



<TEAM 10>

<Surve-AI>

MASTERING DESIGN THINKING

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# Team members

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The following team members have contributed to this assignment:

- Alaa Shahin
- Donal Phipps
- Anh-Tuan Bui
- Ahmed Gamal Eldein A Shalaby
- Sankar Kumar Palaniappan



## The Opportunity

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Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback Analysis

### **Opportunity uncovered:**

In a competitive landscape, understanding and acting on customer feedback is essential for innovation and growth.

We are investigating ways to improve the feedback process, empowering companies to continuously gather, analyze, and act on insights.



## The Opportunity

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Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback Analysis

### **Interesting aspect of our Project:**

Our project stands out by using AI to revolutionize the customer feedback process. Automating data collection and providing real-time insights ensures businesses can respond effectively to customer needs, filling a crucial market gap for efficient feedback solutions that drive growth.



# Is It Real?

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## **Validating the Need:**

The high demand for survey tools and feedback from our interviews confirm the need for a solution that digs deeper into customer issues and provides actionable insights.

## **Target Customers:**

Our customers are businesses across industries like retail, education, and technology that depend on customer feedback to refine their products and services.

## **Interview Observation:**

In our interviews, users emphasized the difficulty in collecting and analyzing feedback that truly reflects customer concerns. One participant mentioned, "I would like to get them into a zone where I actually go deep into what the real issue is." This insight underscores the need for our platform's adaptive surveys and AI-powered analysis, which can cut through the noise and focus on the core issues that matter to customers.

# Is It Real?

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## **Why us?**

Our solution saves businesses time and resources by automating feedback collection and analysis, leading to more accurate insights. It enhances customer satisfaction and loyalty, helping companies innovate and grow, making our platform a valuable investment.



# Is It Real?

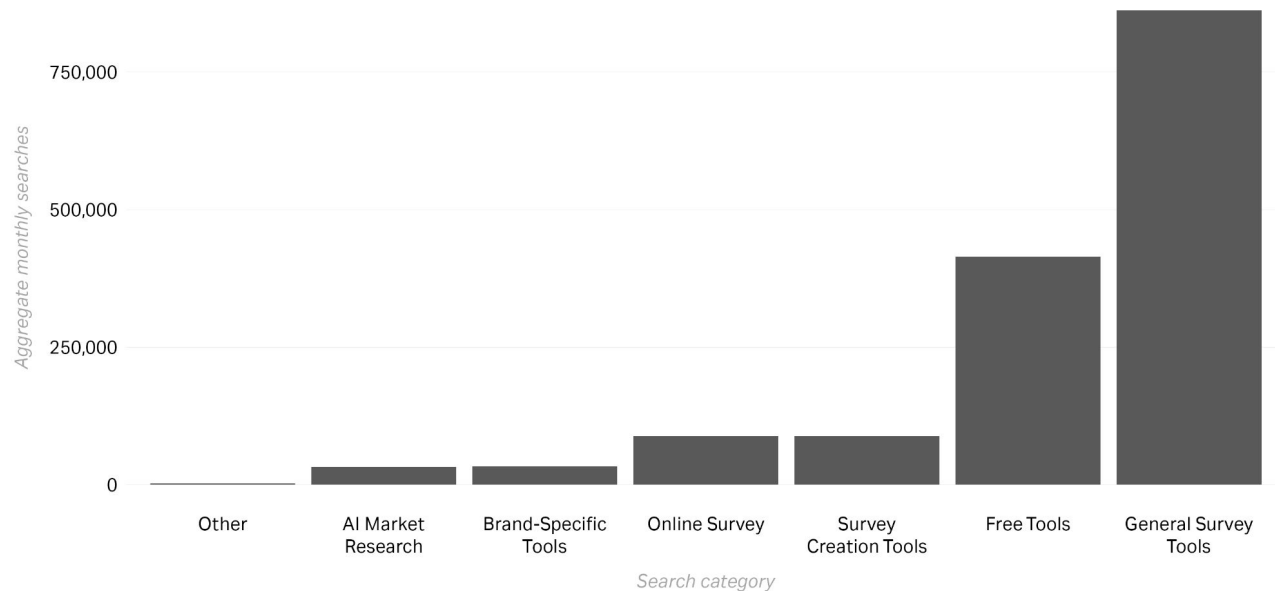


## Market Size Estimate:

With over 862,450 monthly searches for "General Survey" tools\*, the market for an AI-powered feedback solution is substantial, offering significant growth opportunities.

