

POC Run - Questionnaire Reviewer-20260331_104158-Meeting Recording

31 March 2026, 09:41am

47m 9s

● **Desmond Leo** started transcription

DL **Desmond Leo** 0:07

Ohh, it it.

This thing that Codex sometimes does is it just hides the context. Anyways, that's helpful. I've captured the core objective as growing both the volume share and the value of share of share of beef with European retailers. Who is the primary target responsible for this questionnaire? Or who is the primary target respondent for this questionnaire?

DB **Danny Bowles** 0:24

Yeah.

Respondent, so.

So not for dissemination or not, it's not this is not who is part of the target client, but this is who is the, who's going to be interviewed. Okay, yeah, grocery shoppers.

DL **Desmond Leo** 0:36

You spelling?

filling out the survey.

Right.

In the EU.

DB **Danny Bowles** 0:47

And yeah, the you sure.

DL **Desmond Leo** 1:00

And, ****, it still asks the survey. I have to change this question, but it says, what survey mode and fielding setup should I assume here? For example, online self-complete across multiple EU markets or...

DB **Danny Bowles** 1:11
Correct, yeah.

DL **Desmond Leo** 1:13
That's correct.
Are there any hard constraints or locked elements I should respect, such as maximum interview length, approved boarding, fixed answer lists, or sections that should not be changed without approval?

DB **Danny Bowles** 1:26
Oh, okay. In reality, yes, but perhaps for like, it's a long survey, so I can't really think of the exact questions.

DL **Desmond Leo** 1:35
We can just we can just say no, we can be like...

DB **Danny Bowles** 1:37
Yeah, max interview length of 15 minutes.

GW **Gary Walsh** 1:53
Are you seeing some of the feedback on the Brand Miller one, Danny?

DB **Danny Bowles** 1:57
No, Gary, well.

GW **Gary Walsh** 1:58
They're hilarious.
About the length.

DB **Danny Bowles** 2:02
Yeah.

GW **Gary Walsh** 2:03
Oh yeah, some of our gas, some of our like, definitely written by humans.

DL **Desmond Leo** 2:05

Is it, is it?

DB **Danny Bowles** 2:08

Yeah, yeah, yeah, yeah, yeah, yeah, just complaining about how long it is largely.

GW **Gary Walsh** 2:13

Yeah.

DB **Danny Bowles** 2:14

Yeah.

DL **Desmond Leo** 2:17

Is there anything you already know is confusing, unfinished, sensitive, or likely to need special attention later in this questionnaire? We can say no if...

DB **Danny Bowles** 2:25

Choosing unfinished sensitive.

DL **Desmond Leo** 2:29

You might want to have your questionnaire open as well, or I can have it open if you want.

DB **Danny Bowles** 2:31

Yeah, be a good show, yeah.

GW **Gary Walsh** 2:34

Which questionnaire is this running on? Rambler or leaf?

DL **Desmond Leo** 2:36

The.

DB **Danny Bowles** 2:38

Beef.

DL **Desmond Leo** 2:38
Meet Shopper Monitor.

GW **Gary Walsh** 2:39
Install.

DL **Desmond Leo** 2:42
Here, I go here.

DB **Danny Bowles** 2:43
Correct.
Let's say kind of a key challenge is that.
The.
Clients with which we work do not share their commercial or sales data. So we can't track.
Uh, the the kind of the the answer to the key question we have above.

DL **Desmond Leo** 3:27
OK, the.
Says figures.
Otherwise, no, I mean, it's kind of.
related to the questionnaire, but...
Yeah.

DB **Danny Bowles** 3:42
Mm.

DL **Desmond Leo** 3:47
Okay, so I've got enough to close the brief and take. Audience mode, time constraint, and external sales loading time saving. Okay, that's just an internal note.
Uh.
We're now at the research review handoff point. Next, I'll surface the early research review summaries before any technical clarifications.
What? Why is it not? Okay, do it. Yeah, **** **.

I've made some recent changes that have affected the flow. I tried to make it more conversational and it's just not continuing it.

So the early reviews suggest no live follow up needed. So I save the status in the manifest. And then it gives you a summary of the research review. Is broadly aligned to the growth of growing beef volume. The main early risks are structural rather than strategic. Repeating beef logic is dense. Several online goods look burdensome and some important answer lists are still extended in external dependencies.

The core shopping substitution and future insights are good. I'd like to improve the repeated beef logic around Q13, 15, make it more, you know, so he'll go up and then it says, and then it goes like, we'll go through the remaining items one by one. First up, question Q3B, should this be a true single choice question about the respondents being grocery store or was it intended to be multi-select?

And then you go Q3B.

DB **Danny Bowles** 5:34

That's an.

Oh, okay.

DL **Desmond Leo** 5:38

Here.

DB **Danny Bowles** 5:40

Why can't I find that? That's weird.

