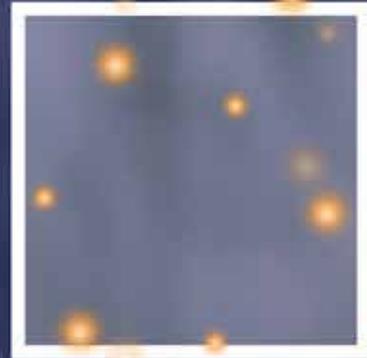
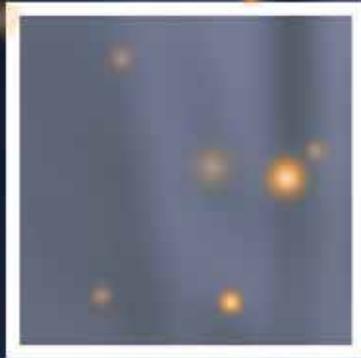




Innovature

Innovate the future



Online Survey Platform

innovature.ai

Online Survey Platform

Innovature Consulting Services implements 'Online Survey Platform' for a leading market research firm based out of Japan, with presence in multiple locations around the globe.

Project Overview



This application is an online survey tool that enables customers to create surveys with different type of questions, and further distribute them on multiple channels including social media, QR code, E-Mail etc. Its platform has rich features to make the process exciting, including color themes, custom analytics and flexible payment options.

This application provide different type of analytics for the survey results, with detailed graphical rep-

resentations. It is a paid service which supports different payment plans. It also provides B2B solution for enterprise customers to build their own custom branded surveys.

Business/ Technical Challenges

System Performance : Survey system performance was important as users do not like to spend too much time in answering questions. The system performance had to be optimized by using cloud services.

User-friendly Format : Survey creation and answering module had to be user-friendly. It was also expected to support wide range of devices like PC, tablet and mobile browsers.

Large Data Handling Capability : User count was unpredictable and hence corresponding traffic and data requirements could also vary. The system needed to support large volumes of data, while not affecting the system performance.



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Consulting Services - Web



We had to build an enhanced version of the survey platform which is compatible with all type of devices. There was a requirement to add an advanced analytics feature - current market trends and user interests - which was incorporated into the application. The platform had to be designed to support different type of subscription plans and packages - based on the customer interests, survey sizes, payments and features.

Technologies/Platforms Used

Application Type	Web Application
Development Language	Python
Database	MySQL/ ElasticCache
Platform	Linux/ Apache
Frameworks/ Services	Python, AWS

Implementation Approach

The Web Application integrated MySQL database and Python (Django) as development language. UI/UX has been implemented using viewJS and Bootstrap. Since we used bootstrap for UI/UX implementation, user experience is uniform across all devices. ElasticCache, the AWS caching service, was used for higher system performance. AWS Elastic Beanstalk and CloudFront services were used for scalability. Agile methodology was followed to manage frequent changes, ensure continuous delivery, and for early detection of issues.

Business Benefits & Key Features

Platform Stability & Performance: The survey platform was tested and found stable across all browsers and devices. The smooth performance across all devices has enabled all type of users, regardless of enterprise or normal, to use this solution. This system performance led to an increase in survey attendee count by 70- 80%.

Easy Survey Creation & Better Analysis: The application provides fast and easy survey creation module, with a set of pre-defined survey question types. It supports multiple colour themes in the answering module, allowing survey creators to improve respondent engagement. Different type of analytics reports can be generated, based on gender, age, location etc.

Multiple Payment Options: This application supports multiple subscription plans, and offers easy payment options like credit card, invoice, bank transfer, pay at convenience store, etc. The availability of customised subscription plans improved customer response rate by 60%.

About Innovature



Innovature provides IT consulting to various industry segments like retail, utilities, media & entertainment, energy etc and leverages AI, RPA and block chain technologies to deliver business growth. ISO certification reinforces its pole position globally in the field of information security, as largescale data is processed for effective decision making. Innovature has for more than a decade expertly steered its clients worldwide towards innovative products and services for their digital transformation. It has a track record of successful execution of more than 600 projects for nearly 100 organizations across the world.

For more information, please contact our consultant

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