

*A Mini Project Report on*

**Online Survey System**

**S.E. I.T Engineering.**

**Submitted By**

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## **CERTIFICATE**

This to certify that the **Mini Project report on Online Survey System** has been submitted by **Yash Umredkar** (20104012), **Disha Phatta** (20104029), **Abhishek Shinde** (20104007) and **Snehi Ratani** (20104035), who are a Bonafide students of A. P. Shah Institute of Technology, Thane, Mumbai, as a partial fulfilment of the requirement for the degree in Information Technology, during the academic year 2021-2022 in the satisfactory manner as per the curriculum laid down by University of Mumbai.

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## TABLE OF CONTENTS

1.	Introduction. ....	1
1.1	Purpose .....	1
1.2	Objectives. ....	2
1.3	Scope .....	3
2.	Problem Definition .....	4
3.	Proposed System .....	5
3.1	Features and Functionality .....	5-6
4.	Project Outcomes .....	7
5.	Software Requirements .....	7
6.	Project Design .....	8-9
7.	Project Scheduling .....	10
8.	Conclusion .....	11
	References .....	12

# Chapter 1

## Introduction

Online survey or internet survey, is one of the most popular data collection sources, where a set of survey questions is sent out to a target sample and the members of this sample can respond to the questions over the world wide web. Respondents receive online surveys via various mediums such as email, embedded over website, social media etc.

Organizations implement online surveys to use the internet in order to gain insights and feedback about upcoming products or services, change in marketing strategies, enhancement in current features etc. With the progress made by the internet, more and more organizations depend on the data received and analyzed from online surveys to make integral changes in their functioning. For efficient data collection, organizations must choose an advanced and efficient online survey platform.

### 1.1 Purpose:

This is the most important characteristic of online surveys. An established survey can only lead to appalling results. Researchers should decide the objective of conducting an online survey so that the gauged results can be used to enhance products/service, customer service or any other pre-decided objective.

The questionnaire must give an impression to the customers that you are thorough & organized when gathering customer satisfaction information. The presentation & packaging of the questionnaire should not be shoddy. A good appearance can suggest evidence of organization's high commitment to customer satisfaction management process and vice versa.

As described above, can lead to error free, secure, reliable and fast Survey system. Thus, it will help organization in better utilization of resources. The organization can maintain computerized records without redundant entries. That means that one need not be distracted by information that is not relevant, while being able to reach the information. Basically, the project describes how to manage for good performance and better services for the customers.

Our main purpose is to know about customer's response about our products and its quality for implementing some fashionable and creative ideas in our products.so we can see all responses in our database, from which we can view customers are happy or not with our products.

## **1.2 Objectives:**

The main aim of the project is to form a platform to collect the viewpoints of related people about certain issue using the internet. Along with launching survey, it is capable of giving e-mail notifications. It can be implemented in any organizations or college for carrying out survey of any kind.

To study the customer satisfaction level for the company Qvoid. To analyze complaints of customers towards products and services. To find out the customer interest for the company's products.

The purpose of doing an online survey is to collect data, as with any traditional survey. If you stumble across a topic that you want to do research on — whether it's market research for your product or survey, or research into industry trends — you've found an opportunity to conduct a survey. The great thing about online surveys is that you can roll them out in almost no time at all. And once those results start flooding in, you can see real-time answers to your questions the second respondents hit the submit button. If you conduct a survey about industry trends, you'll find yourself holding a lot of valuable data in your hands. Chances are, other people in your industry are going to find it valuable too.

## **1.3 Scope:**

Our Project aims to create a new mindset within our company, a customer-centric one. By regularly sharing your satisfaction indicators internally, you can rally your teams around customer satisfaction issues.

Competitors that are prospering in the new global economy recognize that measuring customer satisfaction is key. Only by doing so can they hold on to the customers they have and understand how to better attract new customers. Successful competitors recognize that customer satisfaction is a critical strategic weapon that can bring increased market share and increased profits.

Customer satisfaction surveys allow companies to improve products strategically, optimize user experience, and deliver exactly what the market demands. To help businesses understand what their customers think about their products or services, their brand, and their customer support. Company can use this information to design better products and improve the customer experience. Qvoid company will view each & every responses from the customer for the betterment of the products.

