

POC run 2 - testing new flow-20260402_110203-Meeting Recording

2 April 2026, 10:02am

1h 2m 55s

● **Desmond Leo** started transcription

DL **Desmond Leo** 0:03

Carlos is gone. Gary is optional. I don't know if he's agreed to come or not. Did I invite him? I not even have invited him.

Uh, I did. He didn't respond. That's fine. Not a big deal.

And actually, something that I think this is where we can start.

really leveraging you and the rest of the researchers, is that I'm trying to decompose or deconstruct your thinking process when it comes to building questionnaires and reviewing things and stuff like that. And

DB **Danny Bowles** 0:46

Okay.

Mm.

DL **Desmond Leo** 0:50

The.

Where your input helps is then you, like, I've taken some of your stuff, I've merged it with SMR stuff, I've merged it with other standards to create a specific decision framework, strategic discovery framework.

And...

Depending on how involved you want to be, I can share those documents with you.

But otherwise, you can, the idea is to have you work through, not just from a user experience of like, how was this thing, but from like a consultant experience of like, is it even asking the right questions?

when you were designing something. I think future iterations would be good if you actually have something from scratch where you're like, you know what, I want to go through this and then I want to see if AI comes up with the same things that I'm thinking about because then we can start working on.

DB **Danny Bowles** 1:38

Mhm, mhm.

DL **Desmond Leo** 1:47

closing those gaps, trying to mimic them.

DB **Danny Bowles** 1:48

Okay, great. Next time, keep it in my head. I'll keep it in my head next time I'm kind of starting from scratch. Oftentimes, I'm not starting from scratch. I'm starting from, which it might still be interesting, like the case here of this questionnaire is, we've done it before, but they want to change it completely.

DL **Desmond Leo** 2:09

Okay.

DB **Danny Bowles** 2:09

So, that's a lot often what I'm doing, and I would guess that's off, like, even if it's a new client for others, they're kind of working off the...

DL **Desmond Leo** 2:16

Mhm.

Which is?

DB **Danny Bowles** 2:19

My guess would be that they start with a similar questionnaire they've done for another client and then update it as opposed to starting from a blank sheet of paper.

DL **Desmond Leo** 2:27

Yep.

which is an important context. So I think what we'll do right now is we'll go through the experience as it stands today for this existing thing. We can continue to refine this process as we go every time you've got, you know, I kind of want to be there kind of just hand in hand. And the idea isn't that

It's going, we're going to build a tool that replaces you guys. We're going to build a

tool that helps you guys think through things or people that don't have to have access to you specifically think through things. All right, so.

DB **Danny Bowles** 2:58

Mhm.

DL **Desmond Leo** 3:03

The actual initial question that comes out is, thank you for, it's a lot more human now, so thank you for uploading your survey. You can say skip it or don't know at any point. Would you like a quick advisory pass or a thorough strategic analysis? So I'm going to jump through a thorough strategic analysis.

Uhh.

And...

What is the survey mainly trying to help you learn or decide?

DB **Danny Bowles** 3:36

And.

Already, that that's it's quite quite a tough question.

DL **Desmond Leo** 3:44

Explain.

DB **Danny Bowles** 3:47

So, I like it, it for board B. in particular, a lot of this stuff is kind of.

DL **Desmond Leo** 3:54

This is the, this is the nutrition buyer barometer questionnaire, yeah, yeah.

DB **Danny Bowles** 3:56

Yeah, this, yeah, this is this kind of thought thought leadership stuff, so this, it's not kind of helping, helping you learners, okay, learn, okay.

DL **Desmond Leo** 4:07

Or decide, I mean, if it is a thought leadership piece, you could like the point is to be create a thought leadership piece or something like that.

DB **Danny Bowles** 4:09

Yeah.

Indeed, okay.

Try to understand.

the role of sustainability and sustainable nutrition.

For.

Trade customers.

Uhh...

i.e. kind of food and drink importers.

DL **Desmond Leo** 4:39

Importers, not exporters.

DB **Danny Bowles** 4:41

Importers rather than exporters, yes.

