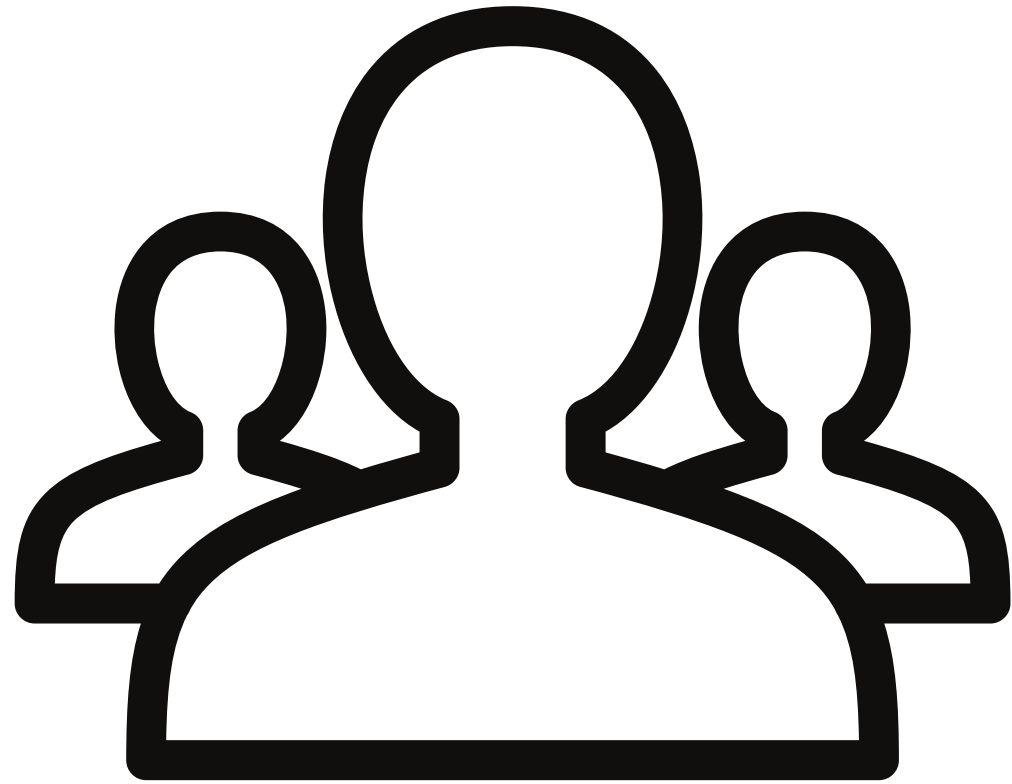




GENERATIVE SURVEYS

A Creative Way To Generate Smart
Interactive Surveys

Team Check-in



01

Bader Aldhalaan

02

Maryam Bahmaid

03

Mazen Aboshal

04

Najd Alotaibi

05

Leen Althubaitti



Agenda

◆ Problem Statement

◆ Objectives

◆ Solution Overview

◆ Solution Architecture

◆ Prototype Demo

◆ Business Plan

◆ Next Steps

Problem Statement

July 9, 2023

- 01 **Ambiguous or unintelligible survey questions.**
- 02 **Inadequate response options.**
- 03 **Impersonal questions to survey participants**
- 04 **Random survey answers from users.**



