Indian Institute of Information Technology, Vadodara

Meetup

Survey Analysis

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Contents

1   Design the Survey

Before we create any survey it is important to think about its purpose. Some of the common purposes of the survey are:

1. Compiling market research

2. Soliciting Feedback

3. Monitoring performance
   First, decide or write down the specific knowledge which you want to gain from the survey with some couple of simple questions which might answer our hypothesis.

   Next, to the answers write down the percentage of responses which we want in each option, and comparing these result will reveal where our project intuition is strong and where blind-spots exist.

   This pre-survey process will also help us synthesize the important aspects of the survey and guide our design process. Remember: As the scope of our survey widens, fewer people are likely to respond, making it more difficult for us to act on results. Simplicity is probably the most important—and most under-appreciated—survey design feature.

2   Survey Questions Answer style

This is the most important factor for any of survey design, the way we structured questions and answer will define the limits of analysis that will available to us when we will summarize our result. So before that, we should think about that how will we summarize the responses to questions as we design them? There is four main question and answer style:

1. Categorical

2. Ordinal

3. Interval

4. Ratio Data

There is one more factor which will decide our number of respondents and it is the phrase of questions, so here are some key points for that and these will define the quality of our survey questions,

1. Avoid leading questions

2. Allow for NA and Neutral responses

3. Avoid compound questions

4. Use simple language

5. Randomize question

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Have you ever faced problem in selecting any place for hangout with friends? *

○ Yes

○ No

○ Maybe

···

How often do you hangout with your friends? *

	1	2	3	4	5	6	7	8	9	10	
Rarely	○	○	○	○	○	○	○	○	○	○	Very Often

How you and your friends decide a place to hangout? *

☐ Conference Call

☐ Google Search

☐ Discuss on Whatsapp group

☐ Go to any random place

☐ Other...

What kind of places do you prefer for hangouts? *

☐ Should be located in very accessible location.

☐ Good ambience

☐ Good Quality of Food.

☐ Should be within your budget

☐ Other...

Do you want an application to list down hangout places based on preferences(like quality of food and ambience)?

○ Yes

○ No

○ Maybe

How likely are you to use our application to decide a place to hangout? *

	1	2	3	4	5	6	7	8	9	10	
Not such helpful	○	○	○	○	○	○	○	○	○	○	Would be very helpful

# 3   Selecting Survey Respondents

Normally in most of the survey for respondents, we ask to the small portion of the larger population, even though they are among our service or not. For selecting respondents, the methods we have used

1. Via emails

2. Via direct messages(WhatsApp)

3. Via Feed or post(Facebook, LinkedIn)

4. Link On websites
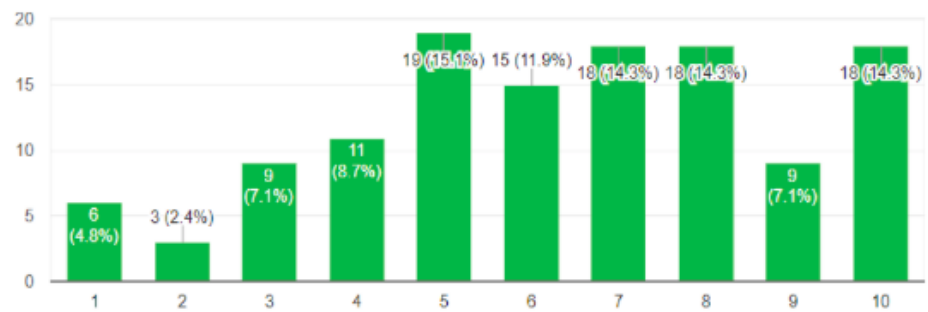
4   Analyzing Survey result

Have you ever faced problem in selecting any place for hangout with friends?

126 responses
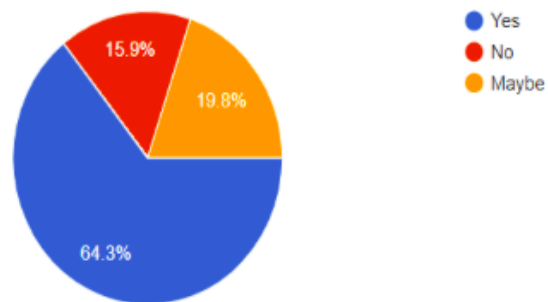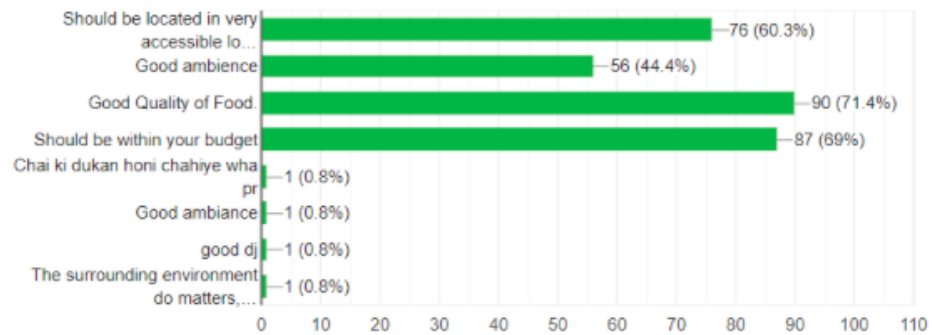

How often do you hangout with your friends?