DL **Desmond Leo** 5:41

Matters single.

That should be a single select question.

DB **Danny Bowles** 5:48

Yeah.

DL **Desmond Leo** 5:49

But the store you do your main ship, because it's got a select that all that see here, it's got a select all that apply and then a single code.

DB **Danny Bowles** 5:55

Oh my god, good call. Is it? No, it should be. It's a single code.

DL **Desmond Leo** 6:01

Yeah.

GW **Gary Walsh** 6:02

But, man, this is.

We need to put that into our prompt, that like all single codes say, please select one, or multi-select say, please select all that play.

DL **Desmond Leo** 6:14

I think it's already, I think it's already got that sorted. So next for the store list at Q3B, 4, 11, and 17, do you already have an approved country-specific retailer list that should be used or are those to be supplied later?

GW **Gary Walsh** 6:16

Nathan.

DB **Danny Bowles** 6:28

No, I already have one to be used.

DL **Desmond Leo** 6:31

Do you have, do you do you wanna send that to me?

DB **Danny Bowles** 6:34

Sure.

DL **Desmond Leo** 6:36

Hmm.

Because maybe I can just copy and paste them.

Are you, are you sending them now? Yeah.

DB **Danny Bowles** 6:55

Yeah, yeah, I'm sending it in the chat, it's just been very slow, I don't know why.

DL **Desmond Leo** 6:58

I see.

Oh, okay, got it.

Download.

And...

Yowza.

Okay.

Uhh.

I do have a list. Here it is.

Can Carlos take images?

CD **Carlos Montoliu Ducay** 8:19

Yes.

DL **Desmond Leo** 8:22

Okay, just screenshot all of this then.

This is not necessarily functionality that is baked in, but...

The.

School.

Or do I need to provide it to you?

See what it says there, that's new.

Codex is awesome.

That's the thing, we want to have that, Carlos, bake that in, build that somehow.

Should I treat all the highlighted stores in the image, including Marco Vomir

Hogevist, as included in the approved market list? Yes, please.

DB **Danny Bowles** 9:23

Yeah, yeah, yeah.

DL **Desmond Leo** 9:27

Oh.

Next, for 18D, do you also have the approved country-specific beef origin list available now, or should that still be treated as an external input? Oh, you've got, oh, got it here.

DB **Danny Bowles** 9:39

Set. Yeah, yeah. All over there.

DL **Desmond Leo** 9:43

Sure.

Have those, here they are.

DB **Danny Bowles** 9:56

Mm.

So.

Which?

DL **Desmond Leo** 10:08

Seven, or was this meant to be coded as a single select scale for each row?

DB **Danny Bowles** 10:12

No, indeed, it should be numeric day counts that sum up to seven.

DL **Desmond Leo** 10:21

Uh, the...

Rust.

And for should each row use a numeric day entry from zero to seven with a total sum validation across the grid? Yes.

Not that we can do that within our platform, but it would be better for now.

And for the repeated beef follow-up logic in Q13 and 15, if a respondent bought more than two beef cuts in Q10, how should the two cuts be chosen for follow-up?

DB **Danny Bowles** 10:53

Um, that's...

Uh, least, least fill.

No, actually just randomly.

DL **Desmond Leo** 11:05

Ms.

And for Q7, should it only display the categories selected in Q5, or should it auto-select them by default?

DB **Danny Bowles** 11:22

Good, good question, and we...

No, no, it should be, yeah, only shown, only those selected in P5.

DL **Desmond Leo** 11:45

And then for A12 labels in the final demographics, should I treat the second, because there's two QA12s, and so should the second one be a numbering error, or do we keep them as... Yeah.

DB **Danny Bowles** 11:47

Mhm.

Ah, yes.

App.

Yeah, numbering error.

DL **Desmond Leo** 12:24

Even with the approved market list, Q17 still looks quite heavy for an online self-complete because it's a multi-select grid across stores and statements. For Q17, should we cap the displayed retailer list at a maximum of 6 stores per country, as the source note says?

DB **Danny Bowles** 12:37

Ohh.

Good question, but actually Q17 has a different list. It's in that Excel.

DL **Desmond Leo** 12:47

Oh, I see.

Interesting.

17 really nice.

GW **Gary Walsh** 13:01
Good question for the last, though.

DB **Danny Bowles** 13:04
Say it again.

DL **Desmond Leo** 13:04
App.

GW **Gary Walsh** 13:05
Good question for the best.

DB **Danny Bowles** 13:07
Yeah, yeah, absolutely.

DL **Desmond Leo** 13:10
Um...

GW **Gary Walsh** 13:15
It's going to be a shame when chatting with Ego both.

DL **Desmond Leo** 13:20
Oh yeah, because then the entire economy is going to tank and just...

GW **Gary Walsh** 13:23
Or open open ALL or whatever.