### Aggregate worldwide Google searches by search category

Existing search demand for 'General Survey' tools accounts for 862,450 monthly searches.  
Search demand for 'AI market research' accounts for 32,900 monthly searches.



Source: Google Keywords Tool (Full-year trends). Data Sourced Thursday 15th August, 2024

\*Categories were assigned to 1,128 Google Search keywords and aggregate totals were calculated per category. Source data can be viewed in [this Google Sheets document](#).

# Can It Win?



“Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback Analysis”

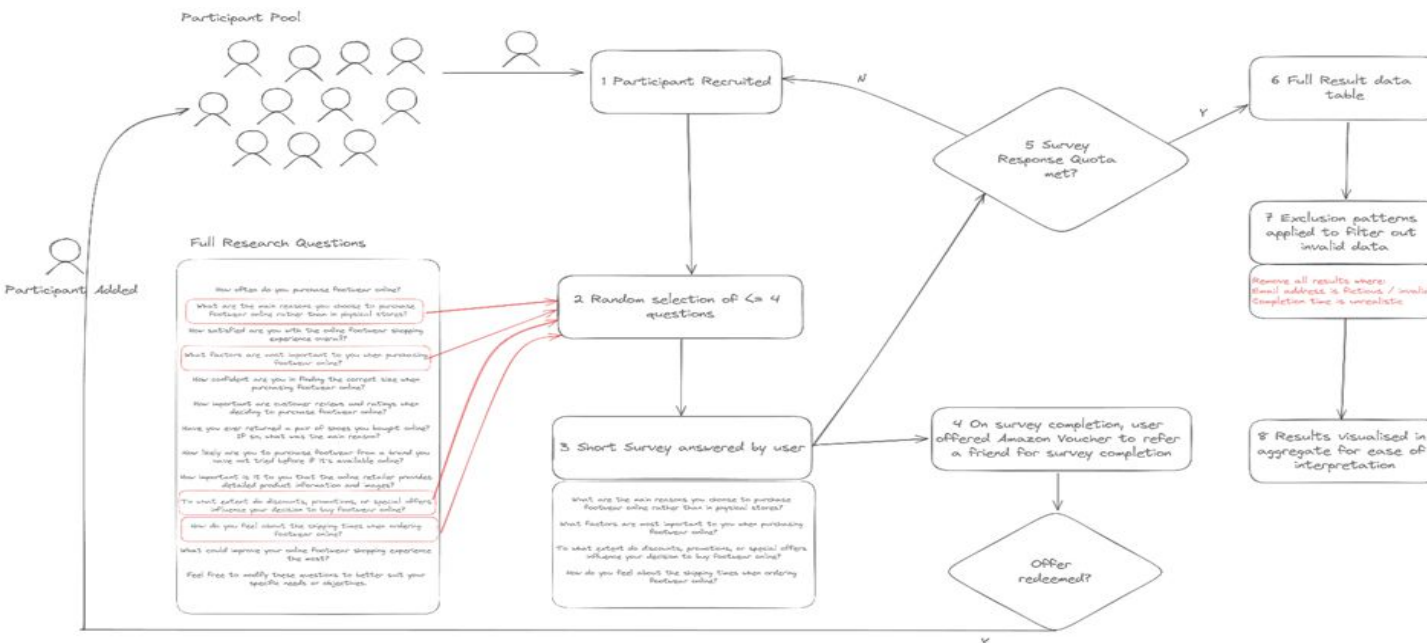
## What is the concept?

Our concept is a Feedback Management Platform that will use AI to analyze and improve the process of collecting and responding to customers' feedback. Our platform is meant to give insights quickly and accurately and allow businesses to have a better understanding of their customer needs to improve their products and services.

