Product Survey Based on QR Code using Android application

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ABSTRACT

Surveys have been used for research and as a means of obtaining feedback from customers. Surveys are research method that probably the most commonly used. The means by which a survey is administered is dependent upon the resources available and the administrator's objectives. This is application through which company can conduct various surveys online and can save time and money. The main aim of the project is to collect the viewpoints of related people about certain issues using internet. The user who involve in the survey can get discount on the products and can buy them online. The purpose of online survey system is easy and comfortable to use.

Keywords: QR-code, Results, Data analysis

I. INTRODUCTION

A survey is any activity that collects information in an organized and methodical manner about characteristics of interest from some or all units of a population using methods, procedures and well-defined concepts and compiles such information into a useful summary form. The client or the statistical agency wishes to study the characteristics of a population, test a hypothesis or build a database for analytical purposes. A survey can be thought to consist of several interconnected steps which include: defining the objectives, selecting a survey frame, determining the sample design, designing the questionnaire, collecting and processing the data, analysing and disseminating the data and documenting the survey. There are several phases that broke the life of survey. The first is the planning phase, which is followed by the design and development phase, and then the implementation phase. Last, the entire survey process is reviewed and evaluated.

II. SYSTEM DESIGN

a. **User:** First of all the users register themselves in the system and the registration request goes to admin.

b. **Login:** User will be able to login into the system only after the admin grant the permission.

c. **Set Profile:** After logging into the system users can set their profile.

d. **Search Product:** User searches the product for buy or he wants for survey.

e. **Choose an area:** User select area for survey.

f. **Buy a product:** User select a product and buy it if he wants to buy.

g. **Give Review/ ask question:** User gives review on product or ask question related to product or survey.

h. **View Request:** An admin can see the pending user request or product or any information and can grant for further login or reject the request.

i. **Grant/Reject permission:** Admin can grant or reject the permissions, sets role and their permissions and set the user imprecision bound that only within this the particular role can access the sensitive information.

Figure1: Function of system

III. METHODOLOGY

The aim was to evaluate the quality of the time use data obtained using a smartphone app. To do this, the accuracy of the time use information recorded by a mobile app was assessed by the number of episodes reported, the frequency with which people updated their diary and the general time use patterns obtained (i.e. whether they resemble similar time use research conducted using traditional survey methods). Secondly, the pilot tested how new and more detailed data can be collected which complement survey data obtained using traditional modes (such as paper, telephone, face-to-face interview). In particular, the 'beeper' method or 'Experience Sampling Method' (esm) was used during the phase to measure moods.

The pilot looked at whether respondents complete such pop-up questions and how these data might provide a more accurate or detailed picture of how people felt during the day. Finally, we experimented with the collection of data by smartphones that do not require a questionnaire to be filled in or the intervention of the respondent at all. This 'reality mining' may be a key innovation in survey research, for which costs need to be reduced and response rates increased. The feasibility of collecting gps locations and communication behaviour using log-data, which are automatically stored on smartphones and can be retrieved by an app, was therefore explored. Both are examples of auxiliary data which can provide additional information in addition to or even instead of survey questions. Given these aims, the study addressed the following three main research questions: 1)Is it feasible to conduct time use research by developing and implementing a smartphone app, and what are the effects of this method on the data quality? 2)To what extent can data collected using the 'beeper' method or Experience Sampling Method (esm) using smartphones be employed in social research? 3)To what extent do reality mining tools on smartphones provide a more detailed overview of our social reality, and to what extent can they replace or complement existing survey methods (e.g. gps tracker, telephone log-data)? This report focuses in particular on the technical development of the smartphone app and the quality of the time use data obtained. In a later stage, the app was used as a survey instrument which collects data from a larger, representative section of the Dutch population. That will enable us to go into more methodological detail by comparing the smartphone app and paper diary methods, as well as to address more substantial research questions (about mobility, well-being, etc).
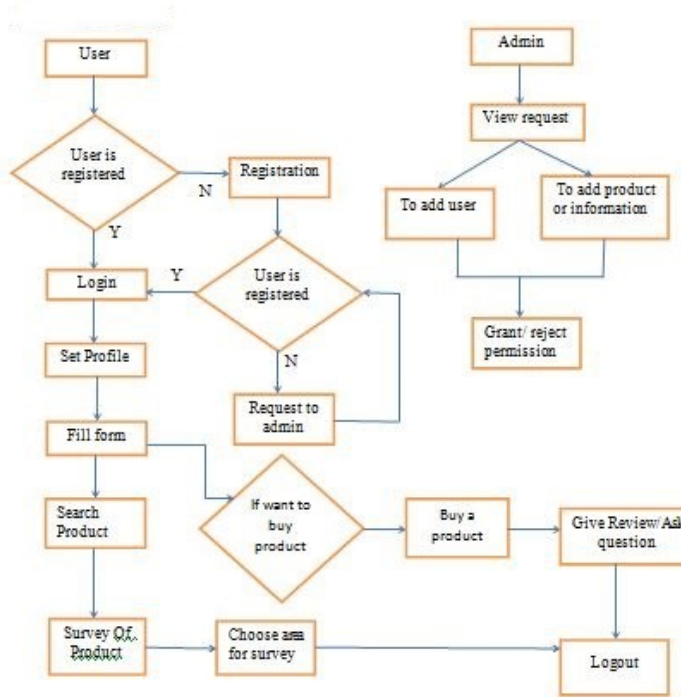
IV. RESULT

Strengths of Web based survey:
Efficacy, specific to time and money, is the most frequently reported advantage. Collecting data online,

in general, takes comparatively less timely and is a less expensive avenue for tapping into basic human attitudes, opinions and behaviours. Yet another advantage of Web-based surveys is the programming services and software involved, which helps assure reliability and validity of surveys. Web-based survey instruments can be created and deployed through various Web-based programs and software packages. Most programs have the ability to require participants to respond to certain, if not all questions, on the survey. Many of the Web-based formats of surveys offer instant response collection over the Internet, which eliminates the time needed for entering data into analytical software packages. Web-based data processing is beneficial because it means less threat of unreliable researcher observations and less handling of the data by research personnel, which results in lower risk of data coding and entry errors.

Limitations of Web based survey:

Web-based instruments are limited by a threat to external validity. Another disadvantage threatening the reliability and validity of Web-based surveys is Non-response. Lower response rates do not necessarily equate to an increase in non-response errors. Assuring valid responses and thereby minimizing the creation of error in statistical measurement can be a difficult task for survey researchers regardless of the approach taken for data collection. Even so, strategies for the assessment of online responses can be formulated to improve the accuracy of response patterns. Many Web-based survey software programs provide controls for response patterns and item positions that may cause fatigue and lead to non-response bias or response error. Other limitations related to Web-based survey methodologies include the occurrences of multiple responses from a single participant and the receipt of unsolicited responses. Participants may either intentionally submit their responses multiple times, possibly to increase their chances at winning incentives, or unintentionally hit the submit button more than once.

V. CONCLUSION

Researchers attempting to take advantage of organizations reaching the point where computers and Internet access are common, and organizational members are comfortable interacting with electronic media, are beginning to use computer-based surveys as a way to reach large numbers of respondents quickly and inexpensively. However, the design and implementation of e-surveys involves unique methodological issues that researchers must consider. We have addressed the various electronic techniques, and clarified their methodological implications in the hope that the changing technologies faced by researchers do not result in a growing suspicion of e-survey data, but instead serve to raise the standards of what we consider to be a strong survey methodology.

VI. REFERENCES

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