Developed in Qatar by the Digital Analytics Team at the Qatar Computing Research Institute
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Personas (1/2)

• humanized representations of the underlying survey data presented as a believable person
• contain picture, name, age, country, and other demographic attributes and information
• “making data memorable” to keep the customer front & center
Personas (2/2)

• Research shows people remember...
• picture, name, quotes
• this is what makes the survey data **memorable**
• again, keeping the customer “front and center”
Survey2Persona

• a tool for analysis and visualization of survey data

• requires no knowledge of statistics from the user – all processing via point-and-click interfaces

• transforms numerical survey responses and demographic data into ‘personas’ for actionable insights

https://s2p.qcri.org
Issue Addressed by Survey2Persona

• Organizations have a tremendous amount of survey data and survey-like data (e.g., reviews, CRM, chat logs, etc.)
• Organizations also face tremendous challenges harvesting value from this data
• Survey2Persona provides immediate insights from this data that are targetable, actionable, and communicable
Survey2Persona as a Solution

• Survey2Persona addresses this pain point via:
  • a functional interface for survey data integration
  • a user friendly interface for data selection for visualization
  • inherent algorithmic processes for analyzing data to select what personas to present
• Results in rapid, contextualized, targeted, and immediately actionable personas from survey data.
Example Use Case

• **Scenario:** You are a major air company with a variety of customer relationship management (CRM) and survey data.
• With Survey2Persona, you can generate personas representing customers who:
  • don’t like your mobile app
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Survey2Persona

• Available at https://s2p.qcri.org

• Open demos using:
  • MIT COVID-19 Beliefs, Behaviors & Norms Survey
  • Computer Generate Customer Survey data simulating a worldwide audience

• Login function for uploading survey datasets
User Interface
Multiple data visualizations
1. demographics – age, gender, country
2. survey items – responses to survey
User Interface

Multiple data visualizations

1. demographics – age, gender, country

2. survey items – responses to survey
Find what different groups of people think about your product

Demographics you want to analyze

Personas you will see
Click to learn more about them...

**Bec**
29 year old, Female
Australia

- Married
- College grad
- Administrative Services

**Bec agrees with this:**
- I feel shy speaking in public.
- My favorite color is blue.
- Algorithms have too much power in our society.

**Bec disagrees with this:**
- I like pudding.
- I was offended by the suggestion that my baby brother was a jewel thief.
- Malls are great places to shop; I can find everything I need under one roof.
Demographics provide many layers for understanding your customers.

For example, young customers!
Or young female customers only.
User Interface

Multiple data visualizations

1. demographics – age, gender, country

2. survey items – responses to survey
Survey2Persona Functionality

1. Select survey items that users agree/disagree with

2. Generate!

3. See the resulting personas
Learn more about the personas’ attitudes

**Elisabeth**
48 year old, Female
Austria

Elisabeth is most likely...
- Married
- College grad
- Administrative Services

Elisabeth agrees with this:
- I feel shy speaking in public.
- I feel very successful in my life.
- Too many prisons have become early coffins.
- I cheated while playing the darts tournament by using a longbow.

Elisabeth disagrees with this:
- My favorite color is blue.
Learn more about the personas’ attitudes

Print the results to your presentation
The End to End Survey2Persona Process!

Survey Development Consulting

Human in the Loop
The End to End Survey2Persona Process!

Survey Development Consulting

Human in the Loop

Survey Data Collection

All major survey tools
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Persona Generation
Actionable Insights!

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The magic! (really, it’s algorithms!)

Actionable Insights!

Feedback Cycle: Surveys Tailored to Personas
optimize processes & increase efficiency via learning, self-correction, and segmentation targeting
Interested? Don’t hesitate to jump aboard!

• S2P is available and ready for use now!  
  https://s2p.qcri.org
• Reach out for a quote!

Dr. Jim Jansen: bjansen@hbku.edu.qa
Need more help?

We provide end-to-end services helping organizations with their surveys: defining information needs → creating the survey → collecting data → providing S2P analysis and visualization → S2P results to KPIs

(i.e., a 'soup to nuts' survey system – from ‘creation to results’!)

Send email to Dr. Jim Jansen: bjansen@hbku.edu.qa
Thank you!

Survey2Persona

Joni Salminen       Jim Jansen       Soon-gyo Jung