Key features:

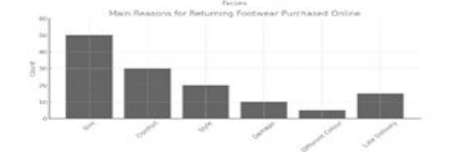
- Automated data collecting through many channels, such as surveys and interactive voice surveys.
- Providing data interpretation by using AI for quick and accurate insights.
- Adaptive surveys depending on user involvement and feedback.
- Create real-time dashboards to visualize insights and trends.

## Sketch for our service:

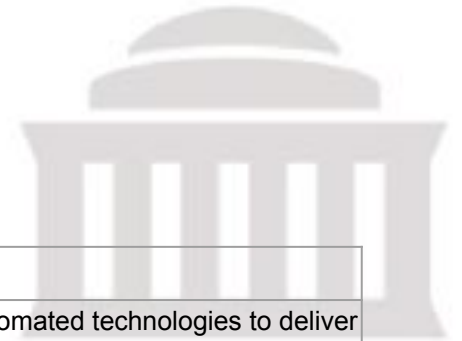


Participant ID	Email	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
12345	john.doe@gmail.com	Yes	Yes	5	4	3	2	1	Never	Always	Yes	Yes	Yes
67890	mary.smith@company.com	No	No	1	2	3	4	5	Sometimes	Never	No	No	No
11111	alex.wilson@university.edu	Yes	Yes	4	3	2	1	2	Always	Other	Yes	Yes	Yes
22222	emma.jones@retailer.com	No	No	2	3	4	5	6	Sometimes	Other	No	No	No
33333	oliver.brown@startup.io	Yes	Yes	3	4	5	6	7	Always	Other	Yes	Yes	Yes
44444	sofia.garcia@consultant.com	No	No	1	2	3	4	5	Sometimes	Other	No	No	No
55555	lucas.martinez@analyst.com	Yes	Yes	4	3	2	1	2	Always	Other	Yes	Yes	Yes
66666	ava.davis@designer.com	No	No	2	3	4	5	6	Sometimes	Other	No	No	No
77777	noah.walker@journalist.com	Yes	Yes	3	4	5	6	7	Always	Other	Yes	Yes	Yes
88888	isabella.hughes@teacher.com	No	No	1	2	3	4	5	Sometimes	Other	No	No	No
99999	mason.kerr@engineer.com	Yes	Yes	4	3	2	1	2	Always	Other	Yes	Yes	Yes

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# Can It Win?



“Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback Analysis”

## How will your product/service solve the need?

Need	Feature
Insights are delivered quickly	Our solution efficiently collects reliable feedback and uses AI and automated technologies to deliver quick and accurate insights that are essential for timely decision-making across businesses.
Insights are reliable, accurate and support business decisions	We use screening algorithms to filter out invalid responses (e.g. “answers ‘yes’ to everything”). This helps to remove noise from the data and increases the fidelity of insights, enabling decision-making based on good signals.
Response rates are maximised	A strict screening process to recruit the right participants and reaching them through appropriate channels. This helps our solution to gather precise information and goodness of fit for each survey.
Collection and analysis schedules match business timelines	Our solution has a built-in recruitment incentives (survey participants can invite their connections and earn rewards), to maximise participation

## What Makes This Solution Better Than the Competition?

- Our platform utilizes powerful AI techniques like machine learning and natural language processing to provide enhanced and actionable insights.
- The platform can provide real-time information, a competitive advantage over competitors who may take longer to send insights.
- The platform has a user-friendly design and many interactive tools, making it easy to develop surveys, engage participants, and analyze data, providing a more seamless experience than other providers.
- Users can receive a quantitative analysis based on numbers (for example, graphs or charts) and qualitative analysis by analyzing responses from open-ended questions.
- We can forecast future trends and behaviors based on the data collected and market trends and understand possible outcomes. By doing so, companies can realize changes, develop new strategies, and see future opportunities.
- Immediate generation of a new survey format based on an interactive chat with an AI
- Immediate generation of a new survey from comments on the reports
- Efficient implementation of A/B testing with a variation of questions generated from previous open answers

## How Does It Address Unmet or Latent Needs That the Competition Does Not?

The platform can do more than most competitors. It uses AI to identify patterns and trends that human analysts might not notice and address the need for deeper insights.

The solution can create new surveys based on previous feedback, a unique feature yet to be found.

