

Iteration 2 Mobile Side

User Scans QR Code from leaflet or menu

The QR code will just have the customer ID embedded in it, such as “123” for Cosmos, or “456” for Sloppy Joes.

We could also have another QR code that has links to the Roosearch app on the google play/apple app store.

It is a prerequisite of the app that the user already has an app that is capable of reading QR codes.



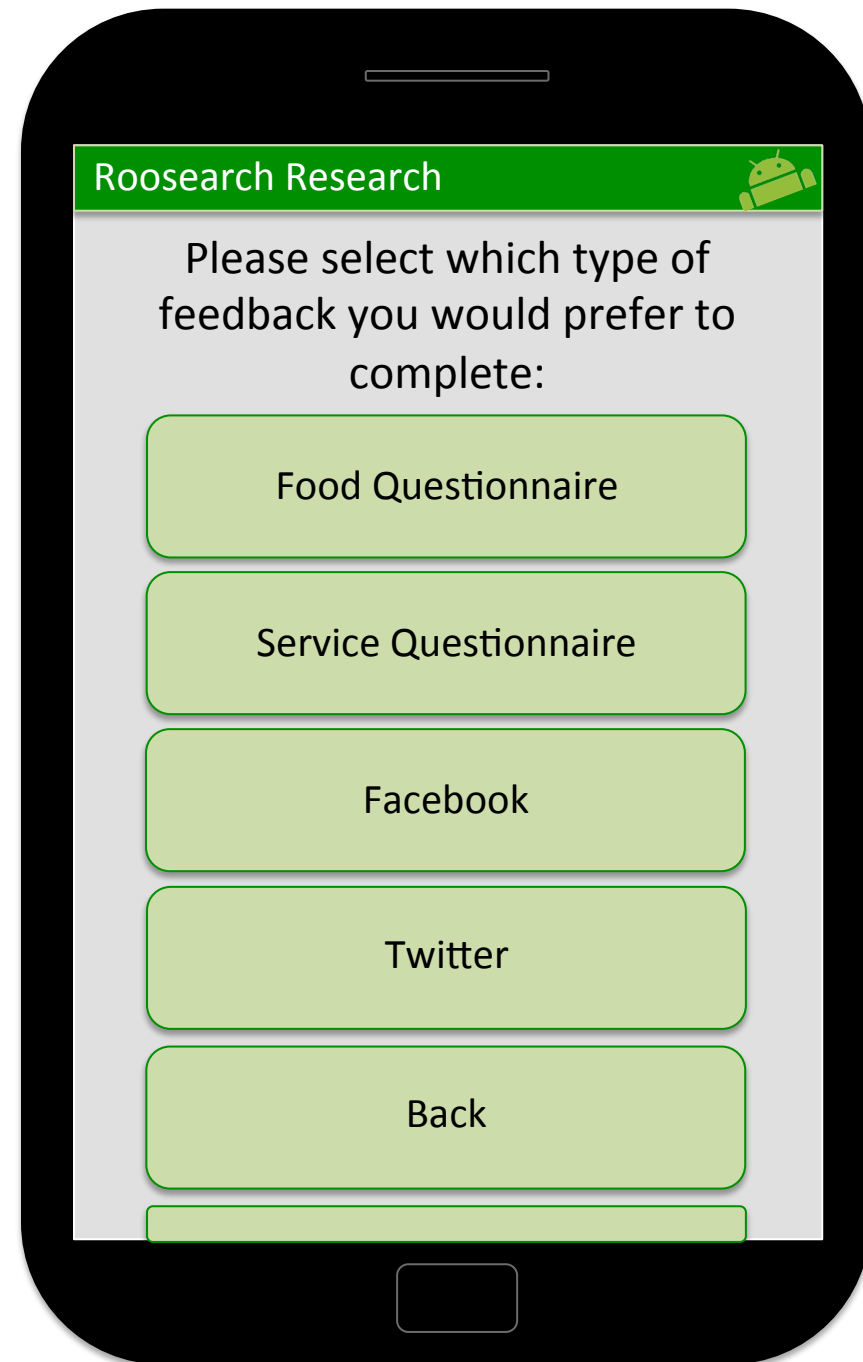
User has to select the type of feedback they want to complete, if there is more than one option per restaurant

Using the customer Id that we decode from the QR image, we will request all research methods on the grails application for that given user Id. Once the user clicks an option, we'll take the ID and then download the actual method, ready to present to the user.

