigate?
- What confused or annoyed you about the app?
- Were you able to easily find the products/content/information you were looking for?
- What would you change about the app?

Products & Pricing

- How much would you pay for this app/feature?
- How would you rate the app's value for money?
- Is our pricing clear?
- At what point would this app be too expensive for you to use?
- What products/content would you like to see added to our store/library?
- What stopped you from completing your purchase?
- Did your product arrive on time?
- Did the product meet your expectations?
- Would you like to be notified of our sales/new releases?

Market Research

- What goal are you trying to achieve with the app?
- Did the app help solve your problem/achieve your goal?
- What's the primary benefit you've received from the app?
- How would you describe our app in 5 words?
- How would you rate the overall quality of the app?
- Has any part of the app exceeded your expectations?
- Has any part of the app failed to meet your expectations?
- What prompts you to use the app?
- When is the app most useful to you?
- How would you feel if you could no longer use the app? Why?
- How did you discover the app?
- How does the app compare with competitors?
- Compared to similar apps, is our product better, worse, or about the same?
- What app would you use if our app were no longer available?
- How often do you use the app?
- I would use the app more if _____
- Are you interested in other apps from [Developer]?
- Do you read our blog/follow us on social media?
- Where do you spend the most time online?

Customer Service & Support

- How would you rate our service and support?
- Which channels do you prefer for contacting support?
- If you are unhappy with the app, what could we do to get you to come back?
- Any comments or suggestions for our team?
- What can we do to improve your experience?