

Community and Survey Mobile App



Industry

Market Research

Overview

To build their long term market research communities business, Our client wanted to reduce the dependency on licensed third party community research platforms. They wanted to have a platform which they can control the functionality to offer more flexibility, advanced client collaboration, deeper integration with internal processes and reduces operations resource costs. Our client wanted mobility to be an important constituent of this customized platform.

Mobile App for a Market Research Company



Client

An established, innovative marketing insights firm that provides services like tracking market segmentation, customer satisfaction, new product development and usability.

- To carry out offline survey and diary execution, storing the data locally and then uploading the same on to the backend server

Business needs

The requirement was for a mobile app for market research which is capable of downloading the surveys to mobile devices, complete the surveys in offline mode and then submit the survey to the backend server. There was also a need of a community forum where a user could create new discussion threads, post replies on existing threads and upload video and images as well.

For customers participating in FMCG product sample feedbacks, the application needed to have an option to scan the product barcode & post text, audio or audiovisual feedback.

Datamatics' Solution

Datamatics conducted a detailed requirement analysis with the customer, prior to submitting a detailed proposal of mobile application development for Android and iOS. Some highlights of the solution are:

- Develop a native solution to provide rich and smooth user experience
- Best use of device capabilities
- Intuitive user interface design allowing users to view necessary data with minimum number of clicks
- Support for multiple screen sizes

Datamatics also provided assistance in uploading the application to respective app stores.

Challenges

- To support device capabilities like taking a video, recording audio, capturing a picture, scanning a bar-code, location based activities across different devices (phone, tablets and different device manufacturers for Android)

Datamatics' Advantage

- Global Information Technology (IT) & Business Process Management (BPM) organization taking you forward on your route to Digital Transformation
- Trusted partner to several Fortune 500 companies globally
- Capabilities built around technology, domain expertise & knowledge of business processes
- Alliances with global technology leaders such as Microsoft, IBM & EMC²
- More than 7,500 employees globally
- Certified for SEI CMMI Level 4 V1.3, ISO 27001:2013 & ISO 9001:2008
- SSAE 16 compliant processes
- Global presence: U.S., UK, Australia, Dubai & India

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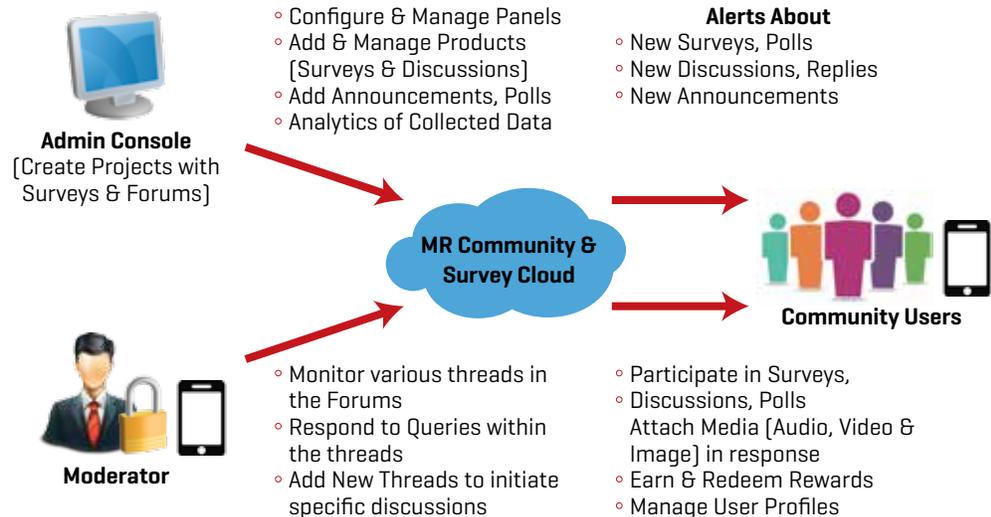
Approach

- A well-defined end-to-end system with a smooth interface between the mobile app and the market research server
- Secured access to the market research server using 2-factor authentication
- Ease of data collection by making best use of device capabilities (video, audio and image capture, bar code scanning, location check) as well as support for different device types (mobile phones and tablets through a native mobile application)
- Flexibility in mobile app usage by providing local storage of surveys for offline execution with the ability to be synced with the server when online
- Continuous updates from the community through push notifications
- Multilingual ability in the app (English & Spanish) that allows the user to switch the language As per requirement

Benefits

- Due to the early adoption of mobile, the client expects to grow their community business by 40% within a year
- The client expects the data integration of structured and unstructured data in one platform will reduce errors and labor between 5 and 10%
- The client's solution is still in stealth mode, but has seen increased engagement and retention for the 2000+ downloads
- Improved data analytics and reduction in cost due to reduced TAT - Quick Collection of user opinions through Surveys, Polls and forums

Process



Result

Market research services from mobile devices provided a significant insight into market segmentation and customer demographics that could be translated into smart market research and analysis.