DL **Desmond Leo** 13:34
And then for 18B, do you want to ask it for every protein purchased at QA or should it also be capped to reduce the burden?

DB **Danny Bowles** 13:46
And no, not cat.

DL **Desmond Leo** 13:50

Ask for, do you want it as to every every?

DB **Danny Bowles** 13:53

Every, every, every protein purchased.

DL **Desmond Leo** 14:01

And the great thing is this entire conversation is with 5.4 medium. So it's not even the highest. So the advisor note, that keeps the measure complete, but it does add respondent burden if someone buys many protein types on the same trip. For next, for the final household income question, do you already have the approved? Country-specific bands, or should that be treated? OK.

DB **Danny Bowles** 14:22

Yeah.

Yeah, income tab there, yeah.

DL **Desmond Leo** 14:26

How's that?

Here it.

Here is the list.

If and then next for 217, should each statement include a none of these options as the source note suggests?

DB **Danny Bowles** 15:10

Yes. So that kind of, yeah, that kind of question I don't quite understand because it says clearly in the deck or in the none of these. Now, in a slightly different way than they might, than the tool might expect it, but that is just a...

Uh, Q17, yeah.

DL **Desmond Leo** 15:32

Um...

Store list to be included and none of these for each statement. Oh, it's not actually in the list though. Including.

GW **Gary Walsh** 15:37

But it's not in the list.

DB **Danny Bowles** 15:40

Not in the list. OK, so that's what it's not recognizing. OK, but, but the the list, yeah, OK, right, right, right, so it it.

DL **Desmond Leo** 15:43

But.

We can ask, yeah.

Yes, but I'm curious as to why you didn't think that was the case since... since we explicitly mentioned it.

Then the questionnaire.

Because the source did point that way, and my default reading was that Q17 likely should include none of these options. I asked anyways because the walkthrough, I'm treating implementation critical points as explicit confirmations when they affect programming behavior, especially when the questionnaire also has other places with mixed or imperfect wording. In other words, I wasn't assuming the source was unclear here. I was sanity checking the source instruction. was still intentional and correct. Fair enough. Okay.

GW **Gary Walsh** 16:36

Sassy, other places where it's but other places where it's not perfect, one of those backhanded little slap.

DB **Danny Bowles** 16:42

Yeah.

DL **Desmond Leo** 16:43

Yeah.

For Q12, should the in-store location options be always include the image batch locations plus the two online options exactly as shown? What was that?

DB **Danny Bowles** 16:56

Yes, so we have images in for that question, which is in that, yeah, that though that.

DL **Desmond Leo** 17:04

Oh yeah, plus the two.

DB **Danny Bowles** 17:06

Yeah, and so we don't have images for online. Yeah, so yes.

DL **Desmond Leo** 17:10

Yes.

Um...

To see us.

And then for 18D, should it remain excluded in Ireland, as the source wording says, apart from the Irish market.

DB **Danny Bowles** 17:30

Yes.

DL **Desmond Leo** 17:35

Yes.

Advisory note, the routing makes sense given the question wording, so I'll keep it as is. For RTC2, should it remain as a single follow-up, asked only about the chilled ready to cook meals rather than repeating across all four RTC1 rows.

DB **Danny Bowles** 18:01

Trish.

So, try to.

No, this.

It only applies, sorry, should remain a single follow-up as only.

Yes, it should remain a single follow-up.

DL **Desmond Leo** 18:28

A single follow-up.

DB **Danny Bowles** 18:28

These are these are good questions to clarify, because of like, like if I if I'm right answer, but it it's like...

I can, I, from its answer, I can, I can understand why it's asking these questions, but if someone else using it might be like, you might get frustrated about kind of having to clarify.

DL **Desmond Leo** 18:41

Mm.

GW **Gary Walsh** 18:47

Stuff that you already said.

DB **Danny Bowles** 18:48

answers that you have written into the document.

DL **Desmond Leo** 18:53

Ask for all codes in one to five for A.

DB **Danny Bowles** 18:58

Hey, yeah, so A is, yeah, generational.

DL **Desmond Leo** 19:01

Oh, I see.

in RTC1.

And which would you say best describes your behaviour in relation to the chilled cooked meals before consumption?

Right, so it is it is specifically asking for a...

GW **Gary Walsh** 19:19

Yeah, I might not know what the RFQ RTC one is.

DL **Desmond Leo** 19:25

No, it knows what that, it knows what that is. It might not know for, like, I think again,

we can we can change how explicit it is for, it's like dealing, it's like talking to a programmer, you have to be very explicit in.

GW **Gary Walsh** 19:25

I don't know what anything to us now, actually. I don't know, yeah.
Whoa, whoa, whoa, whoa, whoa.

DB **Danny Bowles** 19:40

Sure.

GW **Gary Walsh** 19:43

Yeah.

DL **Desmond Leo** 19:44

Do this, but not this.