## CHAPTER 2

### Problem Definition

- When it comes to customer success and satisfaction, your business must collect feedback about your product or service. If you don't, then it's more difficult to assess customer needs and provide effective solutions.
- The first, and probably the biggest, challenge is understanding diverse and constantly changing customer expectations.
- A usable customer satisfaction survey includes a distribution method, a questionnaire and a method of retrieval.
- Maintaining your data's accuracy is as important as retrieving that info.
- Your objective is to think a few steps ahead of your consumer as you construct the right questionnaire.
- Traditional customer satisfaction surveys are simply not designed to gather the level of detailed feedback required to understand negative customer experiences.
- Consistency is probably the most difficult challenge to achieve.
- Consequently, customer experiences are much more useful for predicting future customer actions. If you want to know what your customers will do in the future, it's not enough to ask them how satisfied or unhappy they are — you need to dig deep into their experiences that are shaping their attitudes.
- Today's shoppers still remain loyal to their favorite brands, but they are increasingly cost and experience conscious.



## **CHAPTER 3**

### **3.1 Proposed System:**

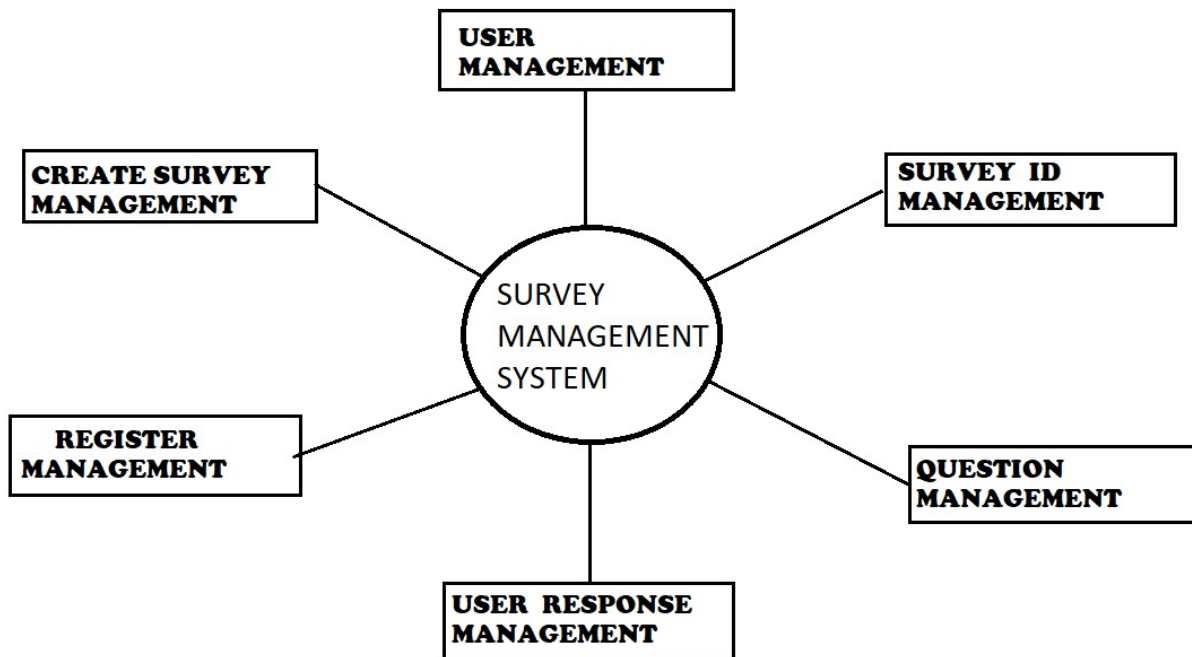
Naturally, a customer satisfaction survey has the advantage of pointing out the extent of customer satisfaction. High as well as low satisfaction is equally important to establish. Customer satisfaction surveys are opportunities for customers to express their opinions, and they can present their side of the story, freely and without being interrupted. Then the analysis of opinions and data submitted by customers will help to segment customers into categories, on the basis of what should be done to meet their needs, expectations, etc.

We resolve all the disadvantages of existing system in our proposed system. Time will be saved with no chance of getting error.

- Customer survey System needs to store customer details for analyzing customer's interest.
- To create Questionnaire about products for the implementation of particular product(for eg. Shoes, clothing & sunglass)
- Survey System needs to update new questions for some creativity of product.
- Customer survey system is the online survey system for reducing the effort of our customers to give it in sheets.
- There are important trends to be analysed in the feedback to a satisfaction survey, and companies which spot and analyse these trends to take them into account in their business are one step ahead of their competitors.

