

# Task accomplishment survey template

A **task accomplishment survey** is a great way to assess whether users were able to achieve their goals when interacting with your platform or service. It helps you identify any barriers or points of friction that may be preventing a seamless user experience.

## Task accomplishment survey questions for copy & paste:

**Intro message:** *Thank you for using [insert brand]. We want to ensure you have the best possible experience. To help us improve, please answer the following questions about your recent visit:*

1. *What were you specifically looking to do today?*  
(Open-ended response)
2. *Were you able to complete what you wanted to?*  
(Please select one)
  - Yes
  - In progress
  - No

**Thank you message:** *Thank you for your feedback! Your responses will help us enhance our platform and better support your needs. If you have any additional comments or need further assistance, please let us know. We appreciate your time and input!*

## How to analyze task accomplishment feedback:

**Quantitative data** (completion status): Calculate the percentage of users who responded with "Yes," "In progress," or "No" to gauge how effectively users are completing their tasks.

**Qualitative data** (task description): Use open-ended responses from the first question to understand the types of tasks users are trying to complete and correlate this with their completion status.

## Example

### Quantitative data:

Out of 100 respondents:

- 70 users answered "Yes"
- 20 users answered "In progress"
- 10 users answered "No"

Completion rate:  $(70 \div 100) \times 100 = 70$

An additional 20% are still working on their tasks, and 10% could not complete their task.

### Qualitative data:

By reviewing what specific tasks users were attempting, you can pinpoint obstacles or incomplete processes. For example, if users frequently report being unable to complete certain actions, this indicates where support or UX improvements are needed.

## Interpreting task accomplishment feedback:

- A **high completion rate** (many "Yes" responses) indicates that most users are successfully achieving their goals.
- A **high in-progress rate** suggests users may need clearer instructions or more time to finish tasks.
- A **low completion rate** (more "No" responses) signals that users are encountering barriers that should be addressed through product or service improvements.