

New Feature Prioritization Survey Templates - Example #1

Subject: Help Shape the Future of [Your eCommerce Store] - New Feature Prioritization Survey
Dear Valued Customer,

At [Your eCommerce Store], we are committed to providing you with the best shopping experience possible. Your feedback is incredibly important to us as we continue to enhance our platform and introduce new features. We are reaching out to you, our valued customer, to gather insights and prioritize the development of upcoming features.

Your participation in this survey will play a crucial role in helping us understand which features matter most to you. We want to ensure that we are focusing on the enhancements that will truly enhance your shopping experience. Please take a few moments to complete this survey and let your voice be heard.

New Feature Prioritization Survey

1. On a scale of 1 to 10, how satisfied are you with your overall shopping experience at [Your eCommerce Store]?
1 (Not Satisfied) - 10 (Extremely Satisfied)
2. Which of the following categories do you most frequently shop in? (Select all that apply)
 - a. Electronics
 - b. Clothing and Fashion
 - c. Home and Living
 - d. Beauty and Personal Care
 - e. Sports and Outdoors
 - f. Other (Please specify): _____
3. What new features or improvements would you like to see on our website? Please rank the following options based on your preference:
 - a. Enhanced Search and Filtering Options
 - b. Personalized Recommendations
 - c. Faster Checkout Process
 - d. Improved Mobile App Experience
 - e. Loyalty Rewards Program
 - f. Virtual Try-On for Clothing and Accessories
 - g. Social Media Integration for Sharing Purchases
 - h. Other (Please specify): _____
4. How often do you encounter difficulties when navigating our website or using our app?
 - a. Very Often
 - b. Often
 - c. Occasionally
 - d. Rarely

- e. Never
5. What type of communication do you prefer for updates on new features and promotions?
- a. Email
 - b. SMS/Text Messages
 - c. Push Notifications
 - d. In-App Messages
 - e. Social Media
 - f. I prefer not to receive updates
6. Would you be interested in participating in beta testing for new features before they are officially launched?
- a. Yes, definitely
 - b. Maybe, depending on the feature
 - c. No, not interested
7. Is there anything else you would like to share or suggest to help us improve your shopping experience?
[Open text box]

Thank you for taking the time to provide your valuable input. Your feedback will directly influence the future development of [Your eCommerce Store]. As a token of our appreciation, you will be entered into a drawing for a chance to win a \$100 gift card.

We truly value your partnership and look forward to continually enhancing your shopping experience.

Sincerely,
[Your Name]
[Your Title]
[Your Contact Information]
[Your eCommerce Store]
[Website URL]
[Customer Support Phone Number]

P.S. Stay tuned for exciting updates and improvements as we work together to create a better shopping journey for you!