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Survey2Persona: Transforming Survey Data into Actionable Humanized Insights

FAST-TRACKING PERSONA CREATION

Organizations conduct surveys to better understand their customer and create personas. Personas are archetypes of the individuals who will use, maintain, sell or otherwise be affected by the products created by designers. Unfortunately, the process of collecting customer information and creating personas is often a slow and expensive process.

This HBKU technology introduces a new method of creating personas, leveraging publicly available databanks of both aggregated national level and information on individuals in the population.

Survey2Persona is a computational persona generator that creates a population of personas that mirrors a real population in terms of size and statistics.

ABOUT THE TECHNOLOGY

Survey2Persona is a survey data analysis and visualization tool. It transforms numerical survey responses and associate demographic survey data into personas, a humanized representation of the underlying survey data presented as a believable person, containing picture, name, age, country, and other demographic attributes and information. This innovative technology is easy to employ and use, and generate insights that are directly actionable. Survey2Persona requires no knowledge of statistics from the users with a very user-friendly interface.
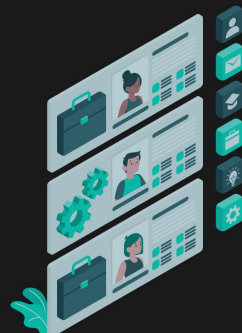
APPLICATIONS

- Identification of unique survey responses by organizations

- Generation of a spectrum of granularity of survey responses

- Targeted actionable insights

- Visualization of data selection

VALUE PROPOSITIONS

This HBKU technology results in rapid, contextualized, targeted, and immediately actionable personas from survey data.

Many organizations across the spectrum - commercial, educational, non-profit - routinely collect customer, employee, and other stakeholder data via surveys.

With this increase in stakeholder data availability, Survey2Persona provides a critically needed capability for the rapid and accurate humanization of survey responses based on organizational selected focus and interest at a given point in time.

Survey2Persona is also flexible in that, via the user friendly interface, organizations can rapidly adjust the point of focus, generating fresh sets of personas reflecting this aspect of the survey data.

PATENT STATUS

Patent application has been elected for unregistered software copyright.

LICENSING OPPORTUNITIES

Hamad Bin Khalifa University is offering this technology for license.

For more information, please contact: innovation@hbku.edu.qa