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Quality control solutions for niche marketing

S. Bhuvaneswari
Department of Computer Science, School of Engineering and Technology,
Pondicherry University, Karaikal Campus, Karaikal, U.T.of Puducherry, India
Tel: +919443703221 E-mail: booni_67@yahoo.co.in

Abstract

The paper handle automate analysis of survey of the company products in the market by collecting the customer judgments about the product. To collect the view of the customer the user has to participate in a survey. Designing the survey page for all products is time consuming and becomes costly. To groom this developed survey page mentioned in this paper fabricate all the options internally. The only input is question and answer that has to be entered manually. The rest the options we can perform with the mouse clicks.

Keywords: Quality control**,** Niche marketing, Information system

Introduction

In the present fast growing industrial field, marketing plays an important role in the success of any organization. The main responsibility of the marketing team is to know the customers' feedback about the company's products to enhance the Quality of the products as well as the company's profit and productivity. In the process of knowing the customers' feedback, the marketing team has to approach the third party organizations which are paid for conducting the survey.

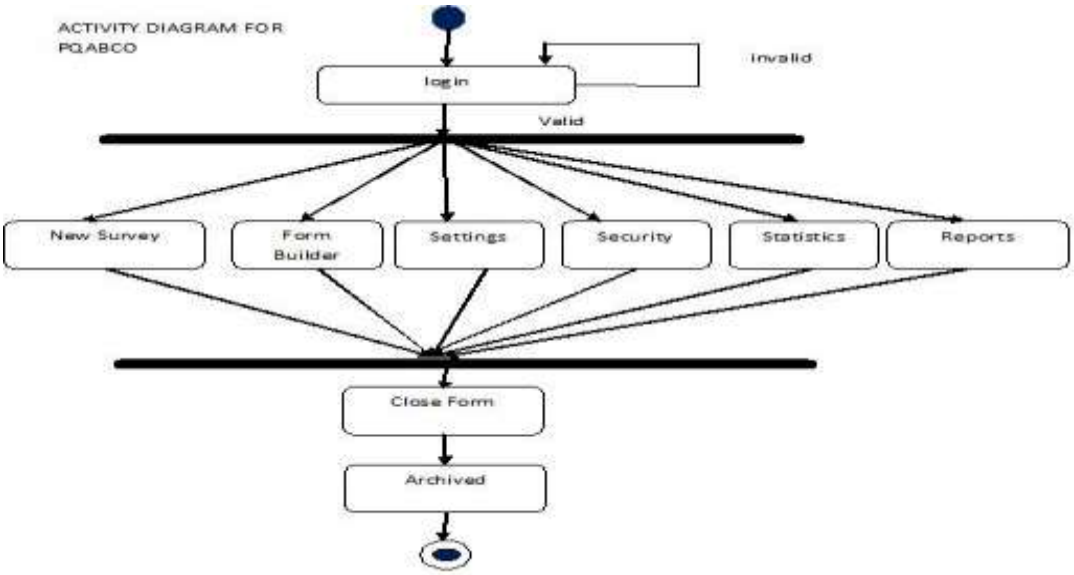
The problems in the existing system are:
The current technique involves designing a new Script and code for every change of function,
Every change in the situation requires reassessment of the existing engine and so modification to an existing content is not a process that can be handled by a common user,
It won't provide security on data, thereby doesn't provide accurate results,
Authenticity of the results can be questioned as a single person may undergo survey without any notification to the undertaking authority, and
Gives a biased result depending on a manner in which it is handled.

The summarized form of objectives of this work is:
To create an instant Survey designer, which can create asp.net, scripts relative to the requirements,
To create a code generator which will provide the designer code this can be easily hosted on web sites,
To carryout survey on a global scale,
An engine powerful enough to carry out survey on issues without any irregularities,
A survey environment with major concentration on authenticity of the person without intervening personal aspects of any person, and
Invite only a specific group of people to undergo survey.

Conceptual design

The working components of Quality Control Solutions are shown in the following activity diagram such as Login, New survey, Form Builder, settings, security, mailing, statistics and Reports.

Security



The security aspect is covered with the help of below mentioned techniques:

IP Blocking (true / false): Choose the option if it is needed to prevent visitors to vote twice. IPs will be recorded in the database.

IP Release Time Out: Number of minutes delay until a visitor can vote again if its IP has been blocked.

Cookie Blocking (true / false): Setting a cookie on the visitor browser to prevent double votes.

Cookie Release Time Out: Number of minutes delay until a visitor can vote again his browser has received a cookie.

With the help of above mentioned techniques the survey poll is made more secure and more authentic.

Form Builder

The form builder is implemented with the help of the following techniques

Show Only Percent (true / false): Select if the option is to show detailed results or specific.

Head Style: Set the own style for the poll header, for an example please check the preset code generated by the Web control generator or can use VS.NET to create it.

Foot Style: Set the own style for the poll footer, for an example please check the preset code generated by the Web control generator.

Question Style: Set the own style for the poll's questions cells, for an example please check the preset code generated by the Web control generator.

Answer Style: Set the own style for the poll answers cells, for an example please check the preset code generated by the Web control generator etc.

Survey Reports

The information collected as a part of the opinions from the invited persons is used to report to the owner of the current survey. A report can be generated in formats like HTML reports, Graphical reports and Cross Tab reports.

Mailing List
The invitee is sending the url of the current survey with brief information regarding the survey. The url may vary depending on the type of security selected for the survey. Some of the urls are direct gateways to the survey and some require the authentication prior to the survey activities.

Code Generator
The created script can be copied and pasted on any webpage where the survey has to be hosted along with the registration code in the html window regarding the new controls used during the process of script display. The web.config file of the actual environment need to be added the new survey website and all the assemblies which are part of the bin directory of the DSAD is needed to be part of the newly generated survey. The new survey lends the controls from the attached assemblies where as the design pattern and settings of the project are the part of the database. The newly created website behaves as an independent website but shared a common database with the DSAD.

Results and Discussions
As mentioned previously, the proposed Quality control solutions for niche marketing consists several components which are designed as web pages to achieve higher interactivity with the end user. The logical as well as working activities of all these components are being described in the following paragraphs.

A.Login

Figure 1. The Login Page authenticates the user to use the Survey System

B.New survey

Figure 2. The several inputs to create a new survey has been shown in the above picture.

C.Security

Figure 3. Cookie protection and other security terms can be set in the survey security component.

D.Form Builder

The form builder gives several options to design the survey pages such.Here we can Add,Delete and edit the questions and answers and we can insert page breaks etc.

Figure 4. Options made available in the form.

E.Survey Reports

Figure 5. The survey report component gives several options to view the results of the survey

Scope of the work

The Scope of project is pertained to the following areas.The project has limited to certain conditional analysis where in the conditions are created by making rule and analyzing the available data based on the rules. The generated code has to be separately managed by adding it to an empty application. Configuration of the newly created survey is a complex issue and requires developer intervention. All the recorded surveys are reported to a centralized service and require requests to be placed with the Agency to provide the survey results.

Conclusion

It is interactive to use, since it uses the **GUI** provided in the user dialog.
User friendly screens are provided for one to one user interface.
The usage of software increases the work efficiency decreasing the effort.
It has been efficiently employed as a Web based Survey Engine /Designer.
It also provides the user with variable options in customizing the Survey.

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