

Streamline product discovery with Guided Questionnaire widgets

Last Modified on 08/13/2025 1:58 pm EDT

Guided Questionnaire widgets help customers find the right products by presenting a series of questions that narrow down products within a category. These widgets are best for Product Listing Pages (PLPs) where customers may need assistance discovering the right product among many options.

When a customer clicks on a response option, the alby Chat launches with both the question and answer already inserted into the conversation thread. Your alby Agent then responds based on this context, using alby's [Product Advisor](#) action.

There are two types of Guided Questionnaire widgets - Custom and Dynamic. With a Custom Guided Questionnaire widget, you set the exact question and possible answers for each widget. A Dynamic Guided Questionnaire widget will pull from your catalog and products to use pregenerated questions and answers depending on the category.

A custom setup is best if you want to just use the widget on one specific spot, and show every customer the same exact question and answers. Dynamic is better if you want one widget on each PLP.

Custom Guided Questionnaire

A custom Guided Questionnaire widget allows you to write the questions and possible responses within the alby dashboard.

How to create a Custom Guided Questionnaire Widget

1. Navigate to **Experiences** in the alby dashboard.
2. Click **New Widget > Guided Questionnaire**.
3. Name your Guided Questionnaire widget.
4. Select **Custom**.
5. Enter the **Initial Question**.
 - a. Write a specific question that will help customers narrow down their product choices. For example, if your category is about skis, you could put "What is your skill level?"
6. Add **Response Options**.
 - a. Create multiple response options that customers can select from.
7. Test your widget.
 - a. Click the gear icon, then set the context for the preview page with a category, and at least one product.
8. Customize your widget.

- a. See [Customize alby's look and feel](#) for more information on all the customization options.
9. Once configured, save your widget, click **Embed**, and add it to your desired Product Listing Page.

Dynamic Guided Questionnaire

Dynamic Guided Questionnaire widgets automatically generate relevant questions based on product categories. Questions are selected from the bank of [survey questions](#) for that category. For the first question, alby will show a random required question from the category.

How to create a Dynamic Guided Questionnaire

1. Navigate to **Experiences** in the alby dashboard.
 2. Click **New Widget > Guided Questionnaire**.
 3. Name your Guided Questionnaire Widget.
 4. Click the gear icon, then set the context for the preview page with a category, and at least one product.
 5. Select **Dynamic**.
 - a. An initial question and responses will appear based on the initial context of the preview. To adjust the questions that may appear, click **Manage survey questions**. The first question that will appear to customers is a random required question in the **Survey Questions** page.
 6. Test your widget in the preview area of the page, responding to questions as a customer would.
 7. Customize your widget.
 - a. See [Customize alby's look and feel](#) for more information on all the customization options.
 8. Once configured, save your widget, click **Embed**, and add it to your desired Product Listing Page.
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