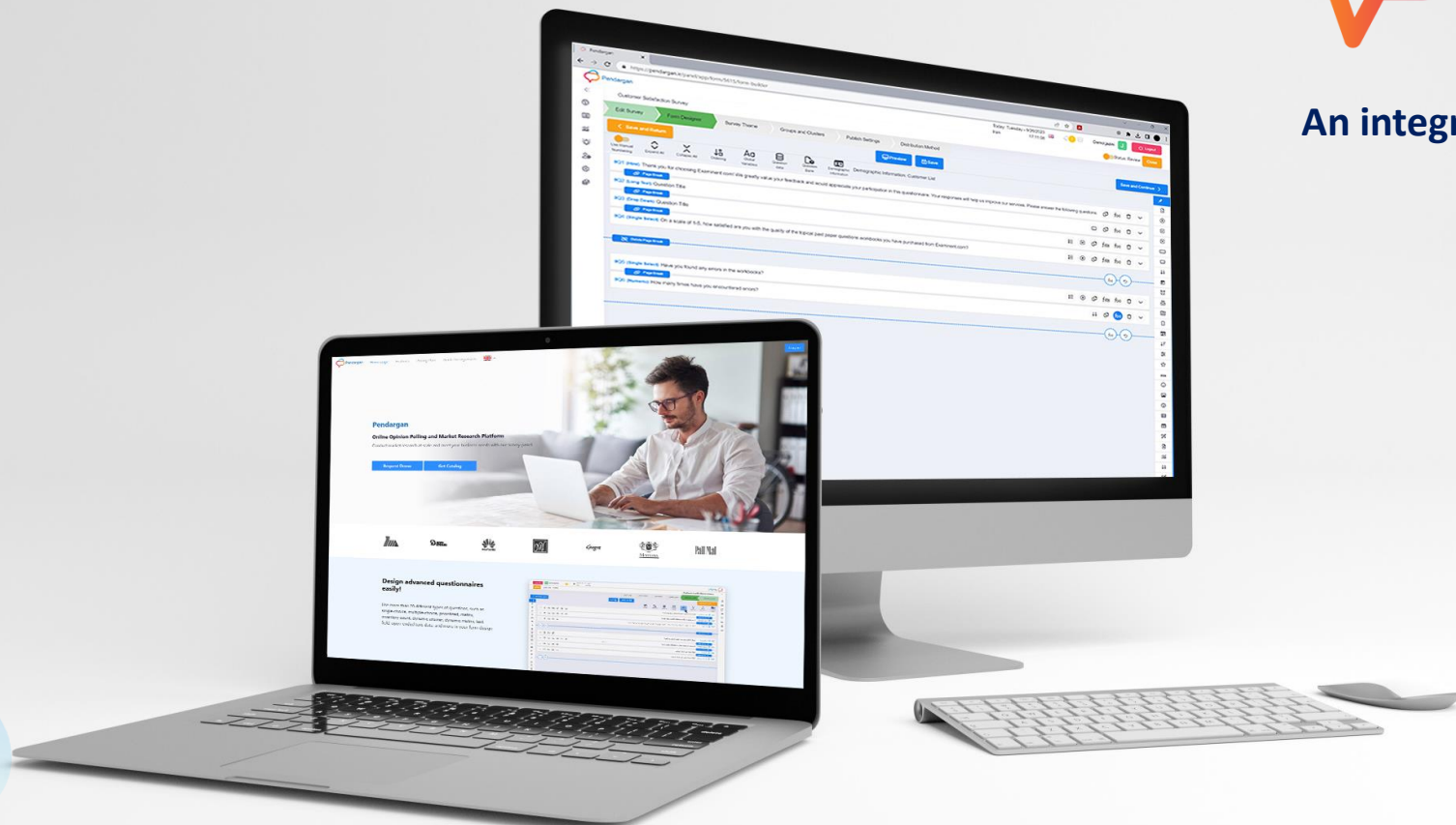




An integrated platform for polling and market analysis



Kamrad Pajooohan Pars

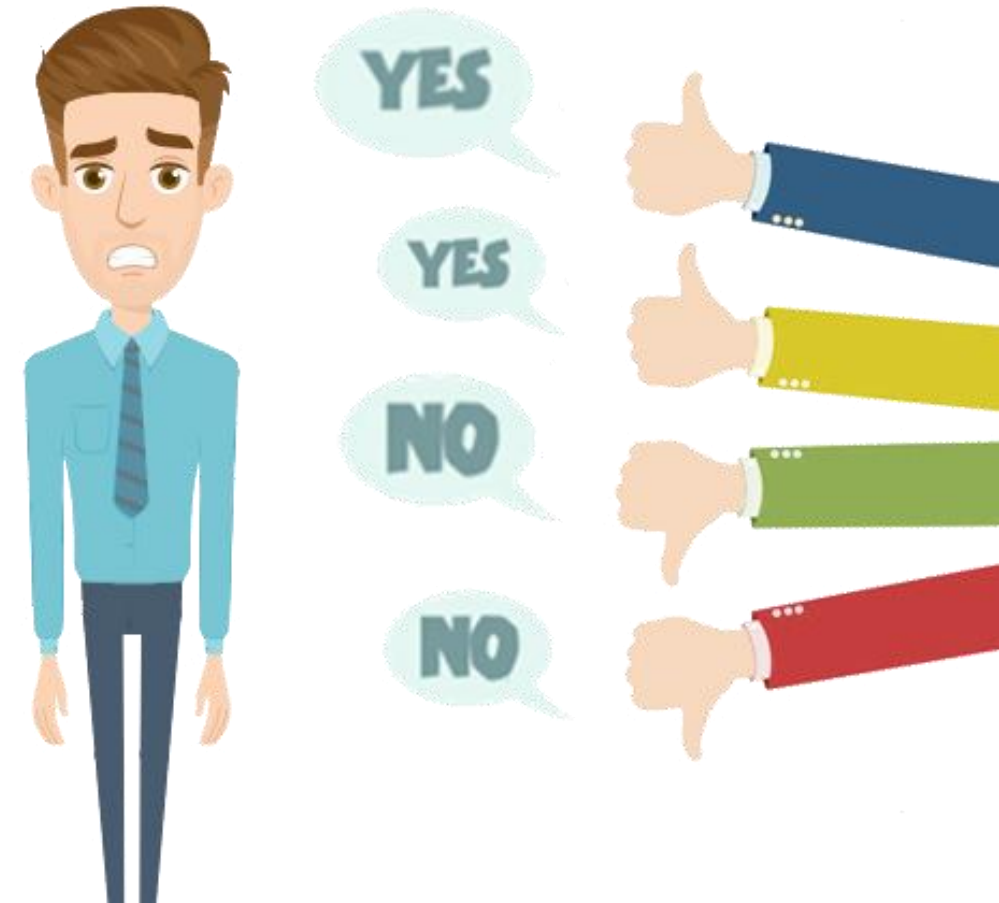


Introduction

In today's fast-changing market dynamics, market research and receiving feedback from customers and stakeholders are essential for organizations, brands, and companies.

