# INFORMATIVE™

**THE MAKING OF KNOWLEDGE ENGINE…**
**a case study**

## The Client

"Informative is the leading provider of online solutions that allow companies to drive brand advocacy by discovering what is most important to customers."

www.informative.com

Based in California USA with a client list, which includes heavyweights like Proctor & Gamble, LEGO, NBC, Pfizer, Amazon.com, Bank of America, Microsoft, and Time-Warner, Informative.com is a world leader in online marketing campaign.

## The Challenges

Online surveys as brand building campaign forms a major part of our customer Informative's services offerings. They urgently needed to revamp their online survey making process, which required several question types management, and a complete redesign of survey server to meet the response time as well as serving requirements.

This major system revamp brought along a major challenge of conceptualization of the software (Engine) to be state.

**Project Brief**

Project:        Knowledge Engine

Customer:    Informative, Inc., USA.

Industry:     Market Research

Application:  e-Services

Tools used:  Visual Interdev, VC++, VB, Java script, VB Script, ASP, HTML, and SQL Server 2000

Platform:     MS Windows 2000 Server, IIS 5.0

Project Scope: Requirements Analysis, Prototyping, Design, Development and Testing

Project Duration: 8 months

Rich media integration, aggressive timeline, stringent performance criterion, and setting-up of the test environment to simulate business test cases were some of the other key challenges involved in the project.

### The Objectives
Informative choose Binary Semantics Ltd. to assist them in the design and development of their next generation Knowledge Engine referred to as Informative's Knowledge Engine [IKE], an automated tool to develop, test, conduct online electronic surveys and a tool of survey repository and reports.

### The Approach
We adopted our proven Offshorsing™ project execution methodology and customized it to handle the project criticality. Furthermore, the key highlights of our approach were:

- Mockup screens were painted during requirements analysis stage,
- Proof-of-Concept approach followed to develop and test critical performance dependent functionality, and
- Phased delivery and acceptance testing were done to meet the timeline.

### The Solution
Informative's Knowledge Engine [IKE] was conceptualized, designed and developed on robust Microsoft framework using technologies such as: VC++, ASP 3.0, VB and SQL Server 2000 etc. The engine was designed to facilitate the overall campaign management process, which included following phases:

- Creation of surveys
- Popup invites
- Managing questions and surveys as libraries
- Testing surveys
- Managing mailing lists
- Mass mailing invites
- Setting-up surveys on websites
- On-line monitoring of campaigns
- Analyzing results and reports

While designing the system particular attention was given on automated questionnaire creation. The Knowledge Engine supports 11 question types [*see Table 1*], which are supported by well-designed user interface, where user can design, define and store any kind of rich media supported survey.
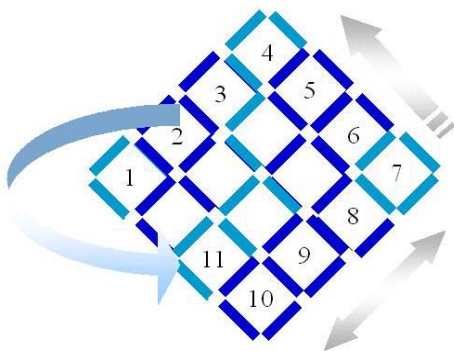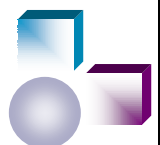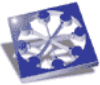


Fig 1. IKE supported Grid / Matrix question types

| S.No | IKE supported Question Types | Sub-Types |
|------|------------------------------|-----------|
| 1 | Grid/ Matrix Question [See *Fig 1*] | Random Rotation, Top-Down Rotation (for rows) |
| | | Left to Right, Right to Left and Random Rotation (for columns) |
| 2 | Conjoint Question | |
| 3 | Important Satisfaction (ImpSat) | |
| 4 | Price Sensitivity (PSQ) | |
| 5 | Opposite Questions | |
| 6 | Sub-responses Question | |
| 7 | Ranking Question | |
| 8 | Text Area Type | |
| 9 | Rating Scale Type | Rating Scale - One Answer (Horizontal)-Labels on extremes |
| | | Rating Scale - One Answer (Horizontal)-Labels for all options |
| | | Multiple responses within each grid |
| 10 | Multiple Choice type | Multiple choice (select one) |
| | | Multiple choice (select multiple) |
| 11 | Text Type | Single Line |
| | | Multiple Lines |

Table 1. Knowledge Engine Question Types table

The entire project was completed in 8 months, however rollouts started in 4 months. During the process particular attention was given on project documentation, best HR practices, and effective communication with the client for faster and quality output.

**The Benefits**
The next generation online survey builder IKE has transformed the Informative's business process, by cutting cost and time. Some of the key benefits of the solutions are as follows:

- Improved campaign capacity and quality
- Availability of a common platform for audio, video, and messaging based surveys
- Allowed customer's better control and customization over build and maintain survey repository/templates, survey creation, translation, deployment, analysis and reporting activities.

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