### **3.2 Features and Functionality:**

- Creating & Changing Issues at ease.
- It has the facility of hiding the identity of users or voters in the system. So, the system can be utilized in collecting ideas secretly.
- Well-designed Layout.
- Radio button or check box is used to intake the vote.
- Specify details of programs to achieve desired functionality.
- Registration page for creating username & password.
- It can be installed anywhere to provide effective survey facility at an affordable cost.



## Chapter 4

### Project Outcome:

- A well designed layout of product page where customers can click on any images to attempt the survey of particular product.
- It can identify opportunities for the products & services innovation.
- It can ensure that the quality improvement efforts are the correctly focused on issues that are most important to a customer.
- To give the suggestions of the products to the company for improvement.
- The survey created for the customers is easy to use.
- Its easy faster and cheaper for the company to take response from the customer and reduces the paper works.

## Chapter 5

### Software Requirements:

- Language: - Java 16
- Database:- MySQL Workbench ver 8.0 CE , MYSQL ver 8.0.26
- Software Development Kit: - Java JDK 16.0.2 windows , JavaFX – SDK – 17.0.0.1
- Database JDBC Driver : - MySQL / J Connector 8.0.26

### Hardware Requirement: -

- Ram:- 200 Mb and above
- Hard Disk: - 20GB
- Processor :- AMD Ryzen3

## Chapter 6

### Project Design :

In this phase, a logical system is built which fulfils the given requirements. Design phase of software development deals with transforming the client's requirements into a logically working system. Normally, design is performed in the following in the following two steps:

1. **Primary Design Phase:** In this phase, the system is designed at block level. The blocks are created on the basis of analysis done in the problem identification phase. Different blocks are created for different functions emphasis is put on minimising the information flow between blocks. Thus, all activities which require more interaction are kept in one block.
2. **Secondary Design Phase:** In the secondary phase the detailed design of every block is performed.

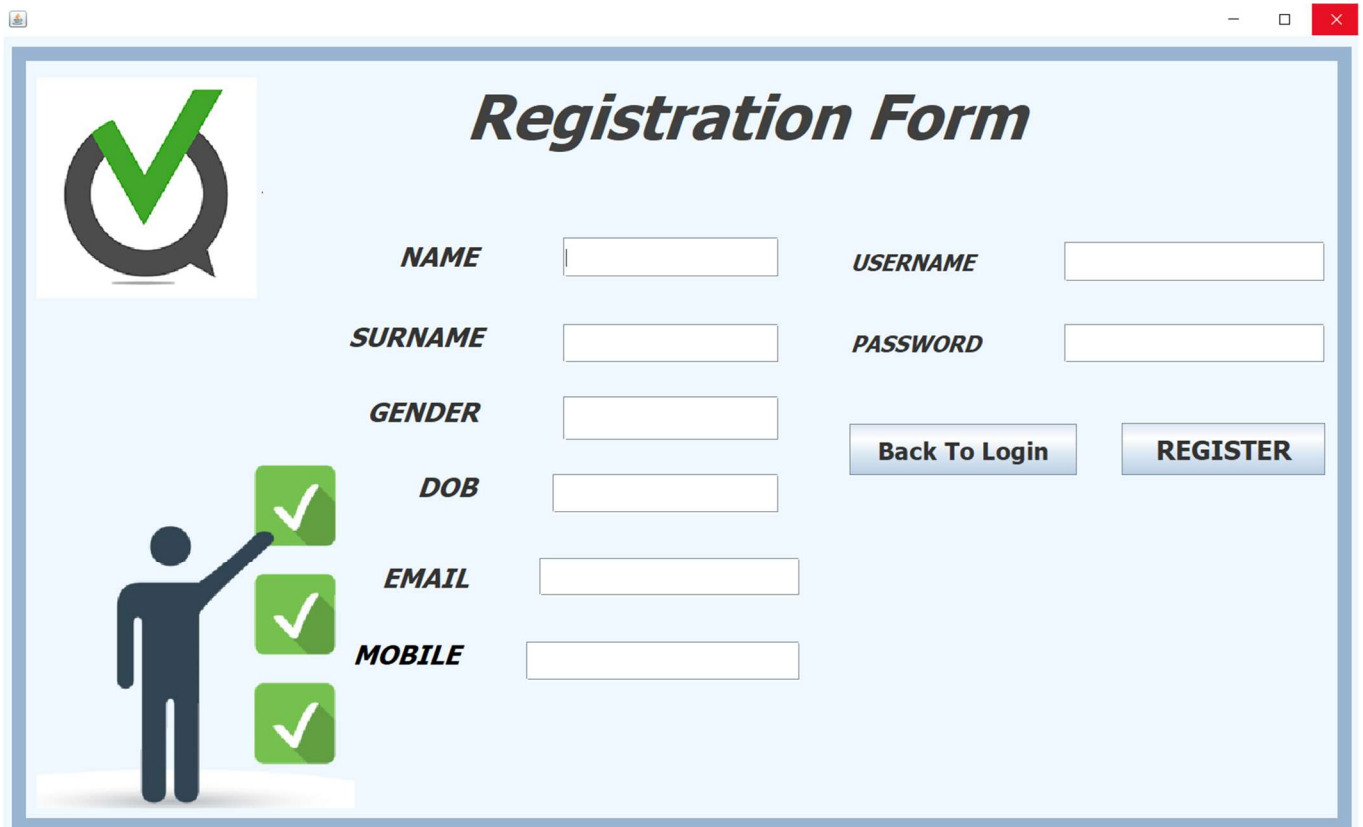
The general tasks involved in the design process are the following:

1. Design various blocks for overall system processes.
2. Design smaller, compact and workable modules in each block.
3. Design various database structures.
4. Specify details of programs to achieve desired functionality.
5. Design the form of inputs, and outputs of the system.
6. Perform documentation of the design.
7. System reviews.

## User Interface Design:

User Interface Design is concerned with the dialogue between a user and the computer. It is concerned with everything from starting the system or logging into the system to the eventually presentation of desired inputs and outputs. User interface (UI) design is about building interfaces with a focus on styling and interactivity. The UI designer's goal is to create an interface the user





The registration form is displayed in a light blue window. On the left, there is a logo featuring a green checkmark inside a grey speech bubble, and an illustration of a person pointing at three green checkmarks. The form fields are arranged in two columns. The first column contains fields for NAME, SURNAME, GENDER, DOB, EMAIL, and MOBILE. The second column contains fields for USERNAME and PASSWORD. Below the PASSWORD field are two buttons: 'Back To Login' and 'REGISTER'. The title 'Registration Form' is centered at the top in a bold, italicized font.

## ***Registration Form***

**NAME**

**SURNAME**

**GENDER**

**DOB**

**EMAIL**

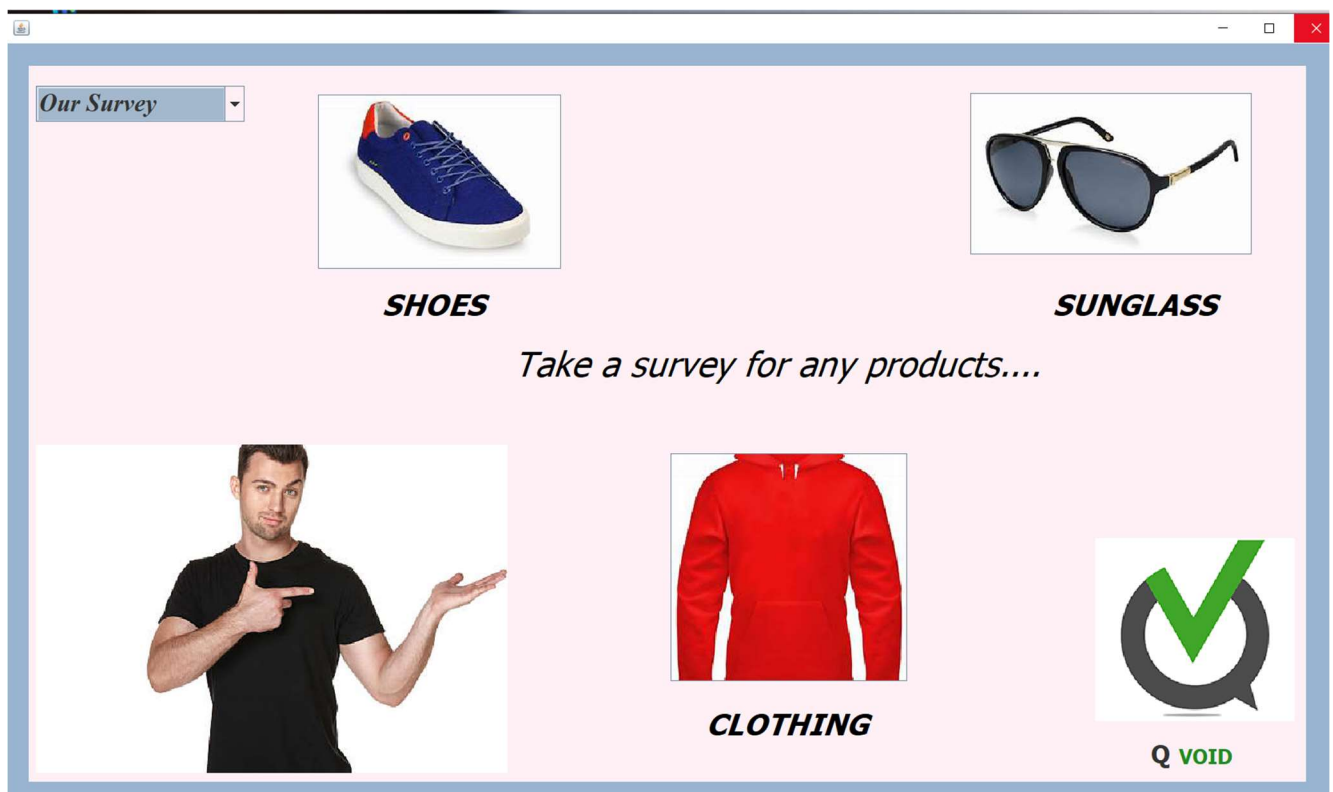
**MOBILE**

**USERNAME**

**PASSWORD**

[Back To Login](#) [REGISTER](#)

finds easy to use and aesthetically pleasing.



## Chapter 7:

### Project Scheduling Template

Group Member	Time duration	Work to be done
YASH UMREDKAR  DISHA PHATTA  ABHISHEK SHINDE  SNEHI RATANI	4 <sup>th</sup> week of September	Implementing 1 <sup>st</sup> module/ functionality  (Designing the registration page . User can register with his credentials and will be able to access his username & password)
	1 <sup>st</sup> week of October	Testing 1 <sup>st</sup> module  (Registration page: After registration is done successfully user can login with his username & password in login page.  <ul style="list-style-type: none"> <li>• USERNAME</li> <li>• PASSWORD</li> </ul>
	2 <sup>nd</sup> week of October	Implementing 2nd module / Functionality  (Designing next page / functionality: Next page is our product page where customer can click on any product images for giving its survey.  <ul style="list-style-type: none"> <li>• Shoes Button, clothing &amp; sunglasses</li> </ul>