The main areas of these market studies are:

- **Market research & Analysis**
- **Monitoring the retail market**
- **Market Media monitoring**





Introduction

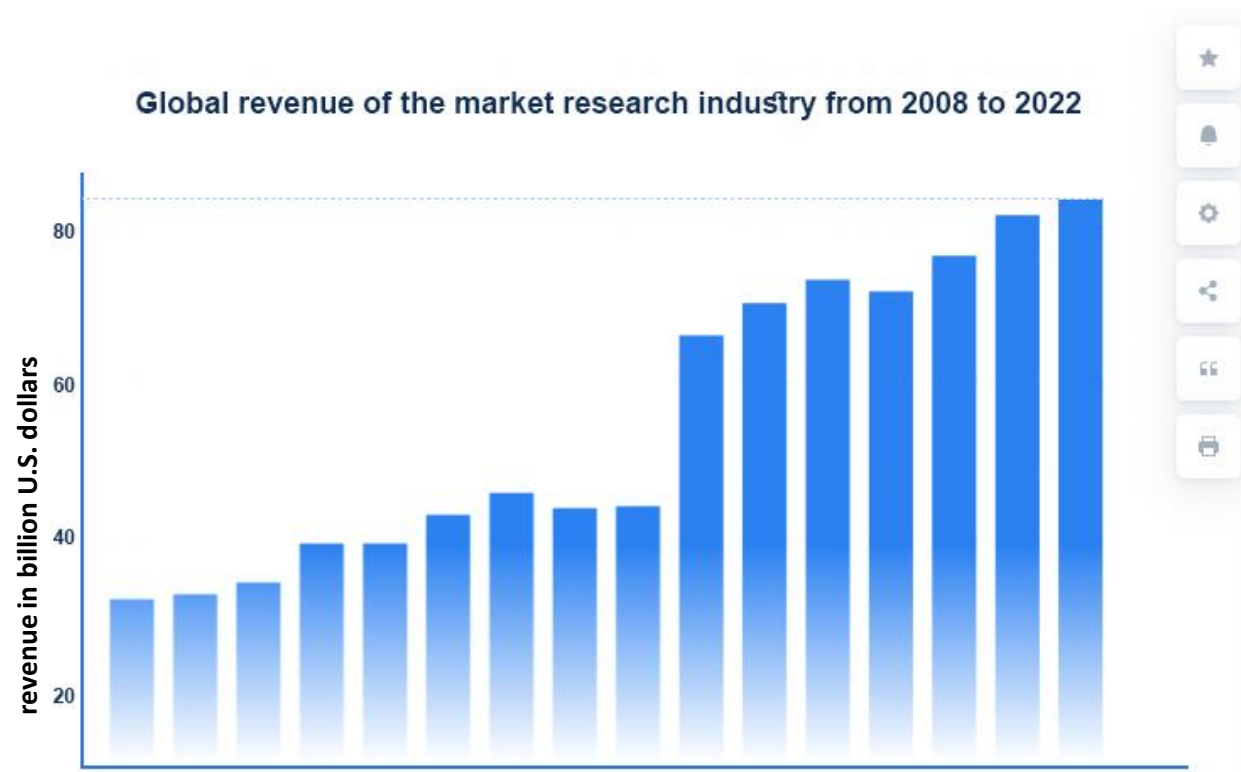
To achieve this goal, organizations, brands, and companies collect their data using the following methods :





The volume of the research industry

- ▶ The global market research industry in 2022 is estimated to be 81 billion dollars.
- ▶ About 14% of this amount is related to customer experiences. That is about 11 billion dollars



<https://www.marketresearch.com/Business-Research-Company-v4006/Research-Services-Global-Briefing-33140905/>
<https://www.statista.com/statistics/242477/global-revenue-of-market-research-companies/>



Market segmentation by industry

- ▶ Food industry
- ▶ electronics industry
- ▶ Automobile companies
- ▶ Cosmetics companies
- ▶ Banks and insurances
- ▶ Pharmaceutical companies
- ▶ Ministries and large organizations
- ▶ Tobacco companies
- ▶ Steel companies
- ▶ Mining industry
- ▶ Petrochemical Industries
- ▶ Tourism and airline companies
- ▶ Internet business companies
- ▶ educational institutes



Multiple methods for data collection

A major part of data collection methods is gathering the information from stakeholders, which is done in one of the following ways:

Face-to-face interviews/observations (CAPI)



Online surveys (CAWI)



Phone interviews (CATI)





The idea behind starting Pendargan

Our main goal in creating the Pendargan.ir is to make a comprehensive software infrastructure for market researches and also to make an effective and permanent communication platform between all the stakeholders in the field of market research.