DL **Desmond Leo** 4:41

Oh.

Right.

Across, across Europe.

DB **Danny Bowles** 4:45

Um...

Yeah, across the world.

And the opportunity for.

Um...

Commercial benefit for Ireland in owning.

A certain segment of sustainable nutrition.

DL **Desmond Leo** 5:15

And what decisions should this research help someone make in practical terms?

DB **Danny Bowles** 5:27

B2B marketing strategy for Irish food and drink and specifically Ireland's.

Sustainability USP.
and driving policy and standards in Ireland food production.
not right yet.

DL **Desmond Leo** 5:50

Sorry, so B2B Marketing's help someone research it.
Yes.

DB **Danny Bowles** 5:56

And specifically, yeah.

DL **Desmond Leo** 5:59

for Irish food and drink.

DB **Danny Bowles** 6:02

And specifically.

DL **Desmond Leo** 6:03

Exporters, producers, and specifically for Irish estate, you said something about
Ireland sustainability.

DB **Danny Bowles** 6:10

And specifically for Ireland's.
sustainability, food and drink sustainability program, Origin Green.

DL **Desmond Leo** 6:23

or its food and beverage industry.

DB **Danny Bowles** 6:26

Yeah.

DL **Desmond Leo** 6:35

And who is the researcher for, who is expected to use it, and what decision actions
should it support?

DB Danny Bowles 6:41
Who's the research is for the Irish Food Board?

DL Desmond Leo 6:42
We.

DB Danny Bowles 6:47
Policy makers and Irish food and drink.
juicers.
Mm.

DL Desmond Leo 6:58
Um...

DB Danny Bowles 6:59
It's going to be used by marketeers.
Food and drink, Irish food and drink marketeers.
It should support.
Global strategic marketing decisions, and...

DL Desmond Leo 7:20
Positioning.

DB Danny Bowles 7:21
And, and, and industry standards.

DL Desmond Leo 7:28
Should we mention here somewhere about the thought leadership piece?

DB Danny Bowles 7:35
Uh, yes, okay, yeah, also, um...

DL Desmond Leo 7:38
This was mainly to create thought leadership.

DB **Danny Bowles** 7:38

But.

Yeah.

DL **Desmond Leo** 7:47

On the topic.

DB **Danny Bowles** 7:47

In food, in food and drink, and other and other sectors around sustainable, sustainable food systems, sustainable systems.

DL **Desmond Leo** 8:01

And who exactly should the survey include? If there are any hard eligibility boundaries, please include those two, such as market organisation type or buyer responsibility.

DB **Danny Bowles** 8:11

Anyone responsible in any way responsible for food and drink buying decisions in a hospitality?

Retail or manufacturing.

Business.

Focused, yeah, in.

Europe, North America, or Asia.

DL **Desmond Leo** 8:32

Europe.

North America and Asia.

Any other screening criteria that...

We want to include, or we can keep it general like this too.

DB **Danny Bowles** 8:47

And.

Yeah, keep it like that.

DL **Desmond Leo** 8:55

Yeah.

And what stereo mode of fielding context is this meant for an online self-complete phone or interview? This will be.

DB **Danny Bowles** 9:02

On online, yeah, online self-config.

DL **Desmond Leo** 9:05

Sweet.

What's the primary stakeholders? What does the primary stakeholder most need from this research and how do they need to use the findings?

DB **Danny Bowles** 9:20

What do the most need from this Research?

DL **Desmond Leo** 9:28

Who, I guess, who do we consider the primary stakeholder? Is that Board Bia, or is that going to be OK?

DB **Danny Bowles** 9:31

Yeah.

No, that's that'd be bored with you.

Yeah, exactly.

They need to understand, sorry.

The.

DL **Desmond Leo** 9:58

Is there is there a brief that came with it or something?

DB **Danny Bowles** 9:58

Potential.

DL **Desmond Leo** 10:02

Okay.

DB **Danny Bowles** 10:02

They need to understand the the the um.
possible strategic advantage Ireland holds.
as a country of origin holds under sustainable nutrition.