GW **Gary Walsh** 19:44

Ohh, whoa.

DB **Danny Bowles** 19:45

Mhm.

But what would be interesting from us internally would be kind of how would it, like even just fixing those, like to make sure it's clear to itself and everyone else, how would it create a kind of uniform language to say the same thing? So that we're approaching every new questionnaire.

DL **Desmond Leo** 19:48

Um...

DB **Danny Bowles** 20:08

We being Empathy Research Team, uh, in the same in the same way.

DL **Desmond Leo** 20:13

I think I think what will happen is if we can get this up and running because you know some people have been using the questionnaire thing.

We will get feedback. We're going to have, like, in the app that you get access to, a place where you can type in feedback. I don't like this question. This question was dumb, or this was a silly, you know. And we'll have you guys refine it as we go so that when we do release it to public, it has all of that.

DB **Danny Bowles** 20:32
Okay.

DL **Desmond Leo** 20:40
follow these kind of edge cases considered.

GW **Gary Walsh** 20:43
What about the public, right? Because I can kind of understand Danny's point there with the public might get annoyed about it, but think about, if you think about the brown builder thing, Danny, like it might have prompted you to do things that you were like looking at it on, that is exactly what the document says, but actually, hold on, you know, like the QLP2 and Q11 that we split.

DL **Desmond Leo** 20:46
You.

DB **Danny Bowles** 20:52
Yeah, no.
Yeah.
Yeah, yeah, yeah, I agree with you.

DL **Desmond Leo** 21:01
Yeah.

GW **Gary Walsh** 21:02
You know, it's probably not the worst thing in the world for us entirely to be.

DB **Danny Bowles** 21:03
Yeah.

No, no, it actually, but it's a really good thing, I think, but people with the time they make.

GW **Gary Walsh** 21:12

A DIY user might lose their marbles, but they might not be doing a really complicated survey like this, so...

DB **Danny Bowles** 21:14

Yeah.

DL **Desmond Leo** 21:18

So one of the things that I do want to point out in this experience, because I had to set up a really quick experience for you, like it kind of, like it's running through questions from the beginning to end, and then running again questions to the beginning at the end, and then running again quick, because it's asking about Q11 now. The proper experience won't have that. It'll just go from start to finish.

DB **Danny Bowles** 21:19

Yeah.

Mm.

DL **Desmond Leo** 21:39

I just didn't have to have enough time to set up like a proper, proper run for you, but this is a very close enough approximation to the experience. So, next for Q11, should respondents who bought from only one store Q4 be auto-coded?

DB **Danny Bowles** 21:47

Bye.

Yes.

Oh, sorry, they've asked for an or, yeah, yeah, auto-coded.

DL **Desmond Leo** 21:54

Yep.

The.

Q11 if they only purchased.

from one store at Q4.

Yeah.

Which is actually a pretty, that's the first time I've encountered that in this flow. For Q24D and Q24E, should both questions only be show the cuts selected in Q24C, excluding respondents who chose none of these?

DB **Danny Bowles** 22:30

Yeah, really good question again.

A4D astronaut, which one?

So can we, sorry, next we're going for C&T. Sorry, it says D&E. Oh yeah, D&E. Should both questions only play?

We.

Yes, yes.

Should.

Both questions should only show the cuts collected to 24C.

DL **Desmond Leo** 23:15

24C, and if in terms of excluding none of these, and it should be skipped if they selected none of these.

GW **Gary Walsh** 23:15

The.

DB **Danny Bowles** 23:23

Correct.

DL **Desmond Leo** 23:34

App.

For 22, should the option, I never eat beef anyways, skip respondents straight to Q31, exactly as written. Again, I guess they're being super explicit, because if it already...

DB **Danny Bowles** 23:48

Yeah, and so it says very clearly in the report, like if I select I never eat beef anyway, skip to Q31. So yes is the answer, but...

DL **Desmond Leo** 23:57
I will.

DB **Danny Bowles** 24:00
Like.

As Gary says, this is no bad thing. This is actually a really good thing to maybe just sense cheque our research team's logic about decisions made. What?

Would be more interesting, like, as part of that process, if it could explain why it's kind of what kind of what are some drawbacks or limitations about doing so, so it's saying it's just it's just asking a binary question, right? Should I should I say should I do what you told me to, or should it do what it says it should do?

DL **Desmond Leo** 24:24
Excellent.
Yeah.

GW **Gary Walsh** 24:28
Yeah.

DB **Danny Bowles** 24:33
It's more would be more interesting if you if it's a should it do should it do this? My concern my concern would be.

DL **Desmond Leo** 24:36
Context.

GW **Gary Walsh** 24:39
us.

DL **Desmond Leo** 24:42
Yep.

DB **Danny Bowles** 24:42
Or, like, this could impact X.