The questionnaire was developed in Iteration 1. Facebook and Twitter integration is what needs concentrating on here.

If the Facebook button is select the Roosearch app will close and the restaurants Facebook page is loaded.

The same would be completed for Twitter, but we will not be implementing this feature at this time.



If questionnaire selected the user completes the questionnaire through selecting the relevant radio buttons, selecting next to completing the next question and at the end selects the submit button



The screenshot shows a mobile application interface for a questionnaire. At the top, there is a green header bar with the text "Roosearch Research" and a small Android robot icon. Below the header, the text "Moe's Grill" is displayed in green, followed by a logo for "moesgrill" in a stylized font. The main content area is light gray and contains a question: "1. How good was the food?". Below the question are four radio button options: "Very Good", "Good", "Average", and "Poor". At the bottom of the screen, there is a large green button with the text "Next".

Roosearch Research

Moe's Grill

moesgrill

1. How good was the food?

☐ Very Good

☐ Good

☐ Average

☐ Poor

Next

Roosearch Research



Moe's Grill

moesgrill

2. How good was the service?

☐ Very Good

☐ Good

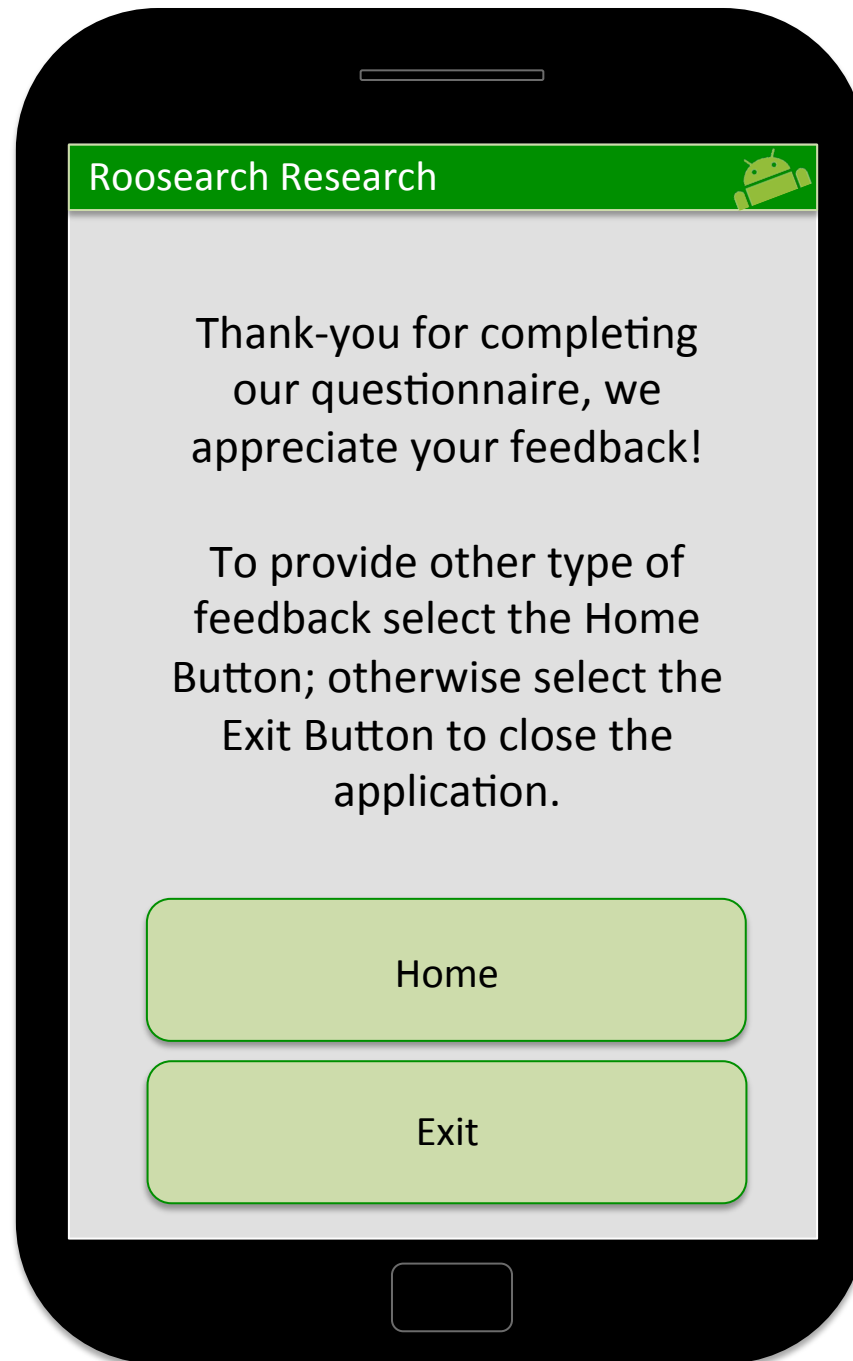
☐ Average

☐ Poor

Submit

User has submitted the questionnaire and this thank you message appears with an exit button for the users to exit the app.

Home button brings them back to the screen where they chose the type of feedback (slide 3).



Iteration 2 Web System Side

The home screen will provide an overview and secure access facility.

The connect with Facebook option is the primary login facility for the system (business side). This will lead to the user account once logged in.

The “Login” is to be displayed, but not functionally implemented. If there is time at the end, this will then be implemented.



Roosearch Research Management System

[Create Account](#)[Login](#)

Welcome to Roosearch Research!

We offer a free research system for businesses, which allows your customers to provide feedback via their mobile phones; in the form of questionnaires, social media feedback and comment boxes.

