



Proposal : On-line Snap Survey.

1.Objectives:

- To formulate the questionnaire for an internet based survey of the perception of the target population.
- To formulate questions for catalyzing data collection regarding the required metrics.
- To host the on-line survey.
- To analyze the resultant metrics and formulate inferences.
- To design a report which assimilates the data collected in a combination of graphical and text format.

2.Target Population Requirements:

- 2.1 E-mail addresses of the target population.
- 2.2 Sample size.

3. Clusters of Domians:

The targetted domain has to divided up into clusters.For each cluster a set of Questions would be developed to formulate the requisite metrics.

4. Process:

- Step 1: Formulation of Questionnaire for each Domain cluster.
- Step 2: Vetting of Questionnaire from the requisite authority.
- Step 3: Testing of Questionnaire.
- Step 4: Deployment of survey on an online server.
- Step 5: Database development of respondent population.
- Step 6:Sending of invitation e-mails to respondent population.
- Step 7: Monitoring of responses.
- Step 8: Sending of reminder e-mails.
- Step 9: Data analysis.
- Step 10: Synthesis of report.



5.Focus-Activity List:

5.1 Focus: Preparation of on-line Questionnaire

5.1.1Activities:

- Identification of metrics for the requisite domain.
- Identification of scale of measurement.
- Formulation of Questions.
- Sending the questionnaire for validation.
- Reformulating the Questionnaire as per feedback from the client.
- Testing of the on-line version.
- Deployment of the on-line Questionnaire.

5.2 Focus 2: Hosting of the Questionnaire.

Activities:

- Hosting of the software on the server.
- Preparation of the database of the respondent population as per the data provided by the client.
- Preparation of tokens.
- Deployment of the on-line questionnaire.
- Sending of invitation e-mails to respondents.
- Monitoring the responses.
- Sending of reminder e-mails.
- Stopping of data collection when the respondent population reaches 400.

5.3 Focus 3:Preparation of report

Acitivities:

- Analysis of data.
- Formulation of inferences.
- Integration of graphs and data into report.
- Synthesis of report.