

# Product-market fit survey

The Sean Ellis test asks current users how they would feel if they could no longer use your product. Replace [product] with your product's name and send the survey to people who have used it recently.

## Q1 How would you feel if you could no longer use [product]?

- ☐ Very disappointed
- ☐ Somewhat disappointed
- ☐ Not disappointed
- ☐ N/A – I no longer use [product] (optional)

## Q2 What is the main benefit you receive from [product]?

---

---

## Q3 What type of person would most benefit from [product]?

---

---

## Q4 How can we improve [product] for you?

---

---

**Tips.** Survey people who have experienced the core of your product, ideally used it at least twice in the last two weeks. Keep the answer order fixed. Read the open answers from "very disappointed" users first: they tell you who your product is a must-have for and why.

## Score your results

Count the answers to Q1. Leave out anyone who answered N/A, since they are not current users.

| ANSWER                       | RESPONSES |
|------------------------------|-----------|
| Very disappointed            |           |
| Somewhat disappointed        |           |
| Not disappointed             |           |
| <b>Total (excluding N/A)</b> |           |

**Sean Ellis score = Very disappointed ÷ Total × 100 = \_\_\_\_\_ %**

Well under 40%

Most users would shrug it off.  
Revisit the problem and who you serve.

**Close to 40%**

Close. Find the segment that loves it and learn what holds others back.

40% or more

A strong sign of product-market fit.  
Focus on growth and keep  
measuring.

## Break it down by segment

An overall score can hide a segment that already depends on you. Use Q3 or your own data to compare groups.

| SEGMENT | VERY DISAPPOINTED | TOTAL | SCORE |
|---------|-------------------|-------|-------|
|         |                   |       |       |
|         |                   |       |       |
|         |                   |       |       |
|         |                   |       |       |

## What the "very disappointed" users have in common