You select the research techniques you want to use and we set up everything for you.

To get started today set up your account by selecting the above Create Account Button.

Coming Soon!Currently Available on Android Only

[Privacy Policy](#) | [Terms and Conditions](#)
[About Roosearch Research](#) | Roosearch Research 2013 ©

Users select the create account button to create an account to use the standard login, or alternatively can do this through their Facebook or Twitter account.

Facebook and Twitter login is out of our control aesthetically, but the standard login can be designed. Before this feature is used the user must create an account by hovering over or selecting the Create Account button.

They only need to provide name, email and password at this time.

The image shows a web application interface for 'Roosearch Research Management System'. At the top, there is a logo of a green kangaroo inside a white triangle. The title 'Roosearch Research Management System' is displayed in a bold, black, sans-serif font. Below the title, there are two buttons: 'Create Account' and 'Login'. To the right of these buttons are social media icons for Twitter and Facebook. A modal form titled 'Create Account:' is overlaid on the page. This form contains four input fields: 'Business Name:', 'Email Address:', 'Password:', and 'Retype Password:'. Below these fields is a 'Create' button. The background of the page is light gray with some faint, partially visible text. At the bottom, there are logos for Apple and Android, with the text 'Coming Soon!' next to the Apple logo and 'Currently Available on Android Only' next to the Android logo. The footer contains links for 'Privacy Policy | Terms and Conditions' and 'About Roosearch Research | Roosearch Research 2013 ©'.

Roosearch Research Management System

Create Account Login

Create Account:

Business Name:

Email Address:

Password:

Retype Password:

Create

Coming Soon!

Currently Available on Android Only

Privacy Policy | Terms and Conditions

About Roosearch Research | Roosearch Research 2013 ©

The user can log in using the standard login button which when selected or hovered over this screen appears.

Alternatively they can login with Facebook and Twitter.

