

The Big Data Era of Online Surveys Generator: How can Typeform Win the Game?

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Abstract. Living in the world overwhelmed with data, we intentionally or not generate, send, collect, utilize and analyze a lot of data every day. Data is taking over more and more of our lives, and playing an increasingly important role. This paper starts with a generally big data background to why online survey generators matter, and finally specifically analyzes why Typeform is at the top1 in this field along with illustrations of Differentiated competition and the POCD framework. This paper will show how differentiated competition works in real life and the importance of setting a proper competition strategy.

Keywords: Data Era; Surveys; Differentiated Competition.

1. Introduction

Information data is developing at an unprecedented rate. About 600 million emails are generated every minute [1]. Regardless of the large amount of data generated by the network platform and the deep utilization of data traffic, there should be nothing that the network cannot achieve today. Yes. In the past, who would have thought that the Internet is becoming an indispensable thing in our lives.

Scanning physiological indicators will digitally convert a person's activity status throughout the day through a network connection, real-time tracking and analysis, and with other individuals. For comparison, a person is digitized; for DNA testing of newborns, based on proposed lifetime diseases based on data analysis; combine large amounts of data collected for scientific analysis to overcome many unsolvable problems scientific puzzle! and many more. In the face of great changes in today's world, the United States, Chinese data scientist Viktor Jill Schönberger is concentrating on research. After 10 years of research, the concept of "Big Data (BD)" was proposed [2]. It is thought that the above-mentioned changes are brought about by a large amount of data. In various industries and numbers, the combination of data is getting closer and closer, the amount of data, data processing speed, and the complexity of data types are far exceeding the current standard data processing capabilities.

Data has always been structured, unstructured, and raw, and it's been stored in many dissimilar formats. This has resulted in a paradigm shift in how we think about data resulting in a paradigm shift in how we use it. There will be a need to manage semi-structured and unstructured data as well as structured data (transactional data) because the era of Big Data is expanding. Traditional databases can only store structured data, including numbers and letters (transactional data). With the Internet boom of the mid-1990s and the "rich data" that was available through e-commerce transactions, the transition to Big Data was ushered in [3]. As part of the unstructured data found on e-commerce sites, we can see what products have been viewed by the users. This includes click-through data and sub-transaction details. It can also be said that social media has changed our perception of what data are. Companies such as Facebook capture and store photos, video clips sound bits, "likes, and instant messages. TO store and process Big Data new highly scalable, available, and low latency database systems are needed [4]. Big Data systems often have databases in the petabyte False; a petabyte is equal to 1,000 terabytes of bytes. To turn Big Data into actionable information new ways of exploring and analysing data were needed. This process manifested complex analytical itself into the role of Business Intelligence [5].

2. Data And method

2.1 Data

Typeform is a Spanish online software as service company that specializes in online form building and online surveys. Its main software creates dynamic forms based on user needs, which has been used by Apple, Airbnb, Nike, etc. It is a web-based platform helping people create anything from surveys to apps without needing to write a single line of code. [Wikipedia, 2022] Typeform has experienced 5 funding rounds of Transaction and the total funding amount is about USD 187.3 million which can say huge compared with other alternatives.

2.2 Method

Survey questionnaires have become a standard research tool in the field of training and development (HRD). This is particularly true when used as part of a holistic and systematic approach to identifying and analysing an organization's training and development requirements. The value of these tools is that they offer both qualitative and quantitative feedback that is cost-effective and reliable. An accurate and relevant response can be obtained through well-designed, tested, and administered surveys or questionnaires. To be more specific, Surveys are highly effective market research tools when using them to examine a product or service's market potential or to validate business ideas. Here are four main advantages [6].

(1) Faster

The time the project requires to be completed is 5 to 8 times shorter when it is done by online survey. Furthermore, the vast majority of surveys with up to 1000 responses are being completed within hours and thus provide insight into the situation in a highly real-time manner. The responses to the surveys are processed automatically, and the results can be accessed whenever it suits you.

