Human computer interaction design

**Phase #1 – project proposal for SUrveypro, an online survey system**

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# **Problems That Needs to be Solved**

Online surveys have established themselves as a crucial tool for data collection and insights across various fields, yet many current systems frequently fall short of providing a truly user-friendly and efficient experience. For people and businesses looking for a complete solution to efficiently and easily conduct surveys, SurveyPro strives to address these problems.

Both survey creators and respondents may become frustrated while utilizing traditional survey platforms since they are difficult to use. The need to make the survey creation and response process more streamlined, simple, and user-friendly is what motivated the development of SurveyPro. By doing this, we enable users to easily construct surveys and promote greater engagement.

Many survey platforms are unable to alter the way surveys appear and feel, which leads to surveys that are unoriginal and unbranded. In order to enable users to customize their surveys to reflect their branding and tastes, SurveyPro offers a wide range of customization possibilities. By adding a human touch, surveys project a more polished image and encourage participation.

Standard survey systems frequently offer few analysis capabilities, making it difficult to extract valuable insights from the data gathered. By providing strong data analysis capabilities like real-time reporting, data visualization, and statistical analysis, SurveyPro aims to inspire people. This gives users the ability to base their decisions on the survey results in an informed manner.

Traditional surveys can frequently be dull and fail to draw respondents' attention. The goal of SurveyPro is to include interactive aspects including conditional branching, multimedia integration, and gamification components. These factors enhance response rates and make surveys more interesting.

Online surveys place a high priority on privacy and data protection. SurveyPro is driven to offer strong security features to safeguard both the data of survey designers and respondents' privacy. We foster user trust by upholding data confidentiality and integrity.

In today's digital world, accessibility is a major challenge. The goal of SurveyPro is to make sure that all users, including those with disabilities, can access the surveys that are created on the platform. We encourage inclusivity and guarantee that survey results reflect a varied community by providing accessible survey templates and features.

In many firms, teamwork is necessary to design and interpret surveys. SurveyPro is driven to offer collaboration tools that let numerous people work on surveys at once and effortlessly share insights.

Effective usage of a survey platform might be hampered by inadequate customer assistance and training. The goal of SurveyPro is to empower users to utilize the platform to its full potential by providing first-rate customer service and educational materials.

Overall, SurveyPro seeks to transform the field of online surveys by solving current shortcomings and offering a comprehensive, user-friendly, and feature-rich platform. Our objective is to enable people, companies, and organizations to successfully acquire important data and insights, ensuring that surveys develop into a potent instrument for decision-making and research across a range of fields.

# **Motivation**

The combination of a personal interest, professional expertise, and a sincere desire to have an influence led me to start this project. A project that has a strong feeling of resonance for me is SurveyPro, an online survey system.

My passion in technology and its potential to improve user experiences and optimize procedures is what motivates me most of all. Developing a cutting-edge survey platform fits in nicely with my enthusiasm for innovation because I have always been captivated by the revolutionary potential of digital tools.

My professional experience in database development and user experience design has also made me aware of the drawbacks of current survey systems. This first-hand encounter has highlighted the need for a more adaptable, data-driven, and user-friendly approach. I can't wait to take on this challenge head-on.

The purpose behind SurveyPro is to enable people, companies, and organizations to efficiently acquire insightful data on a larger scale. Strong data gathering and analysis, in my opinion, are necessary for advancement in a variety of fields, including academics, market research, and other areas, as well as for informed decision-making.

The opportunity to increase survey accessibility and diversity, and ensuring data security is not only personally fulfilling but also socially responsible. What genuinely motivates me about this project is the possibility it provides for genuine change in the world of online surveys.

