Survey analysis

This survey was conducted with the goal of gathering basic user information and needs - to be able to narrow down the scope of our idea and make things more real. Our findings in general confirm that our idea is indeed of need.

There are a couple of things worth noting – people with kids want to be involved in their lives as well as in their education. From the participants that have kids all of them have marked above average interest, with the majority being at the two highest possible rates. Another thing would be the subject that people needed help with – in this case language has the top score with an impressive difference to all other categories and math’s come second right before literature and sport.

No matter the age group or if the people have children or not, almost all of the participants have used a tool to help themselves throughout their academic experience. One thing that is easy to notice is that everyone used different tools with different goals, but the most common one – YouTube. This shows how untamed this market is and that people don’t have a place to turn to with all the channeled information that they need. This as well as the fact that the majority of the participants believe that an app to help their (future) kids with school is of great importance, leads us to believe that an application like this is truly needed.