These stakeholders include:

- Companies, organizations, and brands
- Market research companies
- Interviewers
- Participants



Participants



Companies and Brands



Interviewers



Market Research Companies

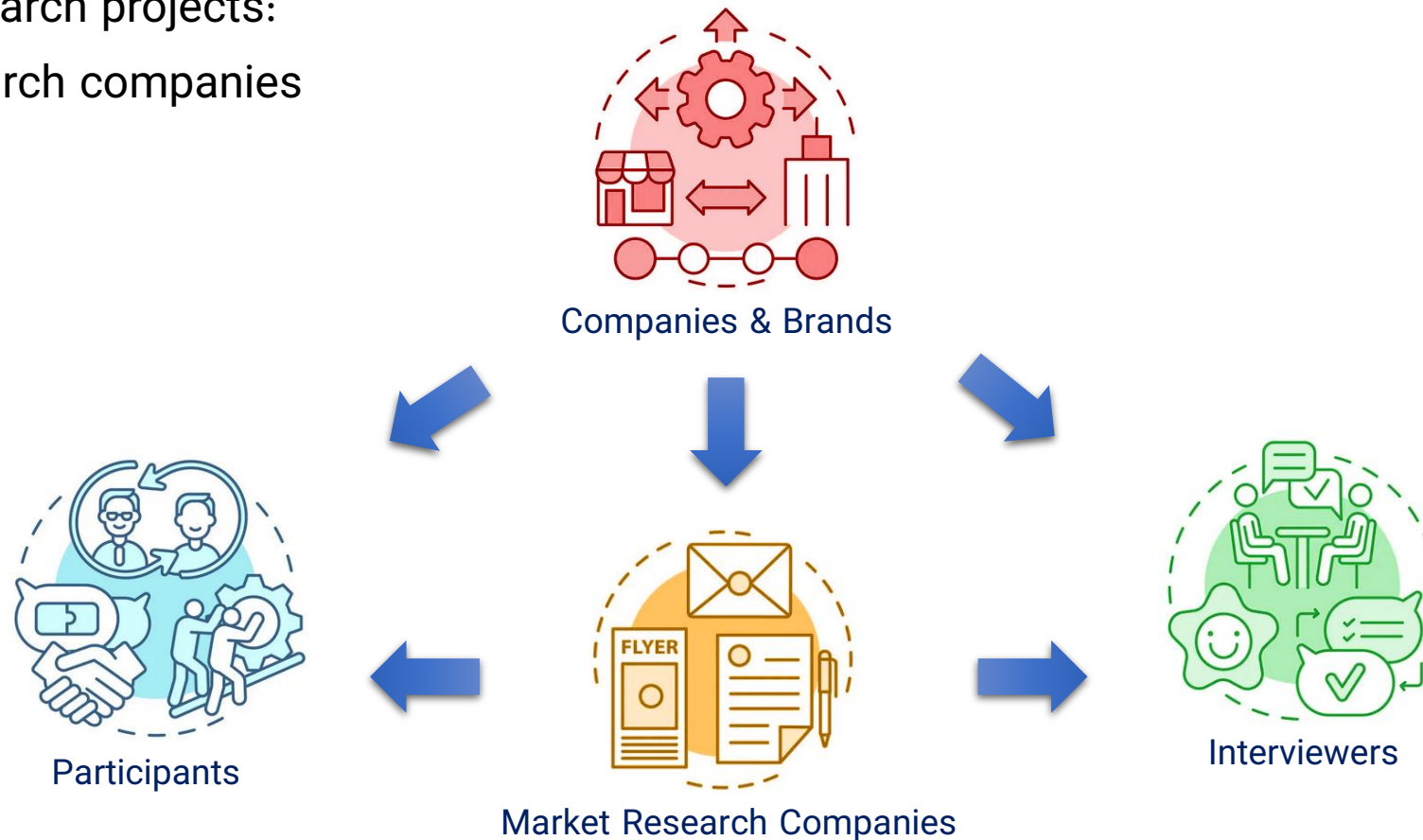


The audiences of this platform

- Companies, brands, and organizations

The primary audiences of this system are companies, brands, and governmental and non-governmental organizations. Also, these companies can use the services of other stakeholders to run market research projects:

- Market research companies
- Interviewers
- Participants





Possible business models for the platform

- Selling the system as a product to organizations, brands, and big companies. (SaaP)
- Selling the system as a monthly or annual service to organizations, brands, and companies (SaaS)
- Collaborating with market research companies and providing services, such as market research, organizational excellence, EFQM, and similar KPIs to organizations and companies



What problem do we solve?

- For companies, organizations, and brands
 - Ease of designing and conducting valid, fast, accurate, and reliable market research projects
 - Preventing the phenomenon of entering and exiting incorrect information (Garbage in, garbage out)
 - Reducing the costs of conducting scientific and reliable market studies
 - Providing the ability to share and outsource market research projects to market research companies and researchers
 - The possibility of data verification and strict monitoring in implementing standard market research outsourcing procedures
 - The possibility of providing ready-made and up-to-date information collection forms and methods



What problem do we solve?

- **For companies, organizations, and brands**

- Make decisions at the edge during the data collection phase
- The possibility of using a pool of pre-screened interviewers who are experienced, experts in their fields, and qualified from all over the world
- Increasing the resolution of report details from big cities to smaller cities and towns
- The possibility of using a pool of participants throughout the world based on desired demographic information
- Close monitoring of the interviewers' performance both while in the field and also during phone-based interviews
- The ability to report and extract valid results in real-time



What problem do we solve?

- **For Market Research Companies**

- Providing a platform for communicating with brands and organizations to acquire and execute market research projects
- Ease of executing market research projects and monitoring the performance of interviewers
- Providing transparency and granting supervision roles during project execution to the employer as a competitive advantage
- Reducing the overall costs for market research projects
- Access to a pool of pre-screened interviewers throughout the world
- Increasing the resolution of report details from big cities to smaller cities and towns
- Making decisions at the edge during the data collection phase
- Collecting valid results and exporting the data in the industry standard SPSS file format



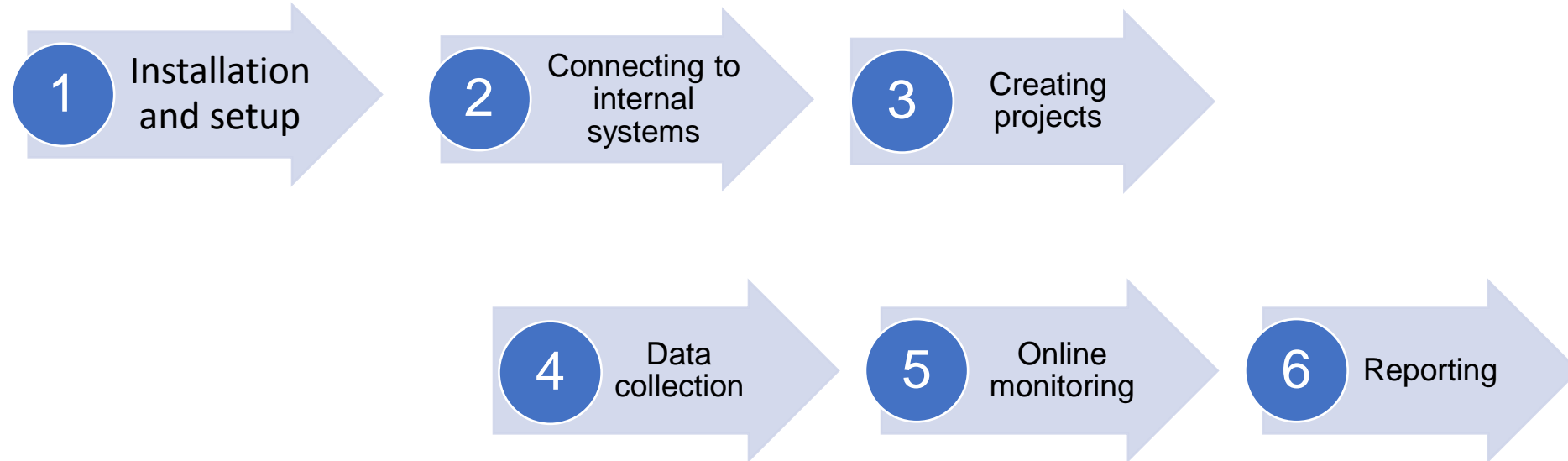
What problem do we solve?

