

# Survey Instrument

Twelve-question mixed-format survey distributed via local Lorain County channels (community Facebook groups, cemetery bulletin boards, local neighborhood newsletters). Forty-five complete responses.

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**Project:** Sheffield Grave Care · UX Redesign

**Format:** 12 questions · ~6 min

**Responses:** 45 complete

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**Instructions presented to respondent.** This is a short survey about your experience looking up grave-care services online. Your responses are anonymous and will be used to improve how a local service communicates with its customers. All answers optional.

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**Q1** MULTIPLE CHOICE

**How would you describe your reason for considering a grave-care service?**

1. Maintaining a family member's grave on an ongoing basis
2. One-time cleaning for an anniversary, birthday, or holiday
3. Restoration of an older or damaged headstone
4. Researching options for a future need
5. Other

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**Q2** LIKERT 1-5

**When researching a grave-care service online, how important is it to see pricing upfront?**

1 = Not important · 5 = Essential

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**Q3** MULTIPLE CHOICE

**When a service website doesn't show prices, what is your typical reaction?**

1. Submit an inquiry form to find out
2. Call them on the phone
3. Look at another company instead
4. Abandon the search entirely

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Q4 RANKING

**Rank these trust signals in order of how much they influence your decision to use a grave-care service (1 = most important).**

1. Veteran-owned business
2. Insurance / bonded
3. Registered LLC
4. Local family-owned business
5. Google reviews
6. BBB rating
7. Years in business

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Q5 SINGLE SELECT

**When you last researched a service like this, what device did you use most?**

1. Mobile phone
2. Tablet
3. Laptop / desktop
4. Mix of devices

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Q6 MULTIPLE SELECT

**If you used a mobile phone, where were you when you did the research? Select all that apply.**

1. At home
2. At the cemetery itself
3. In transit (car, bus, walking)
4. At work
5. At a family member's home
6. Other

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Q7 LIKERT 1-5

**How easy or difficult was the mobile experience of researching grave care?**

1 = Very difficult · 5 = Very easy

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Q8 OPEN TEXT

**If you abandoned a contact form or inquiry partway through, what made you stop?**

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Q9 LIKERT 1-5

**How much does seeing real before/after photos of the company's work influence your trust?**

1 = No influence · 5 = Strong influence

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Q10 SINGLE SELECT

**When a website uses casual language (emojis, exclamation points) on security or trust messaging, what's your reaction?**

1. I trust it more — feels friendly and approachable
2. I trust it the same
3. I trust it less — feels less professional
4. I don't notice

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Q11 OPEN TEXT

**What's one specific thing a grave-care service could do on its website that would make you choose them over a competitor?**

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Q12 DEMOGRAPHICS

**Optional: age range and zip code (for service-area analysis only — not stored with response).**