(2) More Accurate

In an analysis of several studies that compared telephone surveys with online surveys, it was determined that an online survey methodology provides deeper insights in that the participant can input their data transparently and without bias into the system. Additionally, most of the time, the audience is not a part of a dedicated research panel, so more honest feedback is collected because the audience is not part of a research panel.

(3) Cost-Effective

Online surveys are an effective way to conduct research at a fraction of the cost while providing high-quality tools to set up and analyze the results.

(4) Fast Analysis

Whenever you want to analyze the results of an online survey, you can do this at any time. Most of the information presented on this site is represented in graphs, allows cross-tabulation analysis, and gives access to raw data as well.

Additionally, a survey code of ethics must also be adhered to, which means that to provide a complete picture of the facts found in the survey, the data must be presented in a way that accurately portrays what was found. A strong argument can be made that survey data shouldn't be used for statistical manipulation or for summarizing only to support or refute the views of particular interests. Hence, it is essential to express safeguards to protect respondent anonymity, as well as guarantee and arduously maintain those safeguards. An objective and subjective survey can be conducted through a questionnaire. To make sure unbiased feedback is obtained, selecting the right structure for the survey is the most important aspect. A questionnaire survey generates data that is analyzed differently by each person involved, and each will value the information differently in their way, and they will give more weight to factors that they consider more significant. What an analyst views fundamentally differ is the degree to which he or she feels the information is relevant or irrelevant, based on their perceptions. To achieve optimal results, however, we recommend a combination of both objective and subjective weighting for both the questions and the responses, to maintain a level of unbiasedness in the analyses.

3. Result and discussion

Before discussing and analysing, why Type form can beat alternatives and seating on the top1 seat in this market, defining two types of consumers, is the priority. Based on the requirement of different levels of professional feathers, all consumers can be separated into two groups, in this article, Professional and Entry-level.

3.1 Different Demands driven by Consumption

Professional users or consumers as the name need a comprehensive and powerful data and feedback collecting tool. As a profession, they require the online survey generator easy to use and analyze the data, can generate representative virtualization automatically, and need the survey as informative as possible. Possibly, they also need something that is business-oriented, like NPS needed. They are not beginners, they are all people exposed to related fields for a long time, so they have no consideration or concerns about the number of people involved. That means the sample size is not the matter. However, people who possess tons of knowledge and can be called professionals are only minor people.

But on the other hand, as a beginner, have you ever had some experience that they designed a survey and would like to gain some feedback or collect some information from others, and only a few people would like to reply to you, inducing the sample size is extremely small which is meaningless to do any kind of analysis or test. Since any kind of test under the condition with small sample size, the result will possibly be biased, and then meaningless. So, for the majority, what they want is just a tool that is as easy as possible, as straightforward as possible. This way attracts people to fill the form with less time cost and energy cost, increasing their willingness to fill. Following this need, a tool that is easy to use, creative appealing to people to create their version, combining with beauty and elegance, and can generate light analysis report automatically is the one that the majority want. In this article, call the majority like this Simplicity.

So, digging deep into the need of consumers, the majority of people just want a tool that can generate surveys easily and beautifully with a convenient network and related function software, with low entry and use costs. All these kinds of needs are addressed by Typeform. Typeform is offering a creation tool focusing on delivering beautiful, elegant forms. Making forms more appealing – and leading more people to fill them out. It makes collecting and sharing information comfortable and conversational and creates professional easily and quick survey forms, a new and needed effect. A company's value proposition for the customers, they "Empowering customers by creating very thoughtful and seamless experiences that then empower them to have those meaningful relationships with their customers"

Beyond that Typeform has three pricing options for different degrees of users. Also, there is a free plan for users to create an unlimited number of Typeform. It helps customers make form templates for various surveys, such as Form templates, Survey templates, Quiz templates, and Poll templates. Among the popular categories are Order forms, Feedback forms, Satisfaction surveys, and Application forms. And the most attractive and counting signature feature is the available base with tons of templates provided for the user, which are created by known creators and talented other users. Moreover, Typeform also offers a function Integration that can connect beautiful, interactive forms to other apps.