- **For Interviewer:**

- Changing the interviewer's employment style from part-time to primary and permanent employment
- Increased income from conducting in-person or phone-based projects
- Receiving timely guidance and coaching from the employer during the project
- Delegating many parts of the decision-making and form controls to the defined logic of the forms and thus greatly reducing mistakes and stress
- Preventing frequent disputes between the interviewer and the employer by using the "decisions on the edge" feature, which prevents the interviewer from making inadvertent mistakes, thus reducing rejection of the results and disagreements with the employer
- Guaranteeing prompt receipt of the agreed-upon wages from the employer

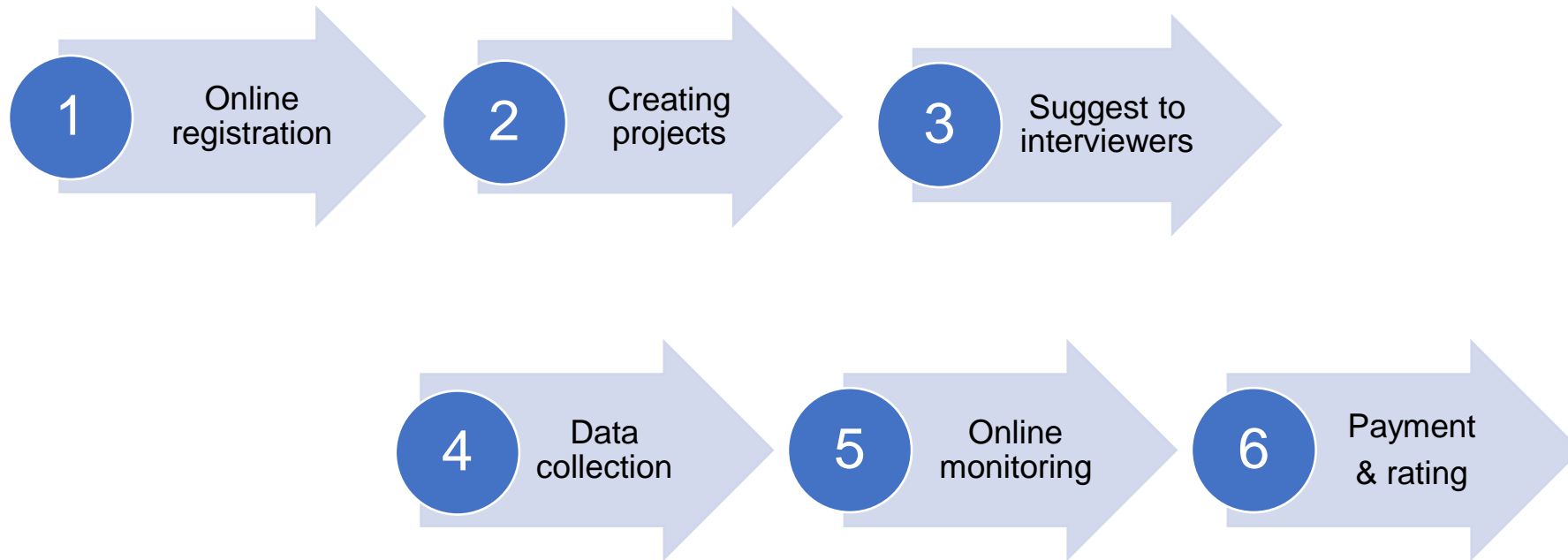


The business process of providing Software as a Product (SaaP)





The business process of providing Software as a Service (SaaS)





