**Vision and Scope Document**

**Market Research Survey Tool**

XYZ Market Consultants, Inc.

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From: Data-Tex

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Re: Market Research Survey Program

**Business Requirements:**

XYZ Market Consultants, Inc. is a market research company that currently uses free third-party tools, such as SurveyMonkey, to help clients design surveys and analyze the results. The main goal is to provide XYZ Market Consultants with a new platform to replace the existing system for collecting, analyzing, and reporting data to their clients. A key attribute for this new platform is the integration of conjoint trade off questions, to better identify the values of the customer.

As we understand from our meeting with you, the existing survey tools have the following problems:

* Other tools do not allow certain questions, such as conjoint trade-off, to be asked.
* Reporting capabilities are not provided, such as exporting to CSV or Excel documents.
* Existing analysis tools are limited in their capabilities, specifically linear regression for conjoint trade-off questions.

Proposed Solution

Our solution is a web-based platform that will replace the current system as the primary survey creation and analysis tool for XYZ Market Consultants, Inc. Our product would provide the same features that are currently available through SurveyMonkey along with some additions. Moreover, it would address your current problems in the following ways:

* Add a conjoint trade-off question type and analysis
* Implement a dynamic question flow which will allow the survey maker to control which questions the survey participate sees and in which order they see them.
* Secure the data gathered from the surveys.

Risks

Possible risks involved with implementing this solution are as follows:

* It may be hard to compete directly with other large survey providers, including SurveyMonkey and Google Forms, due to factors including brand loyalty, overwhelming market presence.
* XYZ Market Research analysts and survey designers may experience decreased productivity temporarily during the transitional period; it will likely take time and resources to train them to become familiar with the new system.
* Conjoint trade-off questions may not gather accurate information from the participants. This would lead business executives to make wrong decisions.

**Vision of The Solution:**

Our product’s first priority is to enable XYZ Market Consultants, Inc. to create surveys easily for their clients. The application will provide templates for surveys and questions, as well as tools to analyze the data gathered from the surveys. The application will implement necessary measures to ensure the data gathered is secured to preserve both client and participant privacy and protect the client’s ownership of the data.



Major features include:

* The creation of surveys one question at a time either from pre-made, customizable questions from a question bank, or from the ground up.
* Various templates for each type of question including but not limited to multiple-choice, free response, and the newly added conjoint trade-off questions will be available to the survey designer.
* Built-in data reporting and analyzing tools will enable users to easily compute means, medians, modes, and distributions, as well as view the survey results in bar charts and pie charts
* Data security requirements (Unsure on specifics)
* Trackable quotas will be available for each survey to guarantee the data gathered is statistically significant.
* Branching logic and ordering for conjoint trade-off questions.
* Linear regression tools will be able to analyze and identify trends in the data gathered from conjoint trade-off questions.

* We have based our product vision on the following assumptions: our product will contain features of existing survey platforms as well as new features requested by XYZ Market Consultants, Inc, we will have access to the client’s database to store collected survey results, our product will be used internally and will not be licensed out to other companies, we will have sufficient meetings with XYZ Market Consultants, Inc executives, and we will implement our product as a web based application.
* **Scope And Limitations:**
* The initial release will be a web market research survey tool which will allow you to collect, analyze, and report data to your clients.
* Survey designers will be able to customize a survey by choosing the number of questions, deciding the format/type of each question, and specifying the question flow logic.
* Survey analysts will be able to view the data and significant statistics from each data set that is collected from the surveys and can make visual models of each data set.
* Visual models of the data will be provided in a way that may allow business executives to make well informed decisions.
* Administrators may be able to oversee the survey deployment and view the results.
* Survey participants will be able to take the surveys. The survey experience may be different for each participant, as the question flow logic may be determined by their previous answers.

The market research survey program will have the following limitations:

* Survey question content will still be entered manually.
* Survey Designers will only be able to choose from the following question templates: radio button, check boxes, drop down menus, free response, rating, constant sum, ranking, and conjoint trade-off questions.
* That data analysis tools will only provide statistical figures that can help executives make informed decisions.

**Business context:**



Our web-based surveying platform will be designed for:

* Survey Designers
  + Create questions and specify question branching logic.
* Survey Data Analysts
  + Analyze data and present results for executive use.
* Executive Users
  + Make business decisions based on the results of the data analysis.
* Administrators
  + Oversee the survey deployment and results
* Participants
  + View and take the surveys

The major priorities for the project are as follows:

* To build a platform that is intuitive and easy-to-use for all intended end-users.
* To build a system with all of the necessary tools to allow the survey designers full control over the form and content of surveys.
* To deliver results in an easy-to-manage form for the survey analysts.
* To offer analytic tools for conjoint trade-off data.
* To provide to a company easy access to their personal surveys and data.

Restrictions in time and resources may cause the following features to be dropped:

* Graphical visualizations of analyzed data
* User-based access controls
* Non-critical question types
* **Product Success Factors:**
* We conclude that XYZ Market Consultants, Inc. provides surveys to companies to collect data from participants. While still providing typical survey features, we understand that implementing specific types of questions and reporting output is critical to helping XYZ Market Consultants, Inc. collect and analyze data. Ultimately, our program will ensure that XYZ Market Consultants, Incorporated's clients feel ownership of the data and present it in a way that allows them to perform analytics on the data.

The main defining factor of our product's success is our ability to deliver a fully integrated survey tool that provides the means for creating surveys, taking surveys, gathering results, and presenting them in a meaningful manner.