**Project Design Phase**

**Problem – Solution Fit**

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| Date | 16 April 2025 |
| Team ID | SWTID1744120590 |
| Project Name | Survey App |
| Maximum Marks | 2 Marks |

**🔍 Problem–Solution Fit : Survey Form Web Application**

**Problem**

Small and mid-sized businesses, educators, and researchers often struggle to collect feedback effectively due to:

* Complex and costly survey platforms.
* Lack of customization and branding in existing tools.
* Inaccessible or delayed analytics, making real-time insights difficult.
* Manual processes to export and analyze data.
* Fragmented tools that don’t offer an end-to-end solution.

**Customer Behavior / Situation**

* Customers want simple, affordable, and professional ways to collect feedback.
* They are already using digital platforms (websites, emails, social media) and want surveys to integrate into these seamlessly.
* They need tools that are mobile-responsive and intuitive.
* Businesses prioritize real-time, visual analytics to make quick decisions.

**Solution**

The **Survey Form Web Application** offers:

* A user-friendly survey builder with drag-and-drop support and multiple question types.
* Custom branding options (logos, color themes) for a professional appearance.
* Multi-channel distribution via links, embeds, and email invites.
* Real-time analytics dashboard with charts and visual insights.
* Export options (CSV, Excel) for advanced data analysis.
* Secure authentication and data privacy features.

**Fit Rationale**

* The solution directly addresses the common pain points in survey creation and analysis.
* It aligns with customer behavior by integrating into their existing channels (email, web, social).
* It’s simple enough for non-technical users yet powerful enough for professional insights.
* Real-time feedback helps businesses respond faster and build trust.
* The app becomes a single-stop platform for collecting, viewing, and acting on customer feedback.