# **Brainstorming Session**

Collaborative talks with family members, friends, and work colleagues were held during the brainstorming session for SurveyPro, an online survey system. Our objective was to identify problems with the current state of online surveys and investigate how we may develop a solution that effectively solves these problems. Here is a summary of the major points raised throughout these sessions:

* We started off by discussing our individual online survey experiences. The difficulties of evaluating survey data and frustrations with complicated survey design interfaces were among the main issues that emerged.
* Each participant in the brainstorming session discussed their survey-related motivations and experiences. Some had issues with their academic research, while others had issues with their corporate settings. Our motivation to find a solution was strengthened by this sense of personal connection to the issue.
* We then approached the potential users, such as professionals, researchers, and business people, to get their views and learn about their issues with surveys.
* It was essential to involve colleagues who had knowledge of software development and user experience design. So, with their suggestions, we were able to discuss the technical details of developing an online survey system.
* Finally, the idea for SurveyPro was inspired by these brainstorming sessions. The project's primary motivations originated from the need to streamline the survey creation process, and guarantee accessibility and data security. Our desire to have a positive influence on the field of online surveys pushed us, and this process of group brainstorming laid the basis for the development of our project.

# **Research**

I conducted a thorough analysis of the existing survey platforms as part of the research for the SurveyPro proposal, an online survey system website, in order to understand the current competitive environment and identify gaps that SurveyPro can fill. There are a number of reputable survey systems available right now, including SurveyMonkey, Google Forms, Typeform, and Qualtrics. These systems do have advantages, but they also have drawbacks, like difficult data processing and complex user interfaces.

According to my research, there is a critical need for a platform like SurveyPro that can address these drawbacks and provide a more streamlined, user-centric, and feature-rich experience. The following significant findings serve as a motivating force for this need:

* The lack of engagement in traditional surveys might result in lower response rates and less informative data.
* Users frequently struggle to derive useful insights from survey results due to the lack of effective data analysis capabilities on survey platforms.
* The primary concern is making sure surveys are accessible to everyone, including those with impairments, and it's possible that current platforms don't entirely meet these needs.
* Users frequently run into limitations when trying to customize the look and branding of surveys, which leads to generic and unbranded surveys.
* Existing survey platforms are notorious for being complicated, which may put off customers who want simplicity and usability.

Modern web development techniques will be used in the development of SurveyPro to guarantee accessibility and user-friendliness on all platforms. The technology stack proposed consists of:

* Utilizing responsive and aesthetically pleasing front-end frameworks, HTML, CSS, JavaScript, and these other technologies to build the user interface.
* Depending on the particular requirements of the platform, technologies like Python may be taken into consideration for server-side development.
* The data from the survey will be safely stored in a reliable database system like MySQL.

In conclusion, the study done for SurveyPro's proposal shows a definite need for an online survey system that corrects the flaws of current platforms. Combining the highlighted issues with complexity, customization, data analysis, accessibility, and engagement with the proposed technological stack positions SurveyPro to successfully address the changing needs of survey creators and respondents.

# **Target Users**

Our target users for SurveyPro, a website that offers an online survey system, consists of a broad range of people and organizations looking for an effective and user-friendly survey solution.

Researchers and academics from a range of disciplines that need a trustworthy platform to conduct surveys for academic studies, research projects, and data collection will be served by SurveyPro. The integrity and accuracy of the data from their surveys are important to these users.

Surveys will be used by instructors, professors, and academic institutions to evaluate their programs, gather input from their students, and evaluate their overall operations. Customization options and analytics are provided by SurveyPro to help users improve their educational procedures.

Public opinion polling, policy analysis, and program evaluation are all areas where government organizations use surveys. Government-level surveys can be conducted using SurveyPro, which provides the security and data management needed.

SurveyPro can be used by students for research projects, student feedback, and course assessments at many academic levels and institutions. Their requirements are met by the platform's user-friendliness.

# **Support or Service**

The online survey system website SurveyPro provides a wide range of services and assistance to meet the various demands of its users.

No matter their level of technical proficiency, users of SurveyPro may easily create surveys because of the emphasis placed on simplicity and user-friendliness.

With the platform's robust data analysis features, customers may gain valuable insights from survey responses and make wise decisions.

Interactive components are included in surveys made with SurveyPro, promoting engagement and raising response rates.

To help customers make the most of the platform's features and advance their survey techniques, SurveyPro provides instructional materials and how-to manuals.

Technical assistance is available to users around-the-clock to address any questions or problems, assuring a smooth and trouble-free experience.

By making surveys accessible to everyone, including those with impairments, SurveyPro encourages inclusivity and diverse participation.

In conclusion, SurveyPro is dedicated to offering a user-friendly and effective survey platform together with strong support and services. It gives customers the power to efficiently develop, analyze, and manage surveys, guaranteeing that they can use survey data to further their goals.

