SurveyMonster – an iPhone App
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Motivation
While there are hundreds of Survey tools in the mobile app market, we felt a lack of a “personalized” and “instant” feedback app that would let you get answers from “like minded” social groups.

By “Personalized”, we mean that you could send a survey to a specific group of friends whose opinion you think are apt for the kind of survey you created. For example, if it’s a survey on Movies, you know your friend A’s opinion is more pertinent than FriendB, while friend B’s opinion on food and restaurants are more valuable.

By “Instant”, we mean that because our app is an iPhone app, you have this inherent capability to create and get response instantly and on the go.

As a Consumer
How many times did you ever respond to a survey from a restaurant that you just dined at? How would you like for your voice to be heard and rewarded instantly, and not on the next visit, all of this with just a few clicks on your mobile and not for you to go respond on a website or call a phone #.

As a Business
How would you like for you to get feedback from a higher percentage of your customers on essentially every aspect of your business. How would you like to cater to specific customer groups based on real customer feedback and all of this without causing too much of a hassle to the customer.

Road Map
Current
Our focus has been on getting the “Create” and “Respond” functionalities working seamlessly. Along with the functionality, we approached several small businesses (of the “mom and pop” kind..) to position our app as a business partner in securing invaluable customer feedback on their products and services.

We also want to position our app as an attractive tool for the ‘socially’ active crowd in the current population with an age range anywhere from 15-50.

Vision
Our Goal is to make “SurveyMonster” as a smartphone app that would help small businesses tap into their customers feedback and mould their business accordingly. While there are several ways to capture customers feedback, we feel our app would enable to reach out to substantially a greater percentage of the customer base because of the feedback being “Instant” and because our “Business Model” (see the Business Model section) creates a win-win situation for both the business and the customer.

Business Model
As a Consumer
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Create” and “Respond”
“Create” flow
The Create Flow allows you to frame your questions with an easy UI flow and allows you to publish your survey through 2 mediums currently – email and/or Facebook.

“Browse” flow
The Browse flow has several views – Recent Surveys organizes the surveys created by date whereas Popular Surveys organizes based on the number of responses those surveys received. In addition, you can also look at the surveys you created and responded to in two separate views. You can also search for any publicly created surveys.

Customer Feedback
“A win-win situation for my Customers and my Business – Love the “Instant” nature of the feedback”
-- Owner, Woodlands Restaurant, Newark, CA

“I love the fact that I can now send surveys to my friends and get their opinion on practically anything”
-- A teenage user