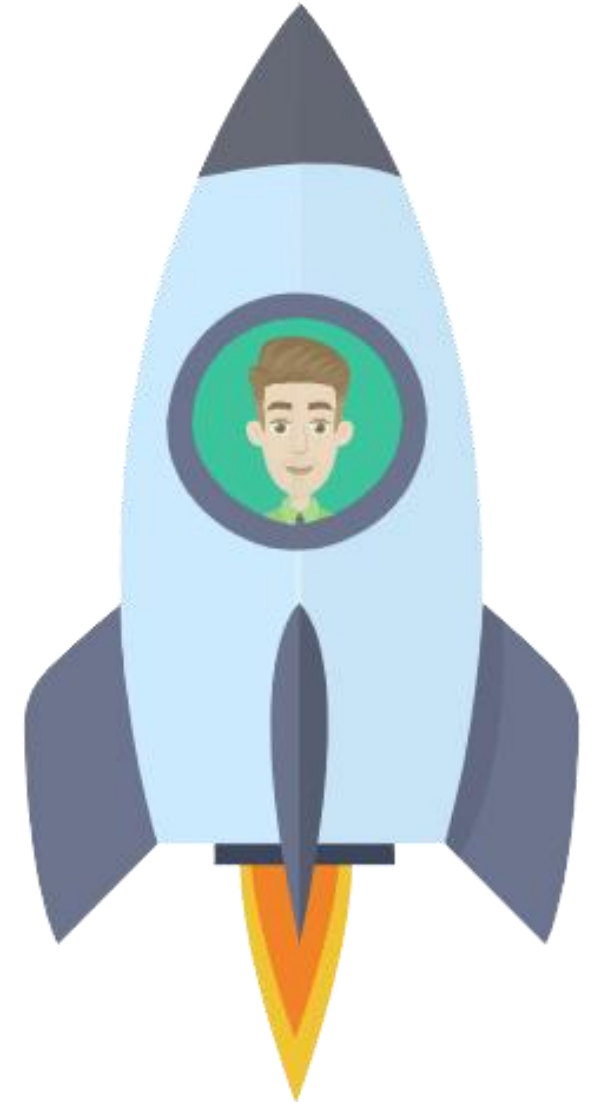
Competitive Advantages

- **Meeting most of the needs of the market research in one platform (All in One)**
 - Providing an online software platform including form creation, logic, and reports
 - Interviewers performance monitoring
 - Making decisions at the edge
 - Support for holding online, SMS, email, phone interviewer (VoIP), field interviewer (App)
 - Acquiring telephone and in-person interviewers
 - Supplying online participants
- **The possibility of installation and use as a product and also as a service**
- **Reducing the costs of designing and executing market research projects**



Advantages of using the Pendargan

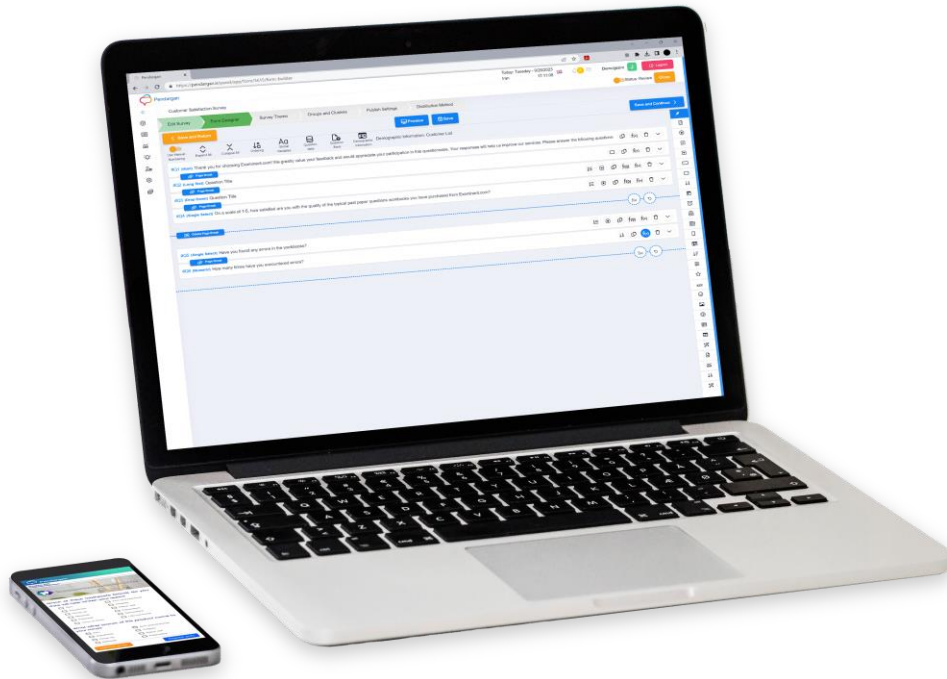
- Reducing the costs of field surveys
- Increasing the resolution of field survey results due to the possibility of access to expert questioners in hundreds of big and small cities and towns in the world
- The possibility of direct supervision by the employer on the interviewer's performance both during field and phone surveys
- Creating sustainable jobs for interviewers across the countries
- Eliminating the concerns of employing, training, and maintaining interviewers for companies and brands
- Support for multiple languages and time zones for international businesses
- Creating an experienced and approved pool of interviewers due to continuous performance evaluation and ranking by different companies and organizations





An integrated platform for polling and market analysis

features of the system





Creating advanced questionnaires:

- Designing advanced and highly diverse questionnaires
- The possibility of importing demographic information and dynamic data, such as participants list, lists of stores and products, etc.

The screenshot shows a web-based questionnaire design tool. At the top, there's a header with a notification icon, user 'EMRC\admin', a language selector 'A', and a 'Logout' button. Below this is a dark bar with the survey title 'Toothpaste brand evaluation survey' and a 'Close' button. A progress bar shows steps: 'Edit poll' (active), 'Create Question', 'Design UI', 'Clustering', 'Publish setting', and 'Holding method'. Below the progress bar are buttons: 'Save and previous step', 'Preview', 'Save', and 'Save and next step'. A toolbar contains icons for 'Use manual code', 'Expand all', 'Collapse all', 'Global Variables', 'Data Bases', and 'Ordering'. The main area displays three questions: Q1 (Single Select), Q2 (Multi Select), and Q3 (Multi Select). Q3 is expanded, showing a list of brands with checkboxes and scores. A right sidebar lists various question types: 'Html content', 'Single Select', 'Multi Select', 'Drop Down', 'Short Text', 'Long Text', 'Numeric', 'Date Picker', 'Time', 'Email', 'Phone number', 'Mobile Number', 'National Code', 'Has Priority', 'Point Question', and 'Matrix'.

Toothpaste brand evaluation survey [Close]

Progress: Edit poll > **Create Question** > Design UI > Clustering > Publish setting > Holding method

Buttons: Save and previous step | Preview | Save | Save and next step

Tools: Use manual code | Expand all | Collapse all | Global Variables | Data Bases | Ordering

Q1 (Single Select) What is the first brand that comes to mind when you think of toothpaste brands? [Page Break]

Q2 (Multi Select) Please tell me which of these toothpaste brands do you know that I read to you?

[Delete Page Break]

Q3 (Multi Select)

Question Title: What other brands of this product come to your mind?