3.2 Online Survey Platform Market

Tracing back 5 to 10 years in the online survey generator market all over the world, it is not hard to find out that there is a steady increasing trend and a boom in the most recent 3 years. The online survey software market size was valued at USD 5,027.13 Million in 2020 and is projected to reach USD 8,972.78 million in 2026, growing at a CAGR of 10.13% from 2021 to 2026. This blooming of the online survey software market size is contributed by the covid-19 partially [7].

There is no doubt that Coronavirus is now a threat to both humans and the global economy. Not only has the pandemic affected how economies are currently functioning, but it has also forced the global teams and industries to change how they manage their workforces. Currently, a lot of companies are conducting online surveys to identify customer demographics and the potential for their future business, in the wake of the current pandemic situation. Having said that, organizations around the world are striving to adapt to this current pandemic situation. There are numerous benefits associated with online survey software. They are helping to grow the business economy and identify critical business opportunities and market trends. This has been evidenced by the significant growth in the market for online survey software during this period.

3.3 Alternatives

Before going deeper into the strategy Typeform used and understanding how it became the top 1 in the market, it is time to have a glance at its main alternative. Among tons of online survey generator platforms, SurveyMonkey is always the one that people would like to compare with. SurveyMonkey has a 27.28% market share and is the No.2 biggest company in this field. On the quick and simple side, SurveyMonkey is the ideal platform for creating forms quickly and easily. You can easily convert your form into a chat conversation by choosing a survey template and choosing a survey template from the list [8]. You will notice that things change once you enter the form builder, however. It's like getting into a foreign country for the first time when you walk through a foreign city. To know what to look at when there is so much going on, it is difficult to know what to pay attention to.

SurveyMonkey's library is made up of over 100 different templates [9]. It is possible to sort the results based on an industry that you are in and what kind of metrics you are looking for, and the results can be easily sorted based on those criteria. There isn't much new in the way of designs, but SurveyMonkey offers a wide selection of templates that are easy to use. It is worth mentioning that unlike Typeform and Paperform, where both of them demonstrate the variety of forms that can be produced using their respective builders, SurveyMonkey's templates are not only fully functional but also textbook-like in nature. Although the templates do not have any aesthetic value, they may help answer certain questions that you might have.

The most important and dominant advantage SurveyMonkey has is its powerful data collection and analysing tool. Data collection and analysis are more powerful with SurveyMonkey than with Typeform. You can view a summary of your survey data, browse individual responses, create and export dynamic charts, and download the results to multiple formats from the Analyze section of the survey [9]. The data is presented in an easy-to-understand graphic. You can even create graphics or charts that can be shared on social media by customizing how the app looks. Furthermore, you can focus on specific information by using the rules feature. For example, if you are running a poll on 'Best Milkshake Flavours' and want to see what women answered, this can be done in a few seconds. Understanding different segments of your audience are made easier with this feature. Furthermore, there are over 100 integrations that allow you to automate your marketing or dive deeper into your data by integrating with third-party apps.

3.4 Differentiated Competition Model

Differentiated competition is to differentiate the products or services provided by an enterprise and establish the uniqueness of the enterprise in the whole industry. This is the main strategy Typeform processed. Even if it is not highlighted, capture the need of the majority and deliver the service they need and other alternatives did not give. Going in another direction makes Typeform different. Typeform uses a differentiated competition strategy focusing on delivering people an easy entry to use, trying helping people attract people to fill the survey. Making the survey as beautiful as possible, then making filling the survey become enjoyable. As the result, people as beginners or simplicity can use Typeform to collect the data they want, instead of worrying about the sample size. Having enough amount of data size, people then can do the test they want. Not to mention, Typeform also provides

the analysis tool or can link to other professional apps they people always use, like google analytics and google sheets.