The platform can analyze past data and forecast future trends, allowing companies to predict changes and adjust their strategies appropriately..

# Can It Win?



## “Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback”

Features Comparison	
Automated Tools	Our platform uses automated tools and analytics software to streamline the process, enabling quicker and more reliable data collection and analysis.
Advanced Methodologies	Randomized sampling and thorough data validation, to ensure that the insights are both accurate and actionable.
Stakeholder Collaboration	Consistent communication by having ongoing trust with stakeholders through collaboration tools and transparent processes.
Actionable Feedback	The project provides efficient processes for feedback collection and analysis schedules that align with business decision-making timelines.
Low Maintenance	The project provides low administrative burden, especially during high-intensity reporting periods.
Data Analysis	Our platform uses AI for faster data analysis, interactive visualizations, and forecasting future trends to support strategic decisions.
Survey Improvement	Immediate generation of new survey formats using AI and A/B testing of questions derived from previous responses
User Experience Comparison	
Ease of Use	Automated tools and low-maintenance platforms suggests a focus on providing a seamless user experience, reducing the effort required from users to gather and analyze data
Interactive Engagement	The use of interactive content and methods enhances user engagement and ensures that the data collected is more insightful and relevant.
Transparency and Trust	Consistent stakeholder communication and transparency fosters a collaborative environment, making it easier for users to trust and rely on the insights provided.
Immediate Insight	new surveys and insights are quickly generated through AI-driven processes, ensuring that users can act promptly on feedback.
Aligned Schedules	The platform offers an option to schedule feedback collection with business decision-making timelines ensuring that the insights are both timely and relevant
Personalized Feedback	Using AI to generate tailored survey questions or analyze specific data trends provides a more personalized and flexible user experience.
Interactive Visualizations	The platform allows users to explore data in a way that best suits their needs, improving usability and decision-making.

**A highly automated and user-centered approach focuses on accuracy, speed, and teamwork. It simplifies user experience, minimizes extra work, and enhances insights.**

## Show how much better life is for your customers when they use your solution.

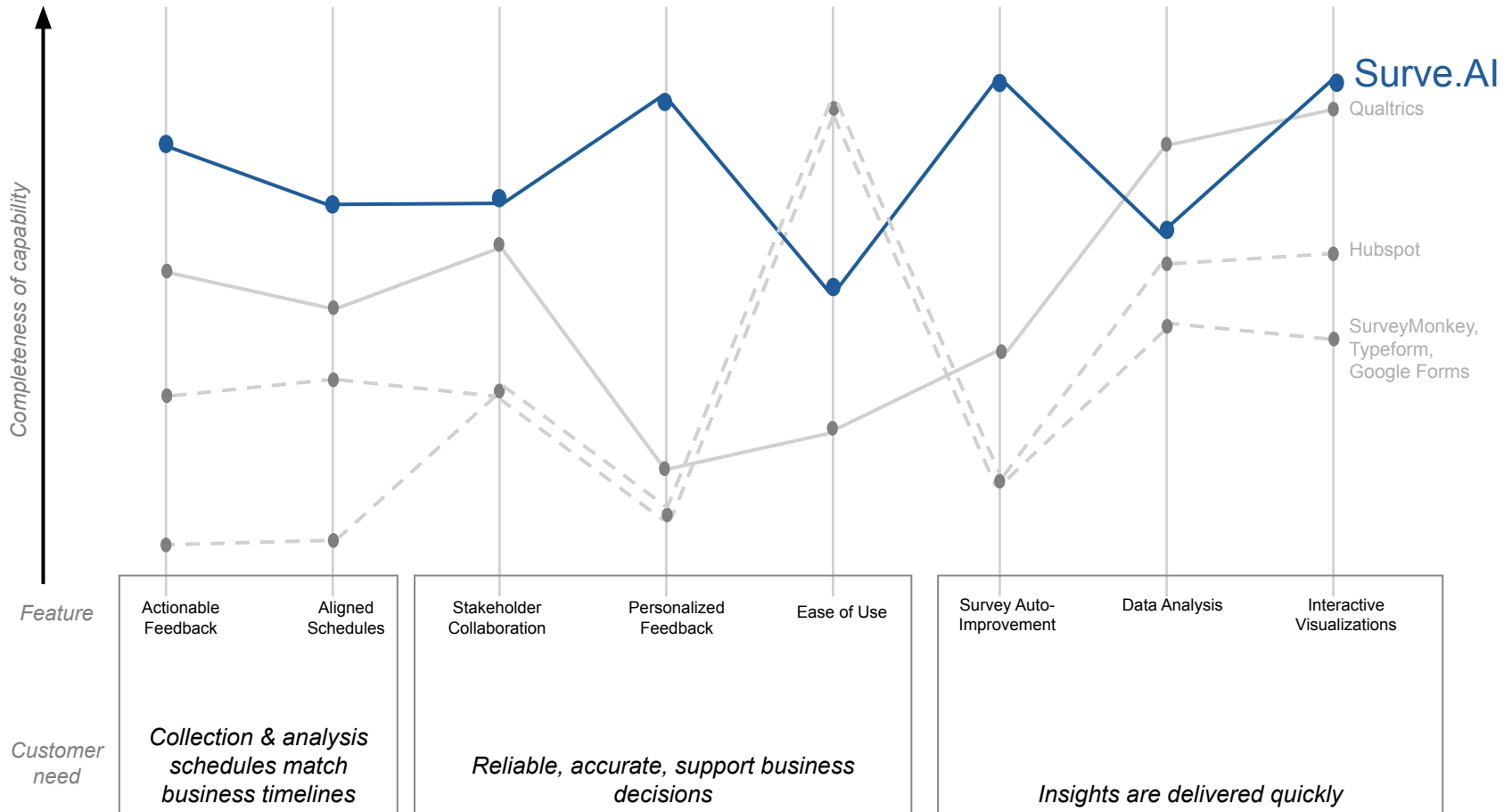
- Companies can make more informed decisions faster, leading to better products/services, higher customer satisfaction.
- The automation and AI-driven insights can accelerate decision-making for product/service improvement and focus on strategic tasks.
- Companies can build more loyal customer relationships by acting quickly on accurate feedback.
- Competitive Advantage: With deeper insights and faster response times, companies have a competitive advantage by utilizing deeper insights and faster responses.