M.

We.

The research will be used to supplement consumer research done specifically on the sixth theme on six or would be a themes of sustainable nutrition.

And.

Mm.

findings will be used to develop thought leadership pieces in the industry and externally.

as well as strategic marketing decisions.

Global B2B strategic marketing decisions.

It's like, these are all important questions. It's feeling a little bit repetitive, but I think, like, I don't know if it's if it wouldn't be repetitive if we'd be if we'd given a more like it's the fact I'm the fact I'm dictating rather than writing, I think I would I would I would do something different, but it's like...

DL **Desmond Leo** 11:16

I think it needs to get.

Fair, I think we can do a better job explaining why these questions are important if they do feel repetitive. So I'm going to add that as a point of improvement to this experience.

DB **Danny Bowles** 11:24

Yeah.

Mm.

DL **Desmond Leo** 11:37

And how do you expect to use the or report the findings? For example, a one of thought leadership piece, recurring tracking, a client ready report, or something else.

DB **Danny Bowles** 11:49
supplemental add-on to consumer Research.

DL **Desmond Leo** 11:54
Well, how do you, I think the question is, how do you plan on presenting this to board BO?

DB **Danny Bowles** 11:59
It will be, it will be presented to the client as, in addition to the consumer, in addition to the consumer research designed under the six key sustainable nutrition themes. This is designed to eventually become a annual, a recurring annual tracker.

DL **Desmond Leo** 12:16
But.
recurring annual tracker.
The reports are just going to be like PowerPoint presentations with meetings or not.

DB **Danny Bowles** 12:37
Yes, yes, yeah, yeah.

DL **Desmond Leo** 12:51
Are there any going to be any deliverables to the end, like Irish producers or anything, or is it just a Void Bia and then Void Bia takes it from there?

DB **Danny Bowles** 12:59
It just be to board BM.

DL **Desmond Leo** 13:00
Okay.

DB **Danny Bowles** 13:02
Bored B and kind of M.

Kind of market-level teams in Borislav, so the Dutch team and the German team and the American team.

DL **Desmond Leo** 13:16

for the producers them.

That will be on board via to create content for.

The.

And are there any hard constraints or locked parts we should treat as fixed, for example, approved wording, must keep themes, required markets, or sections that should not be redesigned?

DB **Danny Bowles** 13:43

No push, where possible.

There is a preference to track data that we've already tracked.

DL **Desmond Leo** 13:53

But how do we know what data we've already tracked?

DB **Danny Bowles** 13:57

What did I provide to you?

DL **Desmond Leo** 14:00

Just the questionnaire.

DB **Danny Bowles** 14:01

Yeah, exactly. I mean, so that's the old questionnaire.

DL **Desmond Leo** 14:05

Right.

DB **Danny Bowles** 14:08

And our job is to change that.

But it's like, so the point is, no, there's no hard locks, but...

Like it is interesting to track data.

if we were to do a different question, if we do completely different.

DL **Desmond Leo** 14:24

Oh, I see. Okay. So, so I say, no, what you have this, no, this questionnaire.

Ohh, AI is an...

Old West Durina, designed by a different agency.

What the **** is going on here? One second.

And, ideally, and previously run, I.

Something is going on. Give me one second. I just need to close some.

Apps, which I think maybe...

Killing my computer performance.

DB **Danny Bowles** 15:17

Okay. I've just sent it in a chat, a message here, because this is what I would have written when I sent you the questionnaire, just in terms of the job to do on this particular survey.

DL **Desmond Leo** 15:32

My job is to maintain metrics where I can.

Oh.

Previously run.

My job is to mean matrix where it can, but most importantly integrate in the questionnaire relevance of systems.

DB **Danny Bowles** 15:53

Like I've mentioned 6 themes and not and not said and not said them so far. They they they haven't it hasn't asked what those six themes are which are important.

DL **Desmond Leo** 15:57

What those what those things are going, you know?