DL **Desmond Leo** 24:44

No, that's perfect feedback. We can definitely have that in for another run. And then next for Q24F, should it only, oh wait, advisory note, that skip is sensible and helps avoid unnecessary future intent follow up questions for non-beef consumers. Okay.

DB **Danny Bowles** 25:00

So, I think like, and I've seen that advisory note throughout, like, but it's like, it's, it's just agree, it's just agreeing with the binary with the binary decision you made previously that you have already made, so it's more like that advisory note should be in the question before.

DL **Desmond Leo** 25:06

It's not really an advisory note.

B.

Yeah, yeah, yep, understood. For Q24F, should it only be shown to respondents who consider either beef or lamb at Q1? Exactly what the source says. Yes. I think I remember answering this. Okay, so a couple of.

DB **Danny Bowles** 25:27

Yes.

DL **Desmond Leo** 25:31

things, bumps we need to iron out. For Q3, should an online shop remain a single option alongside the three in-store shop types rather than branching into a separate online shopping path?

DB **Danny Bowles** 25:47

No, it should say as it is.

DL **Desmond Leo** 25:49

Uh.

No, it should stay as is. So it should break into, branch into an online separate shopping path.

DB Danny Bowles 25:59

Yeah.

Sorry, rather, should it remain a single option alongside 3 in-store types? Yes, rather than branching into a separate online shopping path.

It's the first bit, remain a single option alongside the three in-store shop types.

DL Desmond Leo 26:14

Yes.

How does this, as it's thinking? Oh, fine, we'll talk about it afterwards. And then for key 30, should other please specify and don't know be treated as two separate answers? That's different. I don't understand what, what, why they're doing, of course.

That's weird. I'll fix that.

Two 17 should none of these be exclusive within each statement row? Yes.

DB Danny Bowles 26:49

I.

Yes.

DL Desmond Leo 27:03

RTC 4 and 5, should each question repeat one at a time for every eligible RTC 1 row based on the routing already in the questionnaire? This is weird. Okay, I'm going to fix all of these things where it's just kind of like double confirming everything. Shall I say yes?

DB Danny Bowles 27:22

Yes, I get, I yeah, yeah, sorry, was it next? So this question repeats one at a time for every eligible.

DL Desmond Leo 27:30

Oh, I see. Rather than maybe it's a grid, RFQ one.

DB Danny Bowles 27:30

Cian.

But it's, yeah, that, that, that's it, like, so again, if you look at that question, it's only, oh, it's A to D, sorry, it's not just A, it's A to D on that. So that's why, yes, it should, yeah.

Dev.

DL **Desmond Leo** 27:49

Uhh...

A...

DB **Danny Bowles** 27:55

I'm also finding it quite frustrating that the form of questions, it's finding it quite hard to...

DL **Desmond Leo** 27:56

So they that.

DB **Danny Bowles** 28:03

Answer, I wonder if it's like if it's doing yes or no rather than I, I, I like the last couple of questions I kind of didn't quite understand what what it is that I'm trying that it's asking me.

DL **Desmond Leo** 28:05

Yeah.

I'll get it, I'll get it to fill in the context as to why it's asking and what's confusing about it so that we can explain it a bit more. I guess in this case here, why do you tend to insert RTC1? So if they select more than one,

DB **Danny Bowles** 28:19

Mm.

Yeah.

DL **Desmond Leo** 28:33

It's, does this become a carousel or does this become, like, does this become a grid or does this become like 4 single choice questions, one for A, one for B, one for C, one for D?

DB **Danny Bowles** 28:44

Okay, okay. Yeah.

DL **Desmond Leo** 28:46

I think that's part of the that's part of the confusion, but we'll just say yes for now, just to.

DB **Danny Bowles** 28:49

Yeah.

DL **Desmond Leo** 28:52

18B should 1 to 5 satisfaction scale remain exactly as one not satisfied through 5 completely. I didn't run into these questions the last in the test run I just did yesterday.

DB **Danny Bowles** 29:05

Mm.

So, it's it suggests.

DL **Desmond Leo** 29:08

In the test run I did yesterday, it gave a five-point scale of like, these are the things that you want for, you know.

DB **Danny Bowles** 29:16

Okay, so yeah, okay, so tell it to ask it to give a 5 point, give it a full 5 point scale for that question.

DL **Desmond Leo** 29:18

So, it's...

But.

Okay, Q25 should don't know not applicable as the fifth response option alongside all four agreement points.

DB **Danny Bowles** 29:44

So, so just on that, would I should I be copying and pasting that in, or would is that kind of a note for later that it's going to do that when when it does the full review and sends back?

DL **Desmond Leo** 29:54

It's gonna it's gonna spit out a new questionnaire for you.

DB **Danny Bowles** 29:56

OK, yeah, actually.

DL **Desmond Leo** 29:58

Um...

25B answer options.

DB **Danny Bowles** 30:09

Yeah, yes, so I get, yeah, it's.

