

ISTE.240.601 Web and Mobile II Project

Survey Masters

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## **Abstract**

Our project is about allowing people to create surveys easily and sharing them. Users can read about our website on the homepage, and can use the login page to login, or the sign-up feature if they are interested in subscribing to the website. Subscribed users can create surveys containing any number of questions, with different answer types including written, true/false, and multiple choice. Once a survey is created, a user can navigate to the surveys tab to view a list of their surveys, where they can also choose to rename or delete a survey. The surveys list also allows the user to copy a link for taking the survey, however in the current version of the website, the results or answers are not saved and cannot be viewed by the survey owner.

## **Problem Definition**

The problem at hand is the need for an online testing and surveying platform that enables users to create and administer various types of exams and surveys remotely. With the growth of remote work and online learning, the demand for such a platform has become increasingly important. This platform should allow users to create different types of questions, including multiple choice, short answer, and essay questions. Additionally, the platform should support a range of exam and survey formats, including timed tests and anonymous surveys. The platform should be user-friendly and accessible from any device with an internet connection, ensuring that individuals can easily take the tests and surveys from any location. The goal of this platform is to streamline the process of creating, administering, and grading online tests and surveys while providing a seamless user experience for both creators and participants.

## **Main Features**

Our platform has many interesting features, some of the outlining features are:

- Creating a survey
- Customizable questions and answers
- Updating and deleting surveys
- Sharing a survey
- An account creation and login system

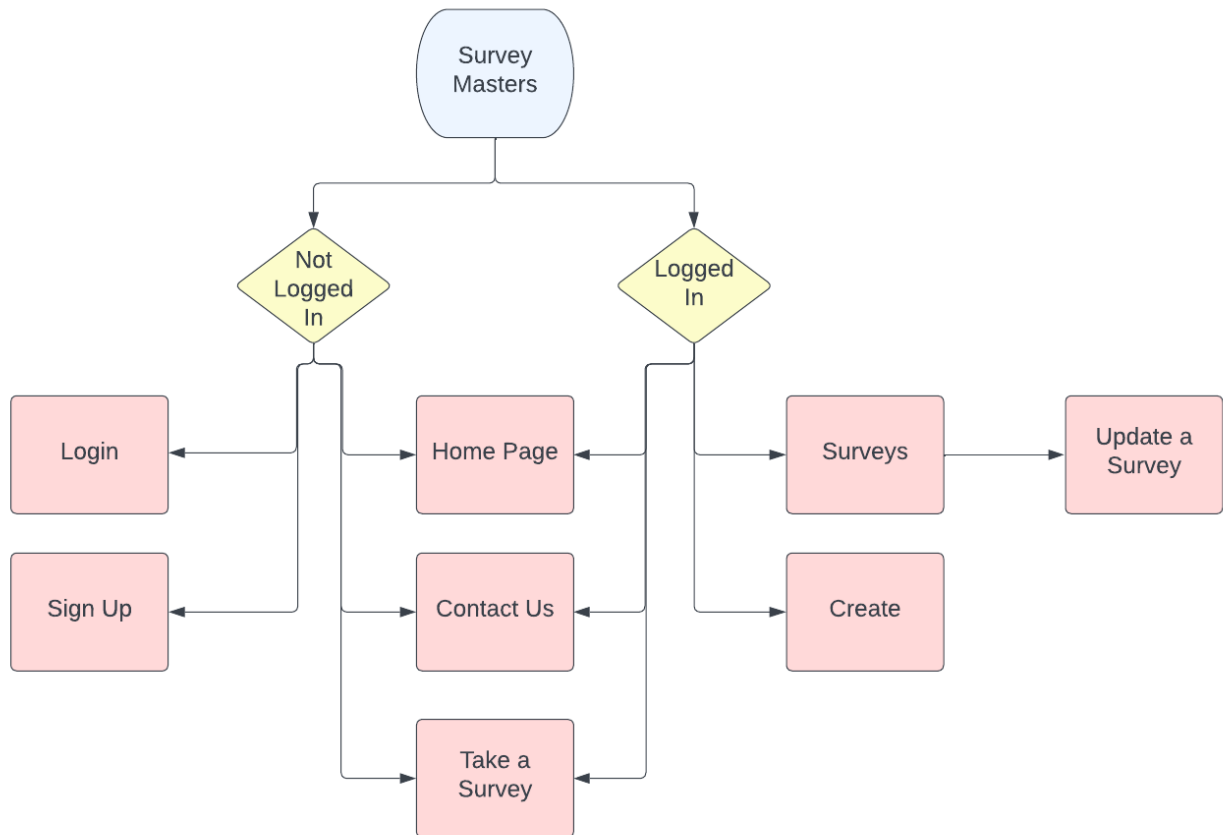
These features were designed in a way that ensures the user experience is friendly and easy.

## **Technologies Used**

Our project consists of a variety of different technologies that we have created it with. Each of them plays a vital role in bringing up this project.

- HTML
- CSS
- JavaScript
- Ajax
- PHP
- SQL
- Bootstrap

## Sitemap



## Marketing Methodology

To market the online surveying platform, we would identify the target audience and develop a value proposition that highlights the platform's benefits, such as its ease of use and range of formats. We would use social media advertising, email campaigns, and webinars to reach potential customers and emphasize the platform's ability to save time and resources. Testimonials and a free trial could also be effective strategies to attract customers in case we implement a premium account subscription in the future.

## Business Canvas Model