Interesting. Good point. Okay, so that's going to be another point that we need to capture is it should follow up on topics like 6 themes and stuff like that if it or things that we kind of mentioned that sound strategic.

DB **Danny Bowles** 16:18

Mm.

DL **Desmond Leo** 16:22

where I can, but more importantly, integrate into the questionnaire the relevance of six different sustainable nutrition themes that have come out of quantity research and see how Ireland forms in those themes.

Yeah, okay, let's see.

Is there anything you already know that might be unfinished, confusing, sensitive, or especially important to review closely in this questionnaire?

I mean, I suspect.

DB **Danny Bowles** 16:47

The challenge I will have will be, how do we define the six? How do we define the six themes? We have definitions, but how will, how can we

Yeah, add those to the survey.

DL **Desmond Leo** 17:02

We already have the definitions.

How do we add them to the survey?

DB **Danny Bowles** 17:11

Exactly.

DL **Desmond Leo** 17:21

It sounds like the main hotspot is not whether the six themes exist, but how to translate already defined themes into the tracker. So one more into your question, are those six theme definitions already fixed and approved, or is there still room to refine in how we frame them in the questionnaire?

DB **Danny Bowles** 17:36

Interesting, good, yeah, good, good, good question. Sorry, let me just get it up here.

DL **Desmond Leo** 17:37

Trish.

DB **Danny Bowles** 17:46

They are.

DL **Desmond Leo** 17:48

Do we have them? Can you just copy paste them and I'll just throw it into?

DB **Danny Bowles** 17:50

Yeah, I can, of course, yeah.

On file.

Yeah, but again, sorry.

DL **Desmond Leo** 18:08

Okay.

DB **Danny Bowles** 18:20

So I can provide, oh my god.

We do already have the six themes. I'm sharing them here now. This is how they were...

DL **Desmond Leo** 18:38

Sweet.

Excellent.

DB **Danny Bowles** 18:40

This is how they were defined in the consumer quant.

Or the, sorry, no, this is, this is, there, there is, yes, there is still room to...
to reframe or redefine these.

DL **Desmond Leo** 19:00

But there is still room.

to redefine them.

DB **Danny Bowles** 19:06

Yeah.

DL **Desmond Leo** 19:07

Do we know how we're going to redefine them? We would.

DB **Danny Bowles** 19:10

I'm not like I'm I've taken them from what's like what we've done previously. I'm interested to see what why would why would it? be interested in redefining it. Like, so it's not, I'm happy with the definitions as they are. I'm saying if the system itself can come up with a new definition, I'd be interested in why would it do that.

DL **Desmond Leo** 19:26

Yeah.

Okay, do we want to give that as an instruction? So, okay, so I say there is, so we want to redefine them, so if you find better definitions.

DB **Danny Bowles** 19:43

Mhm.

DL **Desmond Leo** 19:48

Or, if you think of.

Happy to review those as well.

One, two, I'm just going to end up with them.

4.

Alright.

Six.

My.

I'll treat the six themes as existing inputs with permission to change or refine the questionnaire framing if that would improve measurement comparability or strategic usefulness. One more question before I move out of intake. Do you want these six themes to be stable tracked measures year on year or are you mainly using them as this time as directional exploration to shape the next version of the tracker?

DB **Danny Bowles** 20:38

Interesting question. Do you want these 16 to become stable track measures?
Yes, stable tracking measures, ideally.

DL **Desmond Leo** 20:57

When there's a trade-off, which matters more, preserving the legacy trend metrics where possible or redesigning more aggressively so the six sustainable nutrition themes are measured well enough to track year on year.

DB **Danny Bowles** 21:07

Redesigning more aggressively.
Yeah.

DL **Desmond Leo** 21:27

I have enough to close the intake. I'm saving stage 30 brief output in the active run. Then I'll run stage 25 schema and generate the research review output and summary so we can continue on the proper ordered review spine. Some of that stuff is just technical.

DB **Danny Bowles** 21:43

Sure.

DL **Desmond Leo** 21:44

Yeah.
Why is it running the Alpha Meet Monitor run to?
That's the wrong spine. What the ****?
So doing that throughout the entire thing.
Sorry, I'm just doing a quick debug.