Brand	Score
A1- Aim	18
A2- Arm and Hammer	17
A3- Aquafresh	16
A4- Colgate	15
A5- Close up	14

Right Sidebar: Html content, Single Select, Multi Select, Drop Down, Short Text, Long Text, Numeric, Date Picker, Time, Email, Phone number, Mobile Number, National Code, Has Priority, Point Question, Matrix



Advanced logic for edge decisions:

- Add advanced logic on forms, pages, questions, answers, and demographics
- The ability to write conditional expressions manually and using UI wizards with various actions to implement the logic and requirements of the questionnaire

The screenshot shows a web-based survey editor interface. At the top, a navigation bar includes 'Edit poll', 'Create Question' (highlighted in green), 'Design UI', 'Clustering', 'Publish setting', and 'Holding method'. A 'Toothpaste brand evaluation survey' header is visible. The 'Formulas' dialog box is open, displaying the 'Form question title: How often do you visit our website?'. It features a 'Condition Type' dropdown set to 'Show Question' and a 'Global Variables' button. Below, the 'Question Conditions: Show Question When' section is active, showing two conditions: 'Q4- On your last visit, what was your primary reason for visiting our website?' and 'Q5- Which of the following are true? Select all that apply.'. The conditions are linked by an 'And' operator. The final formula displayed is `(#Q4.A1)&&(!#Q5.A2)`. The dialog also includes 'CopyConditions' and 'PasteConditions' buttons, a 'Condition Designer' toggle, and a 'Manual Formulation' section. A 'Save and next step' button is visible in the top right corner of the dialog.



Selection of the target audience from the participants' club:

- ▶ Using the participants' club with the possibility to select the target audience based on age, gender, education, city, marital status, etc.

Allocation of samples

Title *
Mature educated women

Description
Women with bachelor's degree and above between 21 and 40 years old

Cities
Qatar/Doha

Education (100%)

☐ Elementary School

☐ Secondary School

☐ High School

☐ Diploma

☐ Associate Degree

☒ Bachelor 40%

☒ Master 40%

☒ Phd 20%

Gender (100%)

☐ Man

☒ woman 100%

Marital status (100%)

☒ Single 40%

☒ Married 60%

Age range (100%)

☐ 10 to 15 Years old

☐ 16 to 20 Years old

☒ 21 to 30 Years old 50%

☒ 31 to 40 Years old 50%

☐ 41 to 50 Years old

☐ 51 to 60 Years old

☐ 61 to 70 Years old

☐ Greater than 70 years old

Close

Save



Different Types of Survey Methods:

- Online surveys
- Field interviews
- Telephone interviews
- Mail-in surveys
- Kiosk surveys
- SMS surveys

The screenshot displays a survey creation interface with a progress bar at the top: Edit poll > Create Question > Design UI > Clustering > Publish setting > Holding method. The interface is divided into two main columns.

Left Column:

- Online surveys:** Indicated by a bar chart icon. It includes two radio button options:
- ☒ I want to conduct a survey online (CAWI)
- ☐ I want to publish the survey link myself
- Field Interviews:** Indicated by a location pin icon. It includes three radio button options:
- ☒ I want to conduct the survey in the field by the interviewers (CAPI)
- ☒ I want to create my own dedicated interviewers
- ☐ I want to use Questionersclub interviewers (with an "Interviewers" button)
- Telephone Interviews:** Indicated by a telephone handset icon. It includes three radio button options:
- ☒ I want to conduct the survey by interviewers through telephone (CATI)
- ☒ I want to create my own dedicated interviewers
- ☐ I want to use Questionersclub interviewers (with an "Interviewers" button)

Right Column:

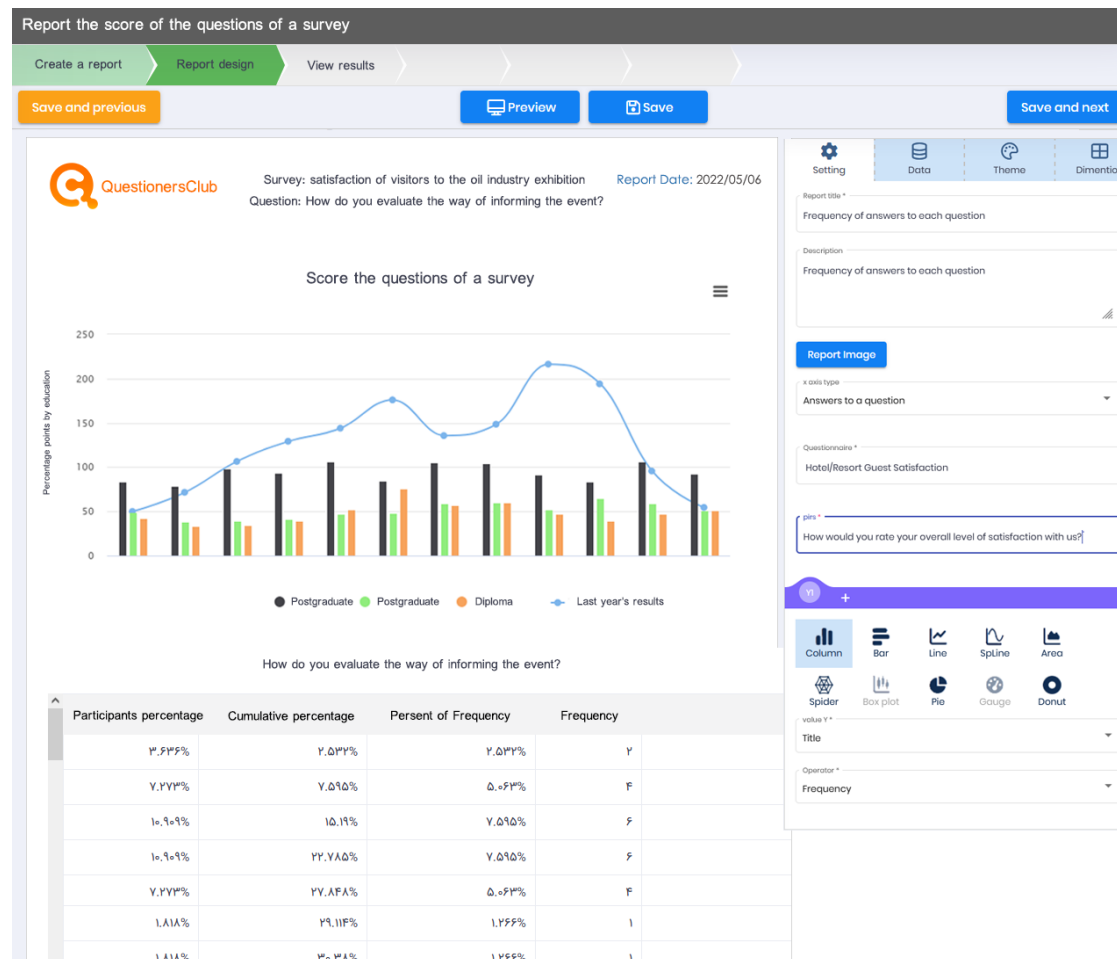
- Social media:** Indicated by a Twitter bird icon. It shows a "Survey link" field with the text "www.questionersclub.com/xyzabc", a "Copy" button, and an "Edit link" button.
- Send SMS link:** Indicated by a speech bubble icon. It includes a radio button option:
- ☐ I want to send the survey link to the participants via SMS (with a "Send settings" button)
- Email link:** Indicated by an envelope icon. It includes a radio button option:
- ☐ I want to email the survey link to the participants (with a "Send settings" button)

Top Navigation: Buttons for "Save and previous step" (orange), "Preview" (blue), "Save" (blue), and "Save & Close" (blue).