# Feature comparison: Surve.AI vs major alternatives



Surve.AI can differentiate on its personalized feedback mechanisms and auto-suggestion of follow-up surveys.

These features help Surve.AI's users to "dig deeper" into target consumer mindsets and gain competitive advantage through more sophisticated customer understanding and empathy.



# Is It Worth It?



Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback Analysis

*How can you make this a viable, sustainable, profitable business?*

## #1 CURRENT GLOBAL MARKET

**\$1.3 Billion USD\***  
Global Market Size

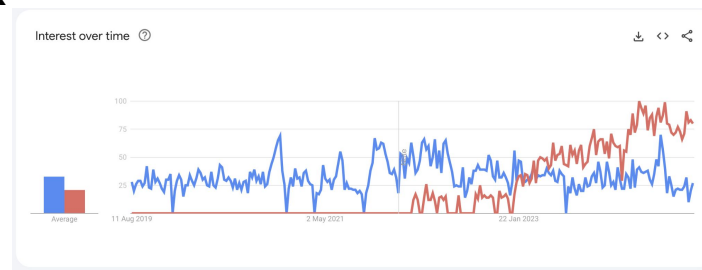
**+12% CAGR\***  
Market expected CAGR

## #2 MEASURED INTENT

**900,000 monthly searches**  
Google keywords  
search for survey tools/  
ai survey tools

## TARGET

**1,215 new subscriber monthly**  
=0.13% of intent  
(5% CR from 2.7% of  
900,000 monthly searches)



# Is It Worth It?

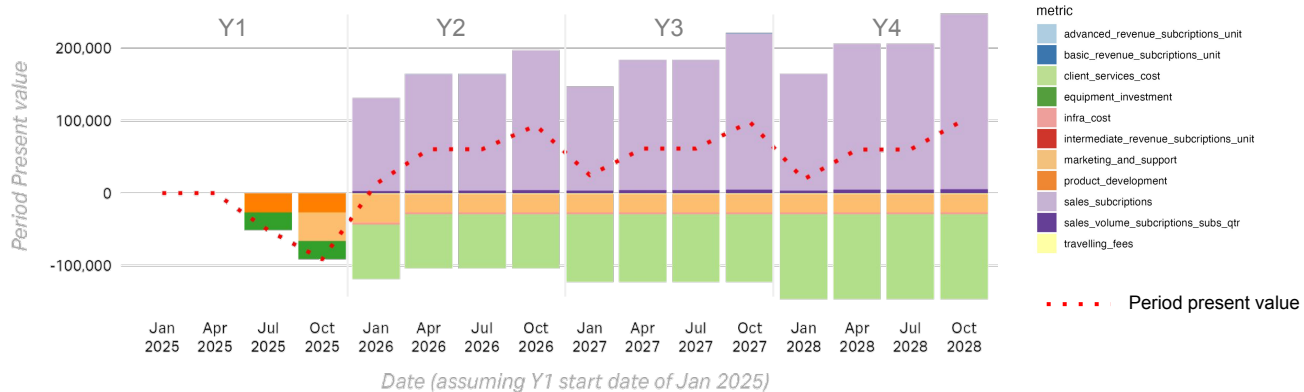
**\$180K USD average revenue**  
Per Quarter

**Achieve 70% of the Quarterly Target**  
To be above to cover cost

**75% Retention rate**

**\$520k USD NPV**  
By EOY 4 with a positive NPV by EOY 2

Surve.AI: Costs Vs Revenue and period present value



Surve.AI: NPV over time, 4-year period



**While remaining conservative, this product would be financially viable quickly (EOY2) capturing only a small share of the overall market**

# Recommendation

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## Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback Analysis



### ***Based on your RWW analysis, should you pursue the opportunity with your proposed solution concept?***

- Based on the RWW (Real, Win, Worth) framework analysis, an evaluation has been conducted to determine whether the opportunity with the proposed solution concept—an AI-powered Feedback Management Platform—should be pursued.
- ***Is It Real?***

The problem we aim to solve—gathering and analyzing customer feedback quickly and efficiently—seems real, with a demonstrated need for faster, AI-driven insights across businesses. Interviews and observations confirm a market need for improved methods, with customers likely willing to pay for feedback tools that enhance decision-making and save time.
- ***2. Can It Win?***

Our solution offers several competitive advantages, such as AI-based analysis, the ability to generate new surveys from past feedback, and real-time dashboard insights. These features make it distinct from other survey like SurveyMonkey, and feedback platforms, particularly the ability to provide both quantitative and qualitative insights rapidly. This could help businesses make more informed decisions and stay ahead of the competition.
- ***Is It Worth It?***

The proposed business model and financial analysis (cost estimates, market size, revenue potential) suggest a **potentially profitable venture**. By maintaining a conservative approach, this product could achieve financial viability quickly, reaching profitability by the end of year two (EOY2), even with the capture of a small share of the overall market.

# Recommendation

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## Revolutionize Your Customer Insights: Harness AI for Faster, Smarter Feedback Analysis

### ***What critical questions do you still need to answer?***

- How do we go on to address the assumptions that we considered for this platform while maintaining a technological advantage and keeping operational costs manageable as the business grows?