	2 <sup>nd</sup> week of November	Implementing 3rd module / Functionality  (Designing Final page / functionality: Here we have created some questionnaires for each & every product. After attempting all questions “Thanks for the Survey” dialogbox is shown.
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## Chapter 8

### Conclusion:

Customer satisfaction is one of the key issues being monitored by every service provider. Thru customer satisfaction and loyalty surveys the managing level of a business can ensure a way of knowing what the customer thinks about their service and what needs to be changed to gain positive customer satisfaction. The conclusion must answer the queries presented by your survey goals and objectives. In writing the conclusion, your mind must be set on fulfilling the very purpose of conducting the survey. With the survey goal in mind, you will be able to avoid common mistakes such as adding new information that were not previously stated earlier in the survey, or worse, creating a new thesis. Oftentimes, the conclusion is mistaken as the summary of the survey report. Although it contains the vital points of the survey, the conclusion must be a synthesis of the survey results, the interpretation of such, and the proposal of a course of action or solution to the issues that emerged from the survey. Surveys are performed for scientific or marketing purposes, thus, they must be written using a professional and academic style. With this in mind, the tone of the conclusion should match that of the results and the rest of the data collection process. Doing this will boost the credibility of your survey, rather than adding anecdotes or jokes in hopes of increasing the appeal of the results. A conclusion of a survey must not be drawn from emotions in order to make the survey more appealing to the readers. The conclusion must be written in an interesting yet academic manner. Emotional praise is not ideal, but a refined commentary on the subject is acceptable.



## References

- [1] <https://www.geeksforgeeks.org/sql-tutorial/>
- [2] <https://dev.mysql.com/doc/workbench/en/>
- [3] [Java Connect to MySQL Database Step by Step \(YouTube\)](#)
- [4] <https://github.com/sumitMultani/OnlineTestApp>