**Meeting Outline**

Met with: Tim Kearns Technical Project Manager

1. What does your company do?

* Market research company that helps clients designs surveys and analyze their results.
* Have expertise in determining what types of questions clients should ask.

1. Why does your business need a survey tool?

* Their company uses free survey making software that doesn’t meet their current needs.
  1. What problems are you trying to solve?
* Better logic for survey question flow. (skipping questions)
  1. What improvements are you seeking?
* Adding conjoint trade-off questions option to question types. (binary or sliding scale) More functional and flexible reporting (data visualization and analysis)
* Better reporting capability and better logic
  + 1. How will this help your business
* Security of data
* Company feels ownership with the data
* Works closely with the company
  1. Who is using it?
     1. Survey Designers
     2. Survey Analysts
     3. Executives who interpret results (Business Users)
     4. Administrators
     5. Survey Takers

1. What features do you wish to implement that will make your product different from the existing alternatives?
   1. Major: Question type analysis and reporting capabilities.
2. How do you envision the end product?

* Current subset of Survey Monkey + other things (Demographic questions, order of importance, free response)