Survey 1 (User Requirement Analysis)
Survey URL:
*https://docs.google.com/a/qiito.com/spreadsheet/viewform?formkey=dExtcVM0S2tvNGRS
MUxUM0pUcWNHR1E6MQ#gid=0*

*This survey has been conducted to study the behaviour and interest of users for the usage of
a mobile travel application. We are interested to find out what type of features would
provide the "WOW" factor (must be a value-add), what are the factors/ features that will
retain users, promote better user experience and lastly, to analyse how users share their
travelling experiences.*

Results & Analysis
- *Users particularly look out for the following criteria in defining a good mobile
application:*
  - *1) User friendliness*
  - *2) Features of application*

- *Users generally share their travelling experiences via:*
  - *1) Social network - Facebook, Instagram, Twitter*
  - *2) Verbally over dinner*
  - *3) Video sharing*
  - *4) Blogs/ Forums*

- *"Like" feature promotes users to share with the community.*
- *83% of respondents would like to receive place recommendations based on their
interest.*
- *Augmented reality is popular among respondents as it helps with locating direction,
discovering new places, view places without physically being there, and it's a cool
feature!*
- *The survey has also allowed us to eliminate creating features which were not popular
among respondents such as collection of badges and photo map.*
- *More analysis of the results could be found in the PowerPoint slides uploaded.*

The Winners for our survey have been selected. Congratulations!!
- *Ivan Chang, Winnie Liew, Jenzus Hsu, Daryl Tay, Elaine Hoe, Samantha Ng, Beth
Cheng, Frank Lim, Amanda Mok, Lee Wen Jie*