DB **Danny Bowles** 23:40

Sure, sure.

DL **Desmond Leo** 24:49

The.
You know, the thing is, when you're using a thing like this, sometimes, sometimes, because it does have a mind of its own, it just does things, and you're like, why are

you doing that? I had to like, I actually had to delete things to be like, I was like, stop looking at this, and it wouldn't stop looking at it, so I had to delete it, so they would stop looking at things.

DB **Danny Bowles** 25:11
Mhm.

DL **Desmond Leo** 25:20
and then give me like a brand new fresh run. And I could not convince it to redo everything from scratch. It saw a shortcut and it was like, I'm going to do the shortcut.

DB **Danny Bowles** 25:32
MM mm.

DL **Desmond Leo** 25:34
All right. So the questionnaire is directionally relevant, but it is not yet structured as a strong annual B2B tracker for board BS 6 sustainable nutrition themes. Two big priorities are one, aligning the sample definition to the intended trade audience and making the six themes into clear, repeatable measured constructs rather than relying on scattered legacy items.
What looks strong is that the survey is already covered sustainability, nutrition, supplier evaluation, and competitive standing, so we have usable materials to build from. I recommend improving the screen and audience definition plus overall measurement architecture for the six themes. We'll go through the open items one at a time. First reference, QA1.

DB **Danny Bowles** 25:54
Greed.

DL **Desmond Leo** 26:14
Should this tracker now be redesigned for the broader Europe, North America, and Asia trade audience you described rather than keeping the current legacy market screener focused on UK and Germany? Reason, this determines whether the questionnaire sample definition matches the actual board via strategic brief.

DB **Danny Bowles** 26:32

Grace, yeah, yes, absolutely.

So, should I, like, at this stage, should I be looking at the file that it's done, or sorry, are these are these on?

DL **Desmond Leo** 26:40

These are, no, these are, it's not, so we're still asking you questions. So the way that the process actually works is for us to get a thorough understanding of the questionnaire.

DB **Danny Bowles** 26:44

Okay.

DL **Desmond Leo** 26:54

It takes like 35 minutes to process.

What I'm doing now is I'm building in all of the questions that, so it does, here's your initial, like what was the survey about? In the background, it's processing the questionnaire as it stands. As it gets to its identifies its next set of questions, it then starts asking you its next set of like large ambiguities associated with the project.

DB **Danny Bowles** 26:58

Okay.

Mm.

DL **Desmond Leo** 27:20

And then it finally goes to like the the the detailed technical things that that a little bundle up. So it's trying to give like a really thorough like understanding of everything before it makes the final recommendation.

It's not like you just give it a questionnaire, update it, and it goes. It's like you give it a questionnaire, it'll ask you like as many questions as it needs in order to then produce a questionnaire that's of good quality for you.

So I'm going to say yes, please redesign for the broader Europe.

North.

America and Asia trade audience.

Okay, so at Q, oh, but I think what you should do is open up the questionnaire now that you have, because maybe it'll...

DB **Danny Bowles** 28:12
Yeah.

DL **Desmond Leo** 28:16
So then at Q1.
Do you want the sustainable nutrition themes to become explicit measurement constructs in the questionnaire, even if it means complete?

DB **Danny Bowles** 28:28
Look, look at the one that I've created as opposed to already, or the one the old one.

DL **Desmond Leo** 28:33
Yeah, whichever one you gave us.

DB **Danny Bowles** 28:36
Okay, the one I gave you, got you, got you, got you.

DL **Desmond Leo** 28:38
Yeah, and actually I was, I opened up the wrong one, so just let me get that first.
Because you gave us.

DB **Danny Bowles** 29:11
Sorry, question is...

DL **Desmond Leo** 29:15
So the question is, do you want the six sustainable nutrition themes to become explicit measured contracts in the questionnaire, even if that means replacing more of the legacy sustainability and nutrition items rather than only mapping themes onto what is already there?

