



OREGON COLLEGE *of* ORIENTAL MEDICINE

## **Frustration Survey**

Context: Find a public place where people walk by and ask for 2 minutes of their time. You'll need a pen and pad or tablet to record your answers. It is recommended to get at least 25-50 responses if you do this on your own. Today get a total of 3 or more responses.

Limit the number of questions you're asking to 4 or less. After recording the responses tally your findings, look for the trends, and see if you can identify solutions to minimize or eliminate people's frustration.

### **Question 1 – Inquiry about the medicine**

Sample Questions

- Have you had Acupuncture?
- Have you tried Chinese Medicine?
- Have you experienced Acupuncture and/or Chinese Herbs?

### **Question 2 – Inquiry of frustration about Chinese Medicine**

Sample Questions

- What frustrates you about Acupuncture?
- What frustrates you about Complementary and Alternative Medicine?
- What frustrates you about the Acupuncture Community?

### **Question 3 – Inquiry of frustration about Health Industry**

Sample Questions

- What frustrates you about healthcare?
- What frustrates you about the health industry?
- What frustrates you about Doctors?

### **Questions 4 – Inquiry on starting Acupuncture Business**

Sample Questions

- What type of acupuncture practice do you think Portland wants and needs?
- If you were to start a health clinic in Portland how would you promote it?