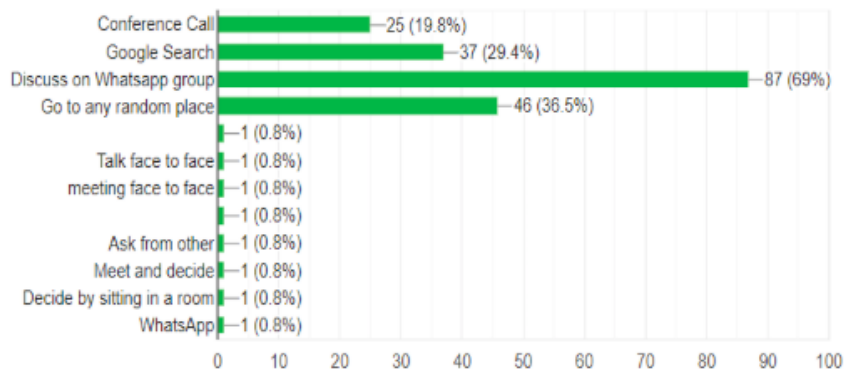126 responses

What kind of places do you prefer for hangouts?

126 responses

Category	Value
Should be located in very accessible lo…	76 (60.3%)
Good ambience	56 (44.4%)
Good Quality of Food.	90 (71.4%)
Should be within your budget	87 (69%)
Chai ki dukan honi chahiye wha pr	1 (0.8%)
Good ambiance	1 (0.8%)
good dj	1 (0.8%)
The surrounding environment do matters,…	1 (0.8%)

How you and your friends decide a place to hangout?

126 responses

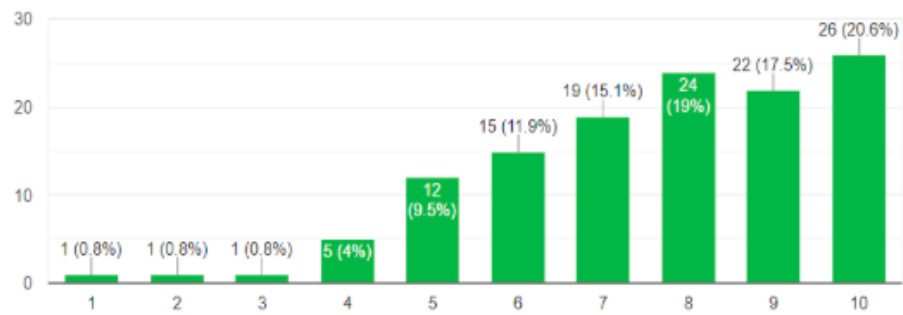| Category	Value
Conference Call	25 (19.8%)
Google Search	37 (29.4%)
Discuss on Whatsapp group	87 (69%)
Go to any random place	46 (36.5%)
	1 (0.8%)
Talk face to face	1 (0.8%)
meeting face to face	1 (0.8%)
	1 (0.8%)
Ask from other	1 (0.8%)
Meet and decide	1 (0.8%)
Decide by sitting in a room	1 (0.8%)
WhatsApp	1 (0.8%)

How likely are you to use our application to decide a place to hangout?

126 responses

Do you want an application to list down hangout places based on preferences(like quality of food and ambience)?

126 responses
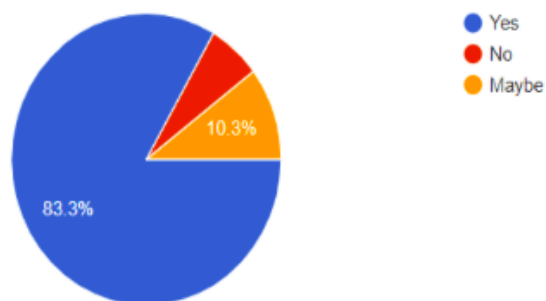
5   Interpretation of Survey result

For interpreting the survey always keep in your mind that

1. Focus on High Points

2. Collect a Few Baseline Surveys Before Making a Large Change.

3. Respect Your surveys limitations.

Conclusion: According to taken survey we have found that many people(64.3 percent) faces problem for deciding a preferred hangout place. Aapprox 83 percent of respondents wants such application which can help them to make decision according to their preferences, now a days scenario normally everyone decide all such things over whatsapp group discussion or conference call which would be much costly as compare to our application.

6   References

1. https://docs.google.com/forms/d/1MoqmKYMLRvt7DuwZ2euMo10CzF-j4fIWKnj3fPjEmAM/editresponses

2. https://docs.google.com/forms/d/1MoqmKYMLRvt7DuwZ2euMo10CzF-j4fIWKnj3fPjEmAM/edit