DB **Danny Bowles** 29:33
Do you want to do sex?

DL **Desmond Leo** 29:35
Can you can you clarify that question?

DB **Danny Bowles** 29:35
Research.

DL **Desmond Leo** 29:49
Okay, so there are two broad ways we could handle the thing. Option one is a light retrofit. We keep most of the legacy questionnaire as is. So example, use current sustainability importance items as rough proxies for root of change.

DB **Danny Bowles** 30:05
Interesting.
Can I confuse it and say, like, a bit of both? Like, we, we, we, like, how, how I would have, how I have designed, redesigned it is with a bit of both. It's a really good question.

DL **Desmond Leo** 30:31
So it says here, do you want me to treat it as a light virtual fit or a more explicitly theme-led redesign? I mean, that's a good question.

DB **Danny Bowles** 30:37
Yeah.

DL **Desmond Leo** 30:39
A bit of both.
Uh, how, I mean, what were you thinking in terms of the bit of both, like, uh, some...

DB **Danny Bowles** 30:49
With the foot of.

DL **Desmond Leo** 30:52
Like some of the statements are.

DB **Danny Bowles** 30:52

Keeping, keeping some of the legacy questionnaire, and indeed, if, if yeah, keep some of the legacy questionnaire in some of the later finding in some of the later questions, there are indeed proxies in there for the different themes, so they should be maintained.

and identified and maintained.

Plus, there should be more of a there should be a newer focus on on kind of the the six on the six themes.

DL **Desmond Leo** 31:25

Okay, so that's a good question. Get rid of both. Keep the items that match.

DB **Danny Bowles** 31:30

Yeah.

DL **Desmond Leo** 31:31

That match the six, the six themes.

DB **Danny Bowles** 31:34

Mhm.

DL **Desmond Leo** 31:36

Boost.

Uh, those themes with new.

Um...

Or is it with new measurements?

If we don't have enough to...

to explicitly.

Define the theme.

and remove ones that don't match to those themes.

DB **Danny Bowles** 32:13

No, don't do that.

DL **Desmond Leo** 32:16

If there are items that don't match to those themes, don't remove them, though.
ALL.

Let's keep them.

Like, yes, this means preserve as much as possible.

but add whatever is needed.

DB **Danny Bowles** 32:41

Mhm.

DL **Desmond Leo** 32:43

to properly.

Capture a thing.

Yeah.

DB **Danny Bowles** 32:49

Yeah.

DL **Desmond Leo** 32:57

I'll treat the direction as hybrid preserved legacy, where items generally support themes at stronger theme-specific measures, where coverage is weak and keep non-legacy, non-themes items. Okay. This approach is usually the safest to build an annual tracker, but it does create design risk if the six themes end up being measured unevenly. I'll keep that visible in the review.

So, for the six themes, do you want do you want each theme to have clearly named and reportable measurement blocks in the questionnaire, or is it acceptable if some themes are built from items spread across different sections?

DB **Danny Bowles** 33:29

Yeah, it can be built, spread across different sections.

DL **Desmond Leo** 33:49

All right, so now we're going to switch to the technical clarifications and keep it one question at a time. Should question two be asked when respondents rate the

product is rate the produced in a sustainable matter item in Q1 at 7 to 10? Reason the source routing shorthand is ambiguous and we need the intended trigger before the later redesign. Should question 2 be asked when respondents select produced? Yes.

DB **Danny Bowles** 34:13
Yes.

DL **Desmond Leo** 34:18
in items Q1 at 7 to 10. Does that make sense?

DB **Danny Bowles** 34:21
Yeah, yeah.

DL **Desmond Leo** 34:23
App.
Yes.
Okay, should Q12 collect one separate verbatim answer for each of its two prompts rather than one combined answer in covering both?

DB **Danny Bowles** 34:40
Yes, two, two, two separate.
But I'm a bit confused, like...

DL **Desmond Leo** 34:50
Wait, we can we can always go back to that one. What was the...

