# **Market Survey Platform API Requirements Document**

Version 1.0.0

## **1. Introduction**

The Market Survey Platform API is a web service that allows you to use our comprehensive survey management platform from your website, software, or mobile application. The API gives you access to all supported functions of our service, enabling you to create, manage, and analyze market surveys, track responses, and generate insights from collected data.

The API follows RESTful principles with operations over standard HTTP methods (GET, POST, PUT, DELETE) and responses encoded in JSON format. It is designed to be easy to use and can be implemented in any programming language that supports HTTP requests.

To use the Market Survey Platform API, you must sign up for an account, log in, and obtain your API Key from your member area. Using the API indicates that you have read and accept the Terms & Conditions available at http://marketsurveyplatform.io/terms/.

## **2. Building Applications with our API**

Our API allows you to build your own survey management applications within minutes. There are no limitations on the types of applications you can build (web services, mobile apps, desktop applications, etc.). All you need to do is call our service when you need to use the survey management functionalities.

The API enables you to build applications for:

* Market research and consumer insights
* Customer satisfaction monitoring
* Product feedback collection
* Event evaluations
* Academic research
* Employee engagement surveys

## **3. Supported API Functions**

The Market Survey Platform API is currently on version 1.0.0 and supports the following functions organized by category:

### **3.1 Survey Management**

#### **3.1.1 Create a Survey**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/survey  
 **Description**: Creates a new survey on the platform.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| title | The title of the survey | Yes |
| description | Description of the survey | No |
| targetAudience | Description of the intended audience | No |
| status | Status of the survey (draft, active, closed, archived) | No |
| expiresAt | Expiration date of the survey | No |

**JSON Response Example**:

{

"id": 1,

"title": "Consumer Preferences 2025",

"description": "Survey to understand consumer preferences for electronic products",

"targetAudience": "Adults 25-45 interested in electronics",

"status": "draft",

"questions": [],

"createdAt": "2025-03-13T10:00:00Z",

"updatedAt": "2025-03-13T10:00:00Z",

"expiresAt": "2025-04-13T10:00:00Z",

"responseCount": 0

}

#### **3.1.2 Get All Surveys**

**HTTP Method**: GET  
 **URL**: https://api.marketsurveyplatform.io/v1/survey  
 **Description**: Returns a list of surveys for the authenticated user.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| status | Filter surveys by status (draft, active, closed, archived) | No |
| limit | Maximum number of results to return (default: 20) | No |
| offset | Number of items to skip (default: 0) | No |

**JSON Response Example**:

[

{

"id": 1,

"title": "Consumer Preferences 2025",

"description": "Survey to understand consumer preferences for electronic products",

"targetAudience": "Adults 25-45 interested in electronics",

"status": "draft",

"questions": [],

"createdAt": "2025-03-13T10:00:00Z",

"updatedAt": "2025-03-13T10:00:00Z",

"expiresAt": "2025-04-13T10:00:00Z",

"responseCount": 0

}

]

#### **3.1.3 Get Survey by ID**

**HTTP Method**: GET  
 **URL**: https://api.marketsurveyplatform.io/v1/survey/{surveyId}  
 **Description**: Returns details of a specific survey.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to retrieve (path parameter) | Yes |

**JSON Response**: Similar to Create Survey response.

#### **3.1.4 Update Survey**

**HTTP Method**: PUT  
 **URL**: https://api.marketsurveyplatform.io/v1/survey/{surveyId}  
 **Description**: Updates an existing survey.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to update (path parameter) | Yes |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**JSON Response**: Similar to Create Survey response.

#### **3.1.5 Delete Survey**

**HTTP Method**: DELETE  
 **URL**: https://api.marketsurveyplatform.io/v1/survey/{surveyId}  
 **Description**: Deletes a specified survey.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to delete (path parameter) | Yes |

**Response**: 204 No Content on success.

#### **3.1.6 Launch Survey**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/survey/{surveyId}/launch  
 **Description**: Changes survey status from draft to active, making it available for responses.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to launch (path parameter) | Yes |

**JSON Response**: Updated survey object.

#### **3.1.7 Close Survey**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/survey/{surveyId}/close  
 **Description**: Changes survey status from active to closed, preventing further responses.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to close (path parameter) | Yes |

**JSON Response**: Updated survey object.

### **3.2 Question Management**

#### **3.2.1 Add Question to Survey**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/survey/{surveyId}/question  
 **Description**: Adds a new question to an existing survey.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to add question to (path parameter) | Yes |
| text | The question text | Yes |
| type | Question type (multiple\_choice, single\_choice, rating, text, date) | Yes |
| required | Whether the question is required (default: false) | No |
| options | Array of options for choice questions | No |
| order | Display order of the question | No |

**JSON Response Example**:

{

"id": 101,

"text": "How often do you purchase new electronic devices?",

"type": "single\_choice",

"required": false,

"options": ["Monthly", "Quarterly", "Yearly", "Less frequently"],

"order": 1

}

### **3.3 Response Management**

#### **3.3.1 Submit Survey Response**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/response  
 **Description**: Records a respondent's answers to a survey.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| surveyId | ID of the survey being responded to | Yes |
| respondentId | UUID of the respondent (optional, generated if not provided) | No |
| answers | Array of answer objects (with questionId and value) | Yes |
| metadata | Response metadata (device, browser, etc.) | No |