Objectives

July 9, 2023

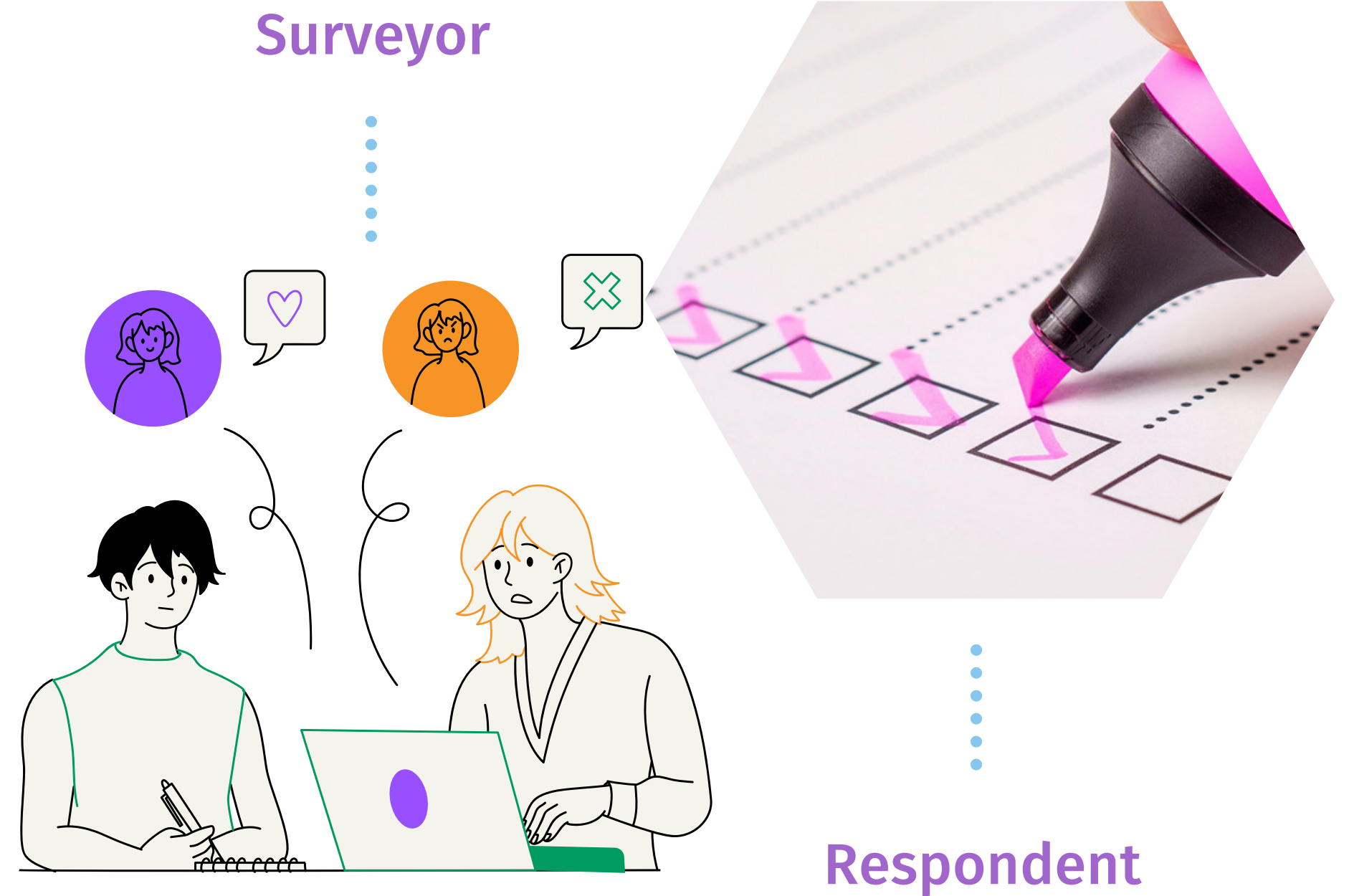
- 01 Utilize ML to automate the process of generating survey questions.
- 02 Utilize ML to help surveyors analyze survey responds better.
- 03 Make the survey process more interactive by having a chatbot survey the user.



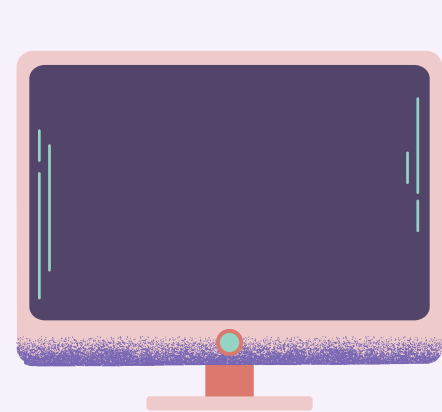


Solution Overview

Idea: Developing a conversational AI chatbot to reinvent the process of creating, managing and analysing surveys.



Solution Architecture



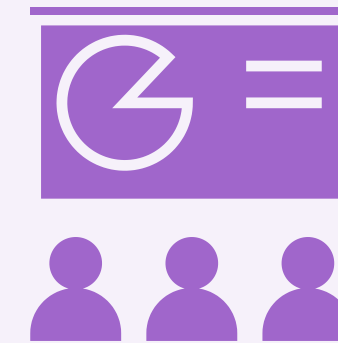
Input Survey Requirements



Prompt Engineering



**PaLM Model
to Generate Questions**



**Get Participants
Answers**



**Analyze Survey
Results**



Enterprise Solutions

July 9, 2023

Prototype Demo

Let's begin.

Business Plan

Targeted market: All businesses and organizations that need to gather insights from their customers or targeted audience.


Market size: According to a report by Grand View Research, the global survey software market size is expected to reach \$7.3 billion by 2025, growing at a CAGR of 11.2% from 2020 to 2025.



Revenue Model:



Subscription-based model



Target larger businesses and organizations

Next Steps

Conversational AI Feedback Interview

Dynamic Surveys (Questions change based on the participant answers)

Expanding Solution to Enterprise

Analysing Results with Advanced Sentiment Analysis Techniques