# **Technical Feasibility**

Through the careful selection of technology platforms and procedures, SurveyPro, as an online survey system website, displays excellent technical feasibility:

The building blocks for developing an intuitive and dynamic user interface will be HTML, CSS, and JavaScript. To ensure a user-friendly experience, HTML organizes content, CSS provides design and layout, and JavaScript adds interactive components. Iterative testing and improvement are made possible by prototyping tools, which increase the effectiveness and flexibility of the design process.

A strong database system, like MySQL, will serve as the foundation of SurveyPro and be used to safely store survey questions and user data. By incorporating jQuery, a platform will become more visually appealing by increasing user engagement with interactive elements. User data and authentication will be protected by security methods.

To enable smooth communication between the front-end and back-end components, SurveyPro will make use of APIs. Essential functions including accessing survey questions, handling user authentication, storing survey results, and data interchange will be supported by these APIs. GET, POST, PUT, and DELETE are common HTTP methods that will guarantee effective data manipulation. The lightweight and understandable JSON format will be used for all data communication between the front-end and the back-end.

To guarantee the website's optimal performance and security, frequent maintenance and updates will be carried out. In order to maintain SurveyPro current and user-friendly, this includes bug patches, performance improvements, and the inclusion of new features as appropriate.

In conclusion, a well-chosen technological framework, effective communication techniques, and a dedication to continual improvement form the basis of SurveyPro's technical feasibility. These components work together to provide participants with a seamless and interesting survey experience while protecting the security and dependability of their data.

# **Usability Goals & UX Goals**

Our key usability goals for SurveyPro, an online survey system website, are to create a simple and effective user experience, while our UX goals are to increase engagement and satisfaction. The following are the usability and UX objectives that are specific to SurveyPro:

Usability Goals:

* The website should provide a simple and user-friendly survey development procedure that enables users to easily build surveys without facing any technological challenges.
* The user experience on the website should come first, with options and functionality linked to surveys presented in a simple and user-friendly way.
* Observing accessibility guidelines will enable people with disabilities to use SurveyPro and promote inclusivity.
* Users must be able to manage survey data effectively, including gathering, evaluating, and exporting results, to ensure they can complete their jobs without difficulty.

UX Goals:

* Users should have a positive experience using SurveyPro and feel satisfied with its features if it lives up to their expectations and demands.
* The website should be made simple to use, reducing user frustration, and fostering a joyful and smooth experience.
* In order to encourage active engagement and interest in the survey process, the website should offer an enjoyable environment for both survey creators and respondents.
* SurveyPro should provide tailored experiences, interactive aspects, and challenging yet pleasant survey content to keep participants interested and motivated.

The strategies that follows will be used to accomplish SurveyPro's combined usability and user experience goals:

* Utilizing a user-centered design strategy, giving users' requirements and preferences top priority throughout the development process.
* Ensuring that the platform conforms with accessibility requirements so that a variety of people, including those with impairments, may use it.
* Encouraging a sense of involvement and ownership in the platform's development, give users ways to provide feedback, report issues, and suggest improvements.
* To improve usability and user experience, the platform should be continually tested with users, feedback gathered, and design and functionality iteratively refined.

Utilizing a combination of these techniques, SurveyPro seeks to develop an online survey platform that not only excels in usability but also provides a fun, interesting, and gratifying experience for all of its users.

# **Project Plan**

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| **Project Phase** | **Deadline** | **Tasks** |
| Phase 0: Pitch | September 15, 2023 | Conceptual Model |
| Phase 1: Project Proposal | September 22, 2023 | Define Target Audience, Motivation, Goals |
| Phase 2: Requirements | September 29, 2023 | Conduct Market Research and Gather Requirements |
| Phase 3: Design | October 12, 2023 | Create Initial Application Design |
| Phase 4: Prototype | October 25, 2023 | Develop a Working Prototype |
| Phase 5: Evaluation | November 5, 2023 | Test the prototype and gather feedback |
| Phase 6: Presentation | November 15, 2023 | Final Version of the Website and prepare for the presentation |

# **Sitemap**

**A screen shot of a diagram

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