It is not blurry that SurveyMonkey is the platform that emphasizes the high power of data analysis and process. It can easily give the consumer a view of what the data look like and help them to understand the result of the survey. Bring them informative and detailed reports containing graphs and comprehensive analysis, and avoid them a second chance to do that basic analysis again on other tools, SurveyMonkey tried its best to same professional uses time and give them as much information as they want. Focusing on pro uses, meanwhile, SurveyMonkey cannot put as much attention as they spend on pro users on the majority consumer, simplicity users mentioned above. Even still have some templets and also stating creative and beautiful, the redundant page and tons of words appear on the same page persuade lots of people quit to fill them up. Without any requirement, like teachers require students to fill the form, beginner or simple users cannot collect a meaningful amount of information. As mentioned above, what the majority of people want is just a tool that can deliver straightforward surveys with elegant and beautiful elements attracting people to fill the form, therefore, collecting data. If the survey cannot collect the data, or even possess a powerful analysing system, it is useless and this survey failed in the end.

Typeform by focusing on the “one question one page” solved the problem that people do not want to spend time filling out the survey. Then in this way, Typeform fundamentally resolve the problem that the survey cannot reach the expected number of people to complete the problem. So that the Survey becomes a real survey, not a meaningless one. When the purpose of a survey is to collect data and feedback, if enough data and feedback cannot be collected, the fundamental purpose of the survey has not been achieved. Then there will be more powerful analysis tools as soon as possible. When the sample number is not up to the standard, these powerful analysis tools will become meaningless. This is the strategy Typeform uses. Targeting a different group of people and then making the service function to the extreme for the people targeted. In this way, Typeform not only wins the market share but also builds brand loyalty with its consumers.

3.5 POCD Framework

Applying the framework of POCD (people, opportunity, context, deals), Typeform gives us how it wins the game.

People in the company are the individual who will have an important impact on a venture, whether or not they are actual employees. It can include founders, investors, key suppliers, and in some cases clients as well. David Okuniev, one of the funders of Typeform, is the senior product designer. He also worked in a number of large companies with rich work experience. Victor Bjekholm is the developer evangelist. Enrich background of the founder laid the foundation for the success of the company. And with numerous investors such as General Atlantic, Index Ventures, Connect Ventures, and Point Nine Capital, Typeform can indeed bring its business to the next level. Among them, companies such as General Atlantic and Index Ventures are leading global growth equity firms providing capital. And investors also include well-known entrepreneurs such as Squarespace Founder Anthony Casalena and Mashape Founder CEO Augusto Marietti.

Talking to the opportunity, Typeform has one of the best consumer service teams, which is remarkable among reviews online. Training and managing a great consumer service team can enhance brand loyalty, and improve the reviews related to bad customer service. Generally attracting more new customers. While Typeform is a survey generating tool targeting and focusing on the delivery best and simplest services, giving users user more power authorization and ns, helping them create their form can be more attractive. Moreover, collaborating with various professional apps, like google sheets, google analytics, automatically generating some beautiful graphs (virtualization) for the related survey can attract lots of pro users. Making it truly powerful with simplicity at the same time.

When it comes to contexts in a company, they refer to the factors that affect the outcome of the opportunity but are generally outside management's direct control. This category includes interest rates, regulations, macroeconomic activity, technology, and some industry variables like competition

or relative business bargaining power. The company's competitors include Feedback Lite, Formsite, and Formstack. First of all, in terms of company rankings (Startup Ranking), Typeform ranking second in the world, and Spain ranks first. The top ranking of the rest of the competitors is also the world ranking of 1850. In terms of the number of Followers, Typeform's value is 28445, which is higher than all other competing companies. Finally, in terms of financing scale and operator team, Typeform has enough financing and finance and a professional management team, which is also their advantage. In conclusion, Typeform has advantages in this industry and has a leading position [10].

4. Conclusion

Typeform, an online survey platform, is on the rank 1 in this market with a 27.40% market share based on SINTEL. Thanks to the differentiated competition, Typeform targets different demographics and avoids head-on competition with other competitors. Delivering the simplest survey with elegance and beauty, and attracting people to fill up, Typeform solved the trickiest problem among the majority that no guaranteed sample size. Making sure the sample size is useful, then the goal of the survey can be reached, and finally, the survey is successful. In the age of big data, Typeform empowers people without professional knowledge a key to discovering their interests and collecting the information they want. Typeform under the condition that there is barely any exchange fee wins the game.

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