

Overview of Country Opinions System Upgrade

Overview

- **Who:** Country Opinions, a company that gathers feedback on products/services.
- **What They Need:** A new system to create surveys, manage client and participant data, and analyze feedback.
- **Tech Preference:** They like Microsoft technologies.

Budget and Work Estimate

- [REDACTED]
- [REDACTED]
- [REDACTED]

Tab/Section	Main Functionality	Key Features and Descriptions
Home	Main screen access	- Home button takes you to the home screen, showing all current jobs.
Contacts	Participant management	- Stores panel/participants' information. - Can add, browse, search, delete, edit, etc. - Searchable by various criteria. - Feature for search & export details.
Organisations	Client management	- Adds and manages client details. - Used for creating new jobs. - Can add/edit, browse & search. - Can add external recruiters and give them job access.
Recruitment	Project management	- For adding new projects & browsing old/closed ones.

		<ul style="list-style-type: none"> - New job creation and job browsing functionalities.
Email	Communication management	<ul style="list-style-type: none"> - Stores email templates. - Incoming emails storage for member emails, anonymous emails, bounced emails, and outbox emails. - Possibility for a "Templates" tab.
System	System administration	<ul style="list-style-type: none"> - Add/edit administrators and editors. - Gives recruiters access to their jobs. - Storage for pre-tasks, consent forms, etc.
My Account	User account management	<ul style="list-style-type: none"> - Allows users to change passwords and log in.
Data Tab	Data storage	<ul style="list-style-type: none"> - Storage for participants' profiles/attribute data. - Uncertain necessity.
Additional Requirements	-	<ul style="list-style-type: none"> - Interface for new participant profile collection based on age or other criteria. - Automatic age mapping based on date of birth. - Email server management and configuration details, currently using Rackspace. - Functionality for screeners, including setting up, testing, and terminating rules. - Group and interview setup with scheduling and remuneration settings. - Assigning recruiters to projects. - Importing people into jobs using criteria like respondent types, location, or postcode. - Managing contact statuses and screening results. - Uploading and managing consent forms/pre-tasks.

		<ul style="list-style-type: none"> - Email template management for communication. - Potential for multilingual support is questioned, not previously used.
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Feature	Description
Participant Profiles	Keep track of people's details, what they've done before, and if they're good to call on for new feedback jobs.
Recruitment & Jobs	Create new feedback jobs, find and pick the right people for these jobs, and keep an eye on all the ongoing and past jobs.
Communication	Send emails or messages easily to one person or a bunch of people at once, schedule these so they get sent out at the right time.
Document Management	Upload important files like task instructions or consent forms, and share these with people when needed.
Group & Interview Scheduling	Set up groups or one-on-one sessions, decide when they happen and what needs to be done for them.
Recruiter Assigning	Choose which recruiters handle which feedback jobs, making sure they only see the information they need to.
Contact Importing	Bring people's information into the job from different places, like by where they live or their email, even from lists given by clients.
Screening & Selection	Use questions and criteria to figure out if someone is a good fit for a job before they're chosen.
Contact Status Updates	Keep track of how often we talk to someone and update their profile with new information they provide.
System Customization & Settings	Make the system work better for us, maybe even in different languages, and keep it simple for everyone to use.
Multilingual Support	(If considered) Make the system useful for people who speak different languages.

Summary as a Whole

Executive Summary

The Country Opinions System is designed to significantly improve the organization's product/service evaluation process. This report synthesizes information provided earlier, focusing on system features, user roles, and a structured approach to addressing key operational issues and pain points. Emphasis is placed on creating a streamlined, efficient, and future-proof system.

Features List

- **Enhanced Participant Interaction:** Make it easier to talk to folks who help us by answering questions. This means sending them the right emails or texts without mixing things up.
- **Streamlined Communication Workflows:** keep all the info about these folks in one spot so we can find it easily. This includes what they've done before and if they're the right fit for new tasks.
- **Document Handling and Recruitment Efficiency:** Simplified document management related to consent forms, pre-tasks, and communication aids in seamless project execution.
- **Recruiter and Organization Management:** All the stuff like forms we need people to sign will be easy to handle, and we can send them out without any hassle.
- **Robust Data and Access Management:** Features such as automated data update mechanisms, access & permissions control, and analytical reporting tools support data integrity and actionable insights.

BIZ MODEL

Country Opinions helps businesses understand what customers think about their products or services. They find people to try these products or use the services, then collect their honest feedback. This information helps businesses make improvements or decisions based on what real users like or dislike.

Independent Review, Insights, and Recommendations

Review:

The proposed system features and development plan present a comprehensive approach to revamping Country Opinions' operational capabilities. The system is poised to offer a significant leap in operational efficiency and user engagement.

Insights:

- The detailed focus on dynamic interaction between participants and the system through improved data management and personalised communication strategies promises enhanced engagement rates.
- As detailed in the PSM file, illustrates a balanced approach to system development, ensuring foundational robustness and added functionalities.

Recommendations: NOTHING

Aspect	Details
Business Focus	Country Opinions specializes in collecting and processing feedback on products and services through real user experiences.
Target Clients	They cater to companies in both the service and product industries, such as retailers like Woolworths who seek genuine customer feedback on their offerings.
Services Offered	- Feedback Survey Processing: Designing and conducting surveys based on real-time product/service usage. - Participant Recruitment: Selecting participants for feedback collection based on specific criteria. - Report Generation: Compiling feedback into actionable reports for clients.
User Engagement	Utilizes a detailed system for managing participant profiles, organizing feedback sessions (groups or interviews), and ensuring effective communication through emails and messages.
Technological Needs	- Participant Management System: For tracking participant data, communication, and recruitment processes. - Customizable Communication Tools: For personalized emails and SMS to participants. - Document Handling Capabilities: For managing consent forms, instructions, and other relevant documents.
Challenges Addressed	- Data Management: Efficiently handling participant information and feedback data. - Participant Recruitment: Streamlining the process of

	finding and selecting suitable participants for surveys. - Client Reporting: Compiling feedback into comprehensive reports for client decision-making.
Value Proposition	Providing companies with insightful feedback from targeted user groups, helping them to improve product offerings and customer service based on real user experiences.