

CarGiant Survey

CarGiant sales have been decreasing drastically over the past few years. The management at CarGiant have thought long and hard on what to do about this and have now decided the best course of action would be to carry out a customer survey.

You have been hired by CarGiant to implement a web interface for users to participate in the survey as well as the interface where the data shall be aggregated for CarGiant staff to view.

The markup of the interface must be clean to allow the design team to add their styling. Only 1 question should be asked at a time to keep the user focused.

The technologies used are not important to the client however in the interest of quality there should be no page reloading, flickering or any sluggish behaviour on the page.

Survey requirements

There survey is made up of 4 questions which will define if the user is a potential customer and eligible for a specific offer. The staff will also use the data gathered from the survey to help them create a new marketing campaign.

Question 1 : Age

Answer: 0 - 100

If a user enters any character other than a number validation must warn them only numbers can be used.

Should the user input an age below "18" or above "80", the survey must end and thank the user for their interest.

The survey response should be retained regardless that the survey has ended.

Question 2 : Gender

Answer: Male | Female | Other

Question 3 : Do you have a driving license?

Answer: Yes | No

If the user answers "no" then the survey must end as well as thanking the user for their interest.

As before responses must be retained.

Question 4 : Is this your first car? - Yes/No

Answer: Yes | No

Only users aged from 18 to 25 should be asked this question. If they are older than 25 the survey must end thanking them for their interest.

The survey must end for any user that answers "Yes" to the above question, thanking them for their interest.

Any user that answers "No" to the above is a potential customer, they must see the following message "We have an amazing offer for you" "Click here to continue"

As before responses must be retained.

Staff requirements

After collecting the results above, CarGiant would like to know the following information:

How many under 18s participated (“adolescents”)

How many unlicensed drivers participated (“unlicensed”)

How many 18-25s first car owners participated (“first-timers”)

How many potential customer participated (“potential”)

A breakdown of each respondent group by percentage: adolescents, unlicensed, first-timers and potential

The use of charts to improve the design is encouraged.