DL **Desmond Leo** 30:10

S.

Okay.

Okay.

31 and 32, do you want those grids to keep their current statements set exactly as written, or are they open to revision later?

DB **Danny Bowles** 30:34

Ohh.

GW **Gary Walsh** 30:34

I think, I think again, to Danny's point area, it'd be good to know why it was asking that.

DL **Desmond Leo** 30:38

Why are you asking this?

DB **Danny Bowles** 30:38

Yeah.

DL **Desmond Leo** 30:46

This is one of the points where research review and technical setup touch each other. At 3132 already structurally clear enough to program. So I'm not asking because they're ambiguous. I'm asking because earlier reviewed flags, those grids is potentially heavy and there's a difference between keep exactly as authored and they're technically fine, but open to later improvements. That affects what I can carry forward into the later review as it change stages. If you want to rather keep this simple, I can treat 31 and 30.

DB **Danny Bowles** 30:49

Not asking me.

DL **Desmond Leo** 31:10

to open for later revision unless you want them blocked.

DB **Danny Bowles** 31:14

Okay.

DL **Desmond Leo** 31:14

Okay, I will fix that. Sure.

DB **Danny Bowles** 31:17

But, yeah, I, I, yeah, I'm open to revision, and...

GW **Gary Walsh** 31:21

Meehan.

DB **Danny Bowles** 31:22

But yeah, there's lots of heavy things in this questionnaire. We could be at this for a long time if it's kind of.

DL **Desmond Leo** 31:29

It's no, I think it isn't.

DB **Danny Bowles** 31:29

Going to going to ask that for every question.

DL **Desmond Leo** 31:32

It's nearing the end.

Market-specific retailer list you shared replaced the earlier general retailer list.

Well, Keith, yes.

DB **Danny Bowles** 31:42

Yes, yeah.

DL **Desmond Leo** 31:45

Yeah.

CD **Carlos Montoliu Ducay** 31:46

Team.

DL **Desmond Leo** 31:49

And 18G, should none of these, yes, you passed that already. This is a new 21B, I'm not buying any more, should I am not buying any more of the other protein instead of beef be treated as an exclusive option.

DB **Danny Bowles** 31:52

Yes.

In 20.

Ask it, ask it, what, what, what would it suggest?

DL **Desmond Leo** 32:15

Which of the following test?

GW **Gary Walsh** 32:21

She'll be right.

DL **Desmond Leo** 32:22

Yeah.

DB **Danny Bowles** 32:25

Yeah, it's not treated as like it's not in the NR.

DL **Desmond Leo** 32:28

Because of this, because there's no exclusive set here, there's no instruction to make, yes.

DB **Danny Bowles** 32:32

Yeah, exactly, yeah.

DL **Desmond Leo** 32:42

For 24, should none of these also, yes?

GW **Gary Walsh** 32:44

Yeah.

Yeah.

DL **Desmond Leo** 32:50

Yeah.

Yes, all, none of.

These should be exclusive.

No.

Yes.

DB **Danny Bowles** 33:24

****.

GW **Gary Walsh** 33:25

Yeah.

DL **Desmond Leo** 33:26

Yes.

Oh, do you want it? You want the retail options to be randomised within each market list, or do you want them? Yes.

DB **Danny Bowles** 33:40

Yeah, yeah.

Again, yeah, that that would have been.

DL **Desmond Leo** 33:49

Nice.

DB **Danny Bowles** 33:53

Yeah.

DL **Desmond Leo** 34:01

Should the broader retailers be randomized? Yes.

DB **Danny Bowles** 34:03

Yes, yeah. Again, like this would have been included in the...

DL **Desmond Leo** 34:08

It does say randomise for some of these questions.

DB **Danny Bowles** 34:09

Yeah, just say randomized.

DL **Desmond Leo** 34:13

Yes, all.

DB **Danny Bowles** 34:14

Yes. In fairness, in 18D, it doesn't say randomized, so.

DL **Desmond Leo** 34:18

Okay.

Since it's a single select, should the respondent wording be updated from select?

Yes.

DB **Danny Bowles** 34:36

Yeah.

DL **Desmond Leo** 34:43

Should none of these appear at the end of each market list rather than being randomized? Yes.

So there's going to be some assumptions that we just have to bake in to this process to be like, look, should none of these also stay fixed at the end of the statement row rather than yes, yes, yes, yes.

GW **Gary Walsh** 34:57

Mhm.

To be fair, these are the things that we wasted a tonne of time on on the brand builder. So, like obviously the next step of this study is for us to automatically programme off this.

DB **Danny Bowles** 35:11

Yeah, yeah.

DL **Desmond Leo** 35:16

So the reason why it's asking is that it puts everything into a JSON object and will have all of the settings for every single option and every single question stored programmatically. That can then we can just take that code and be like all the instructions are in there, automatically translate into a questionnaire, a programmed survey.