The username will be their email address, to ensure uniqueness and they have specified a password when they created the account.



The image shows a web application interface for 'Roosearch Research Management System'. At the top, there is a logo of a green kangaroo inside a white triangle, followed by the text 'Roosearch Research Management System'. Below this, there are two buttons: 'Create Account' and 'Login'. To the right of these buttons are social media icons for Twitter and Facebook. A modal window is open over the 'Login' button, titled 'Login:'. It contains two input fields: 'Username:' and 'Password:'. Below these fields is a 'Create' button. The background of the page is light gray with some faint text visible through the modal. At the bottom, there is a footer with links for 'Privacy Policy | Terms and Conditions' and 'About Roosearch Research | Roosearch Research 2013 ©'. There are also two icons: an Apple logo with the text 'Coming Soon!' and an Android logo with the text 'Currently Available on Android Only'.

Roosearch Research Management System

Create Account Login

Twitter Facebook

Login:

Username:

Password:

Create

We offer a free research system for businesses which allows your customers to provide feedback in the form of questionnaires, social media feedback and comment boxes.

You select the research you want to use and we set up everything for you.

To get started today set up your account by selecting the above Create Account Button.

Coming Soon!

Currently Available on Android Only

Privacy Policy | Terms and Conditions

About Roosearch Research | Roosearch Research 2013 ©

This can be accessed with the Account button.


It allows the user to view account details and, upload their business logo, generate a QR code and edit or delete their account.

The upload logo button allows the user to upload their logo by providing a standard feature for users to browse their documents. This is the same as other websites which allow users to upload.

The email password button emails the account holder the password if it has been forgotten.

The generate QR code is selected and displayed the QR code the restaurant needs to attach to their menus.

To delete the account the user just has to select the Delete Account button and confirm this when asked.



Roosearch Research Management System

Home Account Survey Social Media Comment Boxes Results Logout

{{Business Name}} Account

Name: Business Name

E-mail Address: Business Email

Type: Chain ☒ Independent ☐

Location: Area Name


Upload LogoGenerate QR CodeEdit AccountDelete Account

Email My Password

Privacy Policy | Terms and Conditions
About Roosearch Research | Roosearch Research 2013 ©

When the user select edit on the previous slide (8), this screen is loaded allowing the user to reenter their name and other details. As well as changing their password.

To save the changes the user just needs to select save changes.



Roosearch Research Management System

Home Account Survey Social Media Comment Boxes Results Logout

{{Business Name}} Account

Name:

Enter Text

E-mail Address:

Enter Text

Type:

Chain ☒

Independent ☐

Location:

▼

Add

New Password:

Retype New Password:

Current Password:

Save Changes


Cancel

Privacy Policy | Terms and Conditions

About Roosearch Research | Roosearch Research 2013 ©

The users has generated a QR code and from here can

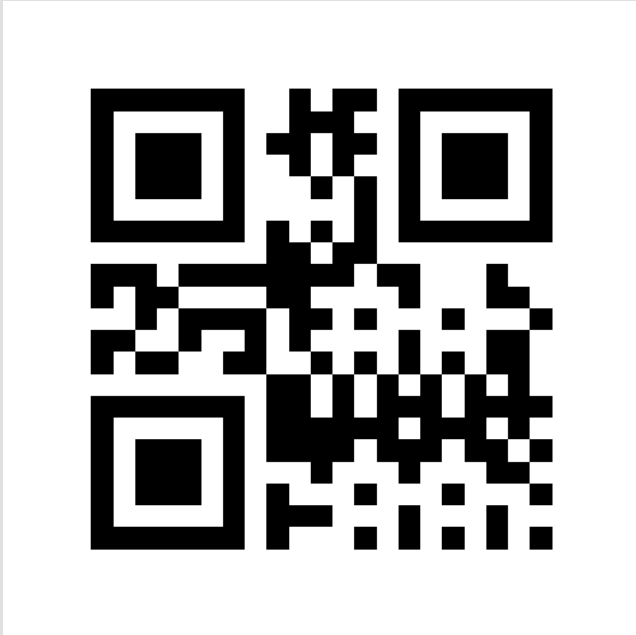
- Print it
- Download it
- Or copy it.