Advanced report generator for creating various descriptive reports

- The possibility of creating various descriptive reports and saving them in the reports section
- The possibility of reusing the created and saved reports across projects



Setting Data Theme Dimension

Report title *

Frequency of answers to each question

Description

Frequency of answers to each question

Report Image

x axis type

Answers to a question

Questionnaire *

Hotel/Resort Guest Satisfaction

pins *

How would you rate your overall level of satisfaction with us?

Setting Data Theme Dimension

Chart title

Frequency of answers to each question

Description

X axis title

answer

Y axis title

frequency of statistics

By poll courses

Hotel/Resort Guest Satisfaction

The filter in the report can be changed by the user

The selected option will appear in the report as the default

By Poll Questions

Base by Question Answers

Separate items for a demo

By Questionnaire Status

By questionnaire completion method

By participating organizational unit

By participant location

by questioner



Data export for various standards and formats:

- Exporting collected data with its demographic information in CSV, XML, JSON, SPSS, and Excel formats

The screenshot displays a web application interface for managing polls. An 'Export' dialog box is open, showing options for exporting data from a poll titled 'Toothpaste brand evaluation survey'. The dialog includes dropdown menus for 'File type' (Excel (.xlsx)), 'Report type' (Qualitative), and 'Status' (All). It also features several checkboxes: 'Use the start and end date filters' (unchecked), 'Add numbering to columns' (checked), 'Add a description column' (checked), 'Use option points in multiple choice questions' (checked), and 'Add the manual code to the beginning of the query title' (unchecked). At the bottom of the dialog are 'Cancel' and 'Receive output' buttons.

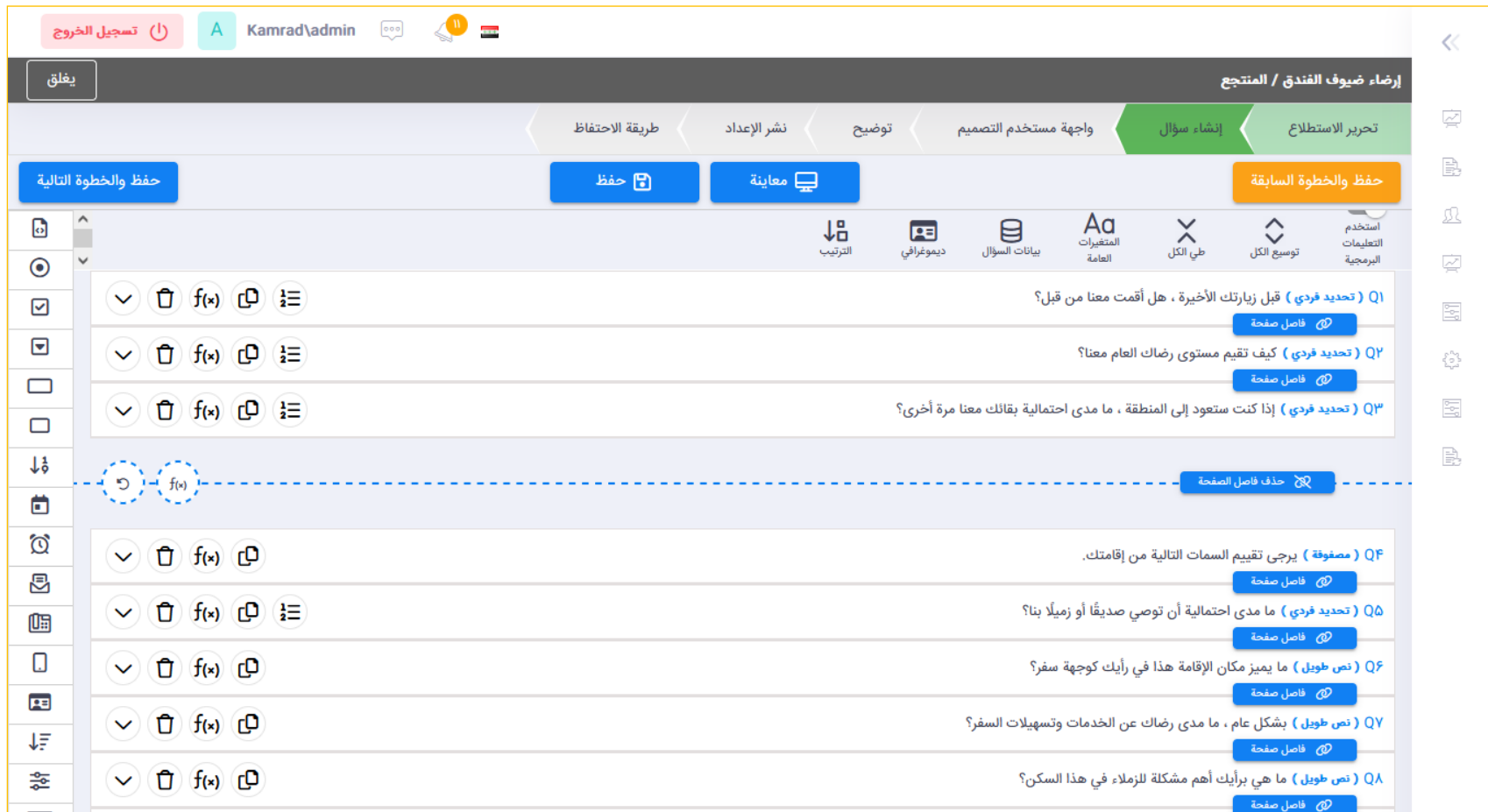
On the right side of the interface, a vertical sidebar displays icons for various export formats: Excel (X), SPSS, CSV, JSON, and XML.