GW **Gary Walsh** 35:17

Public scripts.

DB **Danny Bowles** 35:36

Okay, yeah.

DL **Desmond Leo** 35:38

Stay fixed at the end rather than randomised with the named read. Sure, yeah, let's just keep on going.

Should the markets also probably yes.

Yes.

GW **Gary Walsh** 36:01

When you said it was nearly done, does it do you have like a progress thing on this? Is it?

DL **Desmond Leo** 36:05

We don't. This is a new experience and it's going into a lot more detail in terms of the stuff that we are, I've ever experienced. But that's because of the latest changes.

GW **Gary Walsh** 36:15

Tell him, tell him to say, like, 'cause you've already, you've already said it the past, like, all don't knows rather than just say yes.

DL **Desmond Leo** 36:25

Yes, to...

Do all of these in the future. There is a reconciliation step. I think it's because I copied over a quick run from a previous setup.

Should strongly agree, also, yes.

GW **Gary Walsh** 36:51

Noel.

DL **Desmond Leo** 36:53

Fully labelled 5 points, yes. I don't even know why it's asking that. That's, I think, I think it's because I'm mixing up setups.

GW **Gary Walsh** 36:53

Oh, sorry, fix on it, yeah, fix on it, yeah.

DL **Desmond Leo** 37:02

But the good.

GW **Gary Walsh** 37:02

Again, some of these things that come out is like start ratings are a fixed order, all lists automatically randomized, you know.

DL **Desmond Leo** 37:09

Yeah.

GW **Gary Walsh** 37:12

Only ask if we have not set a type thing, you know, don't ask if we have explicitly set a.

DB **Danny Bowles** 37:17

Rotate.

Mm.

DL **Desmond Leo** 37:30

Yes.

Should the statement rows also remain randomized? Yes.

DB **Danny Bowles** 37:40

Yes.

DL **Desmond Leo** 37:45

This is so much more detail than I've ever gone through. Should the preparation method column remain in the source order shown or should those methods be randomised for QCS1?

DB **Danny Bowles** 37:59

Operations method should be randomized.
Maybe not too much.

DL **Desmond Leo** 38:13

Uh.
Yes.
Okay.
This is getting tedious.

DB **Danny Bowles** 38:26

I.

DL **Desmond Leo** 38:27

User and government.

GW **Gary Walsh** 38:27

And.

DL **Desmond Leo** 39:03

Yeah.
So what I'm going to need to do is I'm going to say take all of the low impact things, bundle them up into standard rules that we can ask, and then just apply them. We might even just have our own rule set for all of the low impact ones. Only focus on asking like the big picture items, and then we'll just make assumptions.
Moving forward. Okay, so that's kind of the experience. I'd like to test it with a questionnaire that's not as finally designed as this, the one that is maybe a bit lacking in terms of like if you have like a starter version that the client's giving you and then you're like, oh man, I've had to really clean that guy up. That would be a great one to kind of run it through because everything that happens from this point onward is it just runs in the background.

DB **Danny Bowles** 39:53

Okay.

Mmh.

DL **Desmond Leo** 40:12

gets everything ready so that it can be programming ready, and then it spits out a markdown file for you to, or sorry, a new questionnaire with everything kind of structured as with instructions.

If you want to continue, yeah.

So it's going to continue on all of that. I will send you the version of the questionnaire that is print out. It won't be a Word doc. It will just be a markdown file.

DB **Danny Bowles** 40:33

Yeah.

DL **Desmond Leo** 40:42

And then you can see it.

But even from this, even from this experience, it was, I think we were able to be like, okay, fine, we need to get, we need to provide more context. We need to be less.

DB **Danny Bowles** 40:47

So.

DL **Desmond Leo** 40:58

pedantic about things. It needs to take control over ownership of the low impact questions. We only ask the high impact questions and then we have the standards that it follows.

DB **Danny Bowles** 41:05

Mhm.

DL **Desmond Leo** 41:10

whatever it fits.

DB **Danny Bowles** 41:10

They do.

One like of seen this is a well worn questionnaire that's been kind of it should be structurally sound. But I'm in a place where on the client is where we're thinking of like what what would what could this look like new if we were to start start again?

DL **Desmond Leo** 41:21
Yes.

DB **Danny Bowles** 41:32
That would be something I would use it for.
or probably more likely to use it for. I would have liked some more kind of some bigger contextual questions at the top. And obviously this is what the kind of questions we got into, but it feels very like a, and maybe this is what it just is, a very technical review of the structure of a survey.
As opposed to...
me going in and saying this is my questionnaire.
I want to improve it because my stakeholder, this particular stakeholder is not getting use out of it. This is what's important to this stakeholder. This is what I'd like to share with the stakeholder on any given week or month or quarter.

DL **Desmond Leo** 42:14
Okay.