Roosearch Research ***Management System***

[Home](#) [Account](#) [Survey](#) [Social Media](#) [Comment Boxes](#) [Results](#) [Logout](#)

QR Code



[Download](#)
[Print](#)
[Copy](#)

[Privacy Policy](#) | [Terms and Conditions](#)
[About Roosearch Research](#) | Roosearch Research 2013 ©

When Survey button is selected, this screen will load.

To view the surveys contents the user needs to select the survey title from the survey list.



Roosearch Research Management System

[Home](#) [Account](#) [Survey](#) [Social Media](#) [Comment Boxes](#) [Results](#) [Logout](#)


Survey List

Create New

[Jaime's Italian Service Survey](#)
[Jaime's Italian Food Survey](#)

[Privacy Policy](#) | [Terms and Conditions](#)
[About Roosearch Research](#) | Roosearch Research 2013 ©

When the
questionnaire title is
selected this screen
displayed.



Roosearch Research Management System

[Home](#) [Account](#) [Survey](#) [Social Media](#) [Comment Boxes](#) [Results](#) [Logout](#)

Survey List

Title: Jaime's Italian Food Survey

Questions: Was the food nice?
Was the service good?
Where did you hear of us?

QR Code: Generate QR Code

[Edit](#) [Delete](#)

[Privacy Policy](#) | [Terms and Conditions](#)
[About Roosearch Research](#) | Roosearch Research 2013 ©

When the question within the questionnaire is selected this screen displayed.



Roosearch Research Management System

Home Account Survey Social Media Comment Boxes Results Logout

Survey List

Question: Was the food nice?

Responses: Okay
Tasty
Horrible

Edit

Delete

Privacy Policy | Terms and Conditions

About Roosearch Research | Roosearch Research 2013 ©

When the user is in the survey page and selects create new survey this page is displayed.



Roosearch Research Management System

[Home](#) [Account](#) [Survey](#) [Social Media](#) [Comment Boxes](#) [Results](#) [Logout](#)

Survey List

Title

Jaime's Italian Food Survey

Questions

What do you think of the service?
Was the food nice?
How did you here about us?

Create

Cancel

[Privacy Policy](#) | [Terms and Conditions](#)
[About Roosearch Research](#) | Roosearch Research 2013 ©

They social media page allows users to insert via typing or copy and pasting, and save the details.

These will then be given IDs which will enable use with the QR code and the app calling the link the user requested based on this.

The Twitter feature will be visually implemented, but not functionally.



Roosearch Research Management System

Home Account Survey Social Media Comment Boxes Results Logout

Social Media List

Social media market research is a new form of research and is a rapidly growing trend. By inserting your businesses Facebook and Twitter links, your customers will be able to directly access you page / profile from the mobile application, without searching. From here they can post, tweet and like the page / profile.

Facebook:

Twitter:


Save

Privacy Policy | Terms and Conditions
About Roosearch Research | Roosearch Research 2013 ©

The results page does not provide much interaction, but if time will allow the users to switch between different types of graphs.

The user can also view the individual comments from here.

The comment box will not be implemented and will not be implemented due to time restrictions. It is still being planned, if there is time at the end.



Roosearch Research Management System

Home Account Survey Social Media Comment Boxes Results Logout

Results

Survey Title
Q1. -----
(a) Good (78%)
(b) Bad (22%)

Graphical Representations
Showing trends over time

Comparison
Graphical comparison between different chain restaurants, for example rating of food and service.

Survey Title
Q1. -----
(a) Good (78%)
(b) Bad (22%)

Sentiment Analysis
A sentiment analysis of the comments displaying the general positivity or negativity they portray. Graphical.

View Comments

Privacy Policy | Terms and Conditions
About Roosearch Research | Roosearch Research 2013 ©