The background interface shows a list of polls. The first poll, 'Toothpaste brand evaluation survey', has a total count of 300, 262 remained forms, and 38 completed voters. The second poll, 'MBTI test | Personality test | Online', has a total count of 100, 94 remained forms, and 6 completed voters. Both polls show a 'Completed Percentage' bar.



Support for multilingual infrastructure:

- ▶ Providing software with a multilingual platform including English and Arabic languages
- ▶ Automatic support for right-to-left language formats (e.g., Arabic)






Finding suitable interviewers in target cities:

- ▶ Selection of suitable interviewers in the target cities based on personal characteristics, work records, rank, and previously obtained scores and then inviting them to work with you.

List of interviewer in the area: Qatar/Doha





Name Family: Dylan Edwards
Region: Qatar/Doha
Questioner Age: 28 Old
Degree Of Education: Bachelor-
Number Of Participation: 0 load
Completed Question: 0 Form
Percentage Of Point: 0

dylEd


☆☆☆☆☆

Sended suggest

Waiting for the questioner to be accepted

Non-acceptance of the questioner

Use the questioner



Name Family: Ella Johnson
Region: Qatar/Doha
Questioner Age: 29 Old
Degree Of Education: Diploma-
Number Of Participation: 0 load
Completed Question: 0 Form
Percentage Of Point: 0

rose


☆☆☆☆☆

Sended suggest

Waiting for the questioner to be accepted

Acceptance of the questioner

Use the questioner



Name Family: Adrian Miles
Region: Qatar/Doha
Questioner Age: 19 Old
Degree Of Education: Diploma-
Number Of Participation: 0 load
Completed Question: 0 Form
Percentage Of Point: 0

Mileeses

☆☆☆☆☆


Sended suggest

Waiting for the questioner to be accepted

Acceptance of the questioner

Use the questioner

Cancel invitation



Name Family: Andrew Lewis
Region: Qatar/Doha
Questioner Age: 41 Old
Degree Of Education: Bachelor-
Number Of Participation: 0 load
Completed Question: 0 Form
Percentage Of Point: 0

Lewissan

☆☆☆☆☆


Sended suggest

Waiting for the questioner to be accepted

Acceptance of the questioner

Use the questioner

Cancel invitation



Name Family: Lincoln Thomas
Region: Qatar/Doha
Questioner Age: 39 Old
Degree Of Education: Associate Degree-
Number Of Participation: 0 load
Completed Question: 0 Form
Percentage Of Point: 0

Thom

☆☆☆☆☆

Sended suggest

Waiting for the questioner to be accepted

Acceptance of the questioner

Use the questioner



Monitoring the performance of interviewers:

- ▶ GIS reports of the routes taken by the interviewer and the samples collected on the map
- ▶ Ability to view the time, date, and duration of the interview, plus playing the interview's audio recording

The screenshot displays a web-based GIS application interface. At the top, there's a navigation bar with a user profile 'EMRC \admin', a 'Logout' button, and a 'Questioner' dropdown menu set to 'Lincoln Thomas'. Below this, a 'GIS report' tab is active for the 'Toothpaste brand evaluation survey'. The main area features a map of a city with a red line indicating the interviewer's route. A pop-up window is overlaid on the map, displaying the following information:

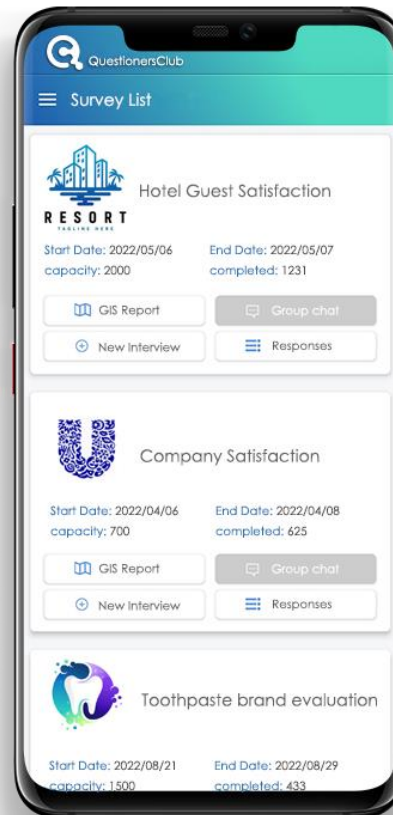
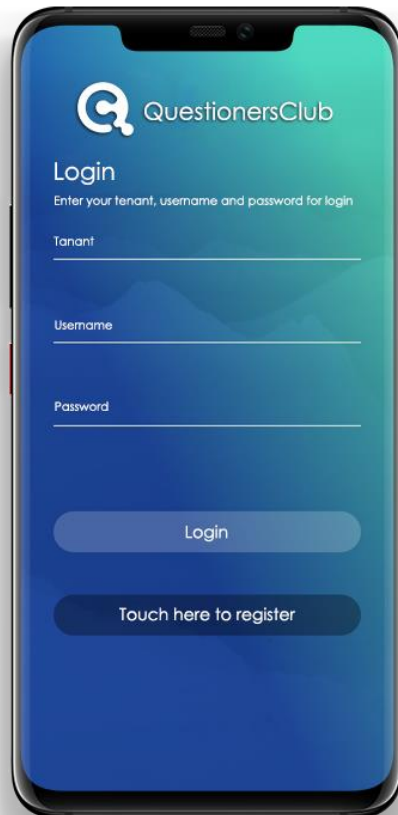
- Questioner:** Lincoln Thomas
- User name:** Thom
- play interviewer voice** (with a play button icon)
- Voter number:** 2067
- Latitude:** 51.5341758246
- Longitude:** 25.2908941223
- Register date:** 2021/08/02
- Register time:** 05:54:22
- Time duration:** 00:21:14
- Distance to previous location:** 0Km
- Status:** Not Set

At the bottom of the pop-up window, there are three buttons: 'Final confirm' (teal), 'Temporary confirm' (teal), and 'Out of range' (orange). The map background shows various streets, landmarks like the 'Museum of Islamic Art', and a 'C Ring' road.



Android version for questioners and participants:

- ▶ Receiving work proposals for the questioner with the possibility of viewing the date and time of the event, expected sampling method, and the proposed wages
- ▶ Collect the requested samples using the mobile app and send them to the project manager





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