DB **Danny Bowles** 42:21
Um, how would...
how would you revise this questionnaire noting what are the kind of more less impactful questions and what's missing in terms of generating commercial impact with that client.
And then it would be going through contextual findings like, okay, who explain precisely who the stakeholders are, who are the second levels of stakeholders, what is the reporting structure, i.e. kind of timeline, how often you're reporting, okay, what, you know.
And...
What, what, what's driving the particular stakeholders? How do they like want to disseminate it? Is that an infographic or report or that kind of that kind of stuff?

Obviously, there'd be a lot to that. I don't know if that's if that is what this thing is designed to do, but that would be if, if...

DL **Desmond Leo** 43:12

Mm.

It is, it is, it is, it is meant to answer that kind of thing. This, again, this questionnaire is completely off because it's taking feedback that I've gotten from, because it's a duplicate run. I wanted to go through the experience, but noted, I will take that on board and we will adjust.

DB **Danny Bowles** 43:20

Okay.

DL **Desmond Leo** 43:35

it with basically that feedback in mind as well. And then we can run through a second experience to test it out so that we can answer those types of questions.

GW **Gary Walsh** 43:47

Try with the brand builder. Try with the original version of the brand builder and see if it does things like split up the attention lists and...

Number.

DL **Desmond Leo** 43:57

Do we have?

GW **Gary Walsh** 43:59

No, not now, but you know what I mean, Danny, that could be a good test. Like if we took the original version of Brand Builder that we got from the old client compared to what we, because we made changes to it and see it as a...

DB **Danny Bowles** 44:05

Yeah.

Yeah, and...

GW **Gary Walsh** 44:11

to address those with that feedback that you've now got in mind. We could use that for a second one.

DB **Danny Bowles** 44:18

I think, especially for the likes of a Musgraves or whoever who goes in like that, there was one question above is like, what's the goal with this piece of research or whatever? I've given it one line of response. It probably it needs to interrogate that.

DL **Desmond Leo** 44:18

Okay.

Okay.

DB **Danny Bowles** 44:32

Blind more, 'cause the goal, like it, it, it can go, it can go much, much further. There's a lot like I was giving you a quick answer just to go through this process with you, but it should be probing a bit more on on that question in in in particular.

DL **Desmond Leo** 44:34

Ohh.

GW **Gary Walsh** 44:41

Okay.

DL **Desmond Leo** 44:47

Got it.

Excellent. All right, excellent feedback. Let me, I'm going to take this transcript. We're going to come up with some action items and things that we need to improve in this entire process. And then I'll get them implemented. What's the rest of your week look like for?

running another test with another questionnaire.

DB **Danny Bowles** 45:11

Uh, could do, um...

Kind of Thursday late morning.

DL **Desmond Leo** 45:18

Thursday late morning. OK, I can let me get the let me get a version over to you for Thursday late morning. If you can get me a questionnaire that you can that you can work on that we can upload a new one.

DB **Danny Bowles** 45:26

Yep, I, I, I can give you.

I'm actually I'm working on a on a on a survey now. We could do a brand builder or I could give you another one. Gary would like, does it matter?

DL **Desmond Leo** 45:41

It doesn't, it doesn't matter. I mean, try, try, yeah, like if you're working on a server right now, I can do that, so yeah.

DB **Danny Bowles** 45:42

It doesn't matter. Okay, great.

Yeah, okay, I'll send that over to you. I know I'll just I'll put it in this chat. Okay.

DL **Desmond Leo** 45:50

Awesome, thank you. Carlos, do you have any questions in terms of, I mean, this was obviously a very boring kind of like experience walk through this morning.

DB **Danny Bowles** 45:51

Nice one.

CD **Carlos Montoliu Ducay** 45:58

No, no, no, no, it really no, not at all. I think it made it very clear. I think we think having this session is very helpful to understand what what we really want as experience, so then we can design the system exactly how it is intended to be, and then we can keep our artefacts for our things, but yeah.

So, I think having like more examples of different kinds of stages of questionnaires will be very helpful, because this is like one kind of questionnaire, but so then we can you can design the prompts and we can like design the the steps also, especially for me to have these steps where you need like...

DL **Desmond Leo** 46:17

Awesome.

CD **Carlos Montoliu Ducay** 46:36

continuous feedback from the user as with these questions where you can say, okay, don't be too tedious with the questions or give me just a summary of the main questions that should be reviewed or.

DL **Desmond Leo** 46:48

Yeah. Okay, cool. Okay. Awesome. Thank you so much, Danny, for this. I'll set up, I'll set up something for Tuesday late morning, or sorry, Thursday late morning for us.

DB **Danny Bowles** 46:55

Cheers.

Okay, nice one. So by late morning, I mean anytime after like half half 10.

DL **Desmond Leo** 47:05

Awesome. Thank you. Bye.

DB **Danny Bowles** 47:05

All right.

● **Desmond Leo** stopped transcription