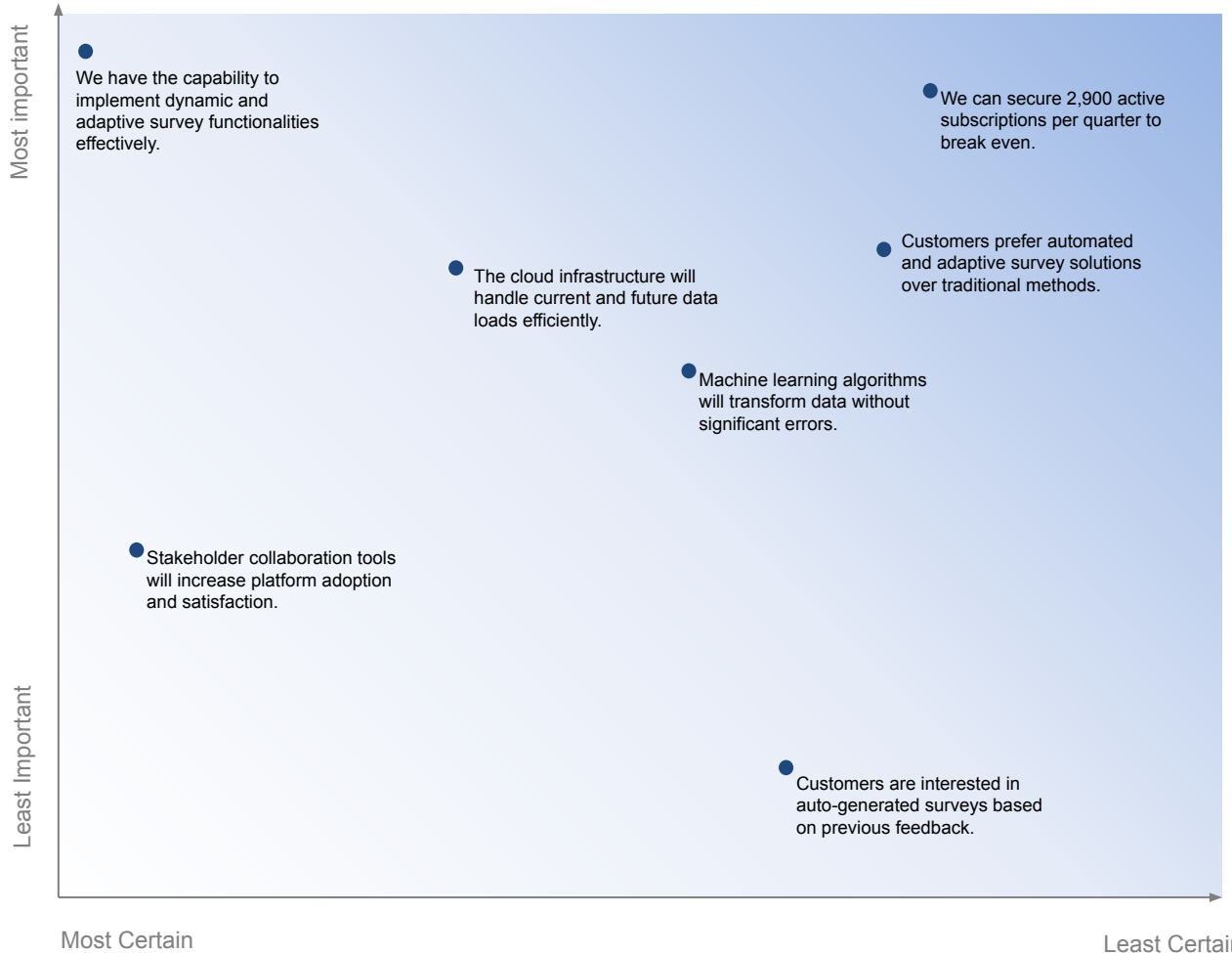
### ***If you recommend moving forward, what needs to happen next?***

We recommend moving forward. The next steps should focus on addressing scalability concerns and refining the competitive analysis. Here's what should happen next:

1. **Pilot the Platform:** Run pilot tests with a few businesses to validate the features and gather more real-world data.
2. **Refine Financial Projections:** Fine-tune cost and revenue estimates based on feedback from pilot participants.
3. **Competitive Research:** Deepen the competitive analysis based on the pilot run, specifically focusing on future AI competitors.
4. **Develop a Go-to-Market Strategy:** Start building marketing strategies, pricing models, and customer acquisition tactics to test based on the pilot phase.

*Taking these steps will provide valuable insights to further validate the solution before fully committing to scaling the platform for the actual market.*

# Critical assumptions to validate



We can articulate several assumptions on which our project relies. The chart opposite maps these assumptions according to degree of importance (y axis) and certainty (x axis). Assumptions which are supported by the least evidence or certainty are shown on the right.

These assumptions could be tested using real-world validation tests. For example, we could test customers' preference for adaptive surveys using A/B tests in acquisition messaging, comparing the conversion appeal of adaptive vs traditional surveys.

We suggest starting with least certain, most important assumptions first (darker regions) and moving through all assumptions on the plot.

As we learn through testing, we may pivot or adapt our approach in response.