**Idea Sort**

**Recommended Study Name:** Idea Sort **[INSERT NAME]**

**Objectives:** Sort through new ideas, early-stage concepts or trends to quickly determine which resonate most and should be moved forward in your development process.

**Email Invite**

**Subject:** Which idea is best?!

Hi **[%Name%]**,

We are going to show you a few new ideas from **[where IDEAS came from; e.g. MARKETING]** Let us know which ones you like and which ones you don’t.

**Click here** to get started. Or, copy and paste this link into your browser: **[%Link%]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy!

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Idea Sorting**

**Question Type:** Single Choice Grid

**Who sees this question?** All members

Below are some new ideas to **[PURPOSE]**. Tell us which ideas you like and which you dislike.

Like

Dislike

**[IF DISLIKE TO ALL IDEAS, SKIP TO Q5]**

**[INSERT A LIST OF UP TO 10 IDEAS FOR TESTING]**

**[Q2] Favorite**

**Question Type:** Rank Order Sort

**Who sees this question?** All members that have more than one idea they liked in Q1.

Of these ideas that you liked, which is your favorite?

**[INSERT SAME LIST AS Q1]**

**[RESPONDENT WILL BE SHOWN LIST OF IDEAS THEY LIKED FROM Q1]**

**PRO-TIP: Use this question as a possible shareback to the community.**

**[Q3] Why Favorite**

**Question Type:** Open end

**Who sees this question?** All members that have at least one idea they liked in Q1.

Why is this your favorite?

**[RESPONDENT WILL BE SHOWN FAVORITE IDEA]**

**[Q4] Improve**

**Question Type:** Open end

**Who sees this question?** All members that have more than one idea they liked in Q1.

Is there anything you would improve about this idea?

**[RESPONDENT WILL BE SHOWN FAVORITE IDEA]**

**[Q5] Dislike**

**Question Type:** Open end

**Who sees this question?** All members that disliked all ideas in Q1.

Why didn’t you like any of these ideas?

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! Thanks so much for your time to let us know your thoughts about these new ideas.

We really appreciate the feedback and look forward to hearing from you again soon.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**