**JSON Response Example**:

{

"id": 5001,

"message": "Thank you for completing our survey!",

"surveyId": 1

}

#### **3.3.2 Get Survey Responses**

**HTTP Method**: GET  
 **URL**: https://api.marketsurveyplatform.io/v1/survey/{surveyId}/responses  
 **Description**: Returns all responses for a specific survey.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to get responses for (path parameter) | Yes |
| limit | Maximum number of results to return (default: 20) | No |
| offset | Number of items to skip (default: 0) | No |

**JSON Response**: Array of response objects.

### **3.4 Analytics**

#### **3.4.1 Get Survey Analytics**

**HTTP Method**: GET  
 **URL**: https://api.marketsurveyplatform.io/v1/analytics/survey/{surveyId}  
 **Description**: Returns analytic insights for a specific survey.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to get analytics for (path parameter) | Yes |

**JSON Response Example**:

{

"surveyId": 1,

"responseCount": 156,

"completionRate": 87.5,

"averageCompletionTime": 210,

"questionAnalytics": [

{

"questionId": 101,

"questionText": "How often do you purchase new electronic devices?",

"responseDistribution": {"Monthly": 23, "Quarterly": 56, "Yearly": 65, "Less frequently": 12},

"skippedCount": 3

}

],

"demographics": {

"ageGroups": {"18-24": 15, "25-34": 45, "35-44": 62, "45-54": 25, "55+": 9},

"locations": {"New York": 35, "California": 42, "Texas": 29, "Other": 50},

"devices": {"mobile": 98, "desktop": 52, "tablet": 6}

}

}

#### **3.4.2 Get Dashboard Analytics**

**HTTP Method**: GET  
 **URL**: https://api.marketsurveyplatform.io/v1/analytics/dashboard  
 **Description**: Returns overview analytics for all surveys.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| timeframe | Timeframe for analytics (day, week, month, quarter, year) | No |

**JSON Response**: Dashboard analytics object.

#### **3.4.3 Export Survey Data**

**HTTP Method**: GET  
 **URL**: https://api.marketsurveyplatform.io/v1/analytics/export/{surveyId}  
 **Description**: Exports survey responses in CSV or JSON format.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| surveyId | ID of the survey to export (path parameter) | Yes |
| format | Export format (csv, json) | No |

**Response**: File download in requested format.

### **3.5 User Management**

#### **3.5.1 Create User**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/user  
 **Description**: Creates a new user account.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| email | User's email address | Yes |
| password | User's password | Yes |
| firstName | User's first name | No |
| lastName | User's last name | No |
| company | User's company | No |
| role | User's role (admin, analyst, user) | No |

**Response**: 201 Created on success.

#### **3.5.2 User Login**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/user/login  
 **Description**: Authenticates a user and returns an API key.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| email | User's email address | Yes |
| password | User's password | Yes |

**JSON Response Example**:

{

"userId": 10,

"apiKey": "eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9...",

"expiresAt": "2025-04-13T10:00:00Z"

}

#### **3.5.3 User Logout**

**HTTP Method**: POST  
 **URL**: https://api.marketsurveyplatform.io/v1/user/logout  
 **Description**: Logs out current user and invalidates API key.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |

**Response**: 200 OK on success.

#### **3.5.4 Get User by ID**

**HTTP Method**: GET  
 **URL**: https://api.marketsurveyplatform.io/v1/user/{userId}  
 **Description**: Returns user information.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| userId | ID of user to return (path parameter) | Yes |

**JSON Response**: User object.

#### **3.5.5 Update User**

**HTTP Method**: PUT  
 **URL**: https://api.marketsurveyplatform.io/v1/user/{userId}  
 **Description**: Updates user information.

**Request Parameters**:

| **Parameter Name** | **Description** | **Required** |
| --- | --- | --- |
| api\_key | Your API Key (sent in header as X-API-KEY) | Yes |
| userId | ID of user to update (path parameter) | Yes |
| email | User's email address | Yes |
| password | User's password | Yes |
| firstName | User's first name | No |
| lastName | User's last name | No |
| company | User's company | No |
| role | User's role | No |

**Response**: 200 OK on success.

## **4. Error Messages**

If an error occurs while executing your API call, our service will return an appropriate HTTP status code along with a description of the error. Common error status codes include:

| **Status Code** | **Description** |
| --- | --- |
| 400 | Bad Request - The request could not be understood or was missing required parameters |
| 401 | Unauthorized - Authentication failed or user doesn't have permissions |
| 404 | Not Found - Resource not found |
| 422 | Unprocessable Entity - Validation errors |

## **5. Rate Limits**

The Market Survey Platform API imposes rate limits based on your subscription plan. The basic plan allows for:

* 1,000 API calls per day
* Maximum of 50 active surveys
* Up to 10,000 responses per month

Higher limits are available on premium subscription plans.

## **6. Security**

All API requests must be made over HTTPS. API keys must be included in the header of all API requests as X-API-KEY. Keep your API key secure and do not share it publicly.

## **7. Useful Resources**

Before you start building your API client, visit our API documentation page at http://marketsurveyplatform.io/docs for the latest version of this documentation and code samples in various programming languages.

For support or to report bugs, please use our contact form at http://marketsurveyplatform.io/contact.