DB **Danny Bowles** 34:52
No, no, no, I'm sorry, but it's like...
So I've stated what I want and kind of redesign and everything. And now it's going to very technical questions on specific questions. Whereas it hasn't kind of made a judgement whether these are useful questions to have. So it's now going back into the flow of things. Like, has it made a judgement to say,

DL **Desmond Leo** 35:01

Yeah.

DB **Danny Bowles** 35:17

These questions I might ask about are very necessary. I assume it hasn't and it's going to go through the whole survey as I've given it, which I know a lot of it becomes irrelevant because it like I want to redesign it.

DL **Desmond Leo** 35:31

Okay, let's add that as a follow-up. We will add that as a follow-up in terms of something to review in the transcript.

It did ask a bunch of.

really interesting questions, but then didn't analyse the questionnaire in the context of those questions to make suggestions.

In in the flow.

DB **Danny Bowles** 35:55

Mm.

DL **Desmond Leo** 35:55

Which is true, like there's a bunch of statements related to the six themes. It didn't really say like, oh, we're a little bit light on this theme, so I want to add these items to it. But maybe that'll come up next. If it doesn't, we'll see. Okay, so the row label plant-based foods appears twice in Q19.

DB **Danny Bowles** 36:06

Mm.

Indeed, yeah.

DL **Desmond Leo** 36:13

Is that duplicate and functional, or should it should one of those those be a different concept?

DB **Danny Bowles** 36:14

Interesting.

Eh.

Remove, remove the duplicate.

DL **Desmond Leo** 36:29

And if the tracker is being redesigned for Europe, North America, and Asia, do you want QA1 to become a broader regional market qualification question rather than a fixed UK, Germany, none of these screener?

DB **Danny Bowles** 36:42

M.

Yes, a broader market qualification question.

And an additional question on the market in which the organization's highest turnover comes from.

DL **Desmond Leo** 37:08

Because we only want the high turnover.

DB **Danny Bowles** 37:11

No, I no, because currently it just asks where are you currently working?

I want, I think, a more interesting, but kind of an equally interesting question is, you might be working in Germany, but your highest turnover market might be the US.

DL **Desmond Leo** 37:39

Would be interesting to know.

that perhaps you might be working in Germany, but your highest turnover market is the US.

Um, I guess that turnover question wouldn't be as...

OK, G.

DB **Danny Bowles** 38:14

As I start to say, is it?

DL **Desmond Leo** 38:24

Boom, yeah.

DB **Danny Bowles** 38:25

Good, yeah, good question.

No, but you, like, the answer is, it doesn't matter.

DL **Desmond Leo** 38:38

It doesn't matter.

DB **Danny Bowles** 38:39

Yeah.

DL **Desmond Leo** 38:41

Okay, so you don't want to specifically screen for hospitality, retail, and manufacturing.

DB **Danny Bowles** 38:45

Noel.

DL **Desmond Leo** 39:01

Do you want 28 expanded so that it better reflects the broader B2B trade audience?

If the sector is not being, no, the classification, no, okay.

DB **Danny Bowles** 39:10

No.

Noel.

DL **Desmond Leo** 39:16

And you're aware that if the section is not being used to screen up people, the classification still needs to describe the audience cleanly, even for reporting an analysis. That's fine. Okay.

DB **Danny Bowles** 39:23

Yeah.

DL **Desmond Leo** 39:27

I.

Should 21 remain a forced rank top three action, or would you prefer a simpler format such as selecting all that matters and then asking for the single most important? And the reason, forced ranking can be useful, but it's harder to answer and maybe less stable for annual tracking if several items matter similarly.

DB **Danny Bowles** 39:45

Yeah, good question, but not try to maintain the like the tracking of this question.

DL **Desmond Leo** 39:57

So that's.

Keep the forest rank.

Yeah.

And should the binary gender question stay as a legacy for comparability, or would you like it modernized?

DB **Danny Bowles** 40:15

Modernized.

DL **Desmond Leo** 40:26

And for the added highest turnover market question, do you want respondents to choose one market from a list or answer in an open text field?

DB **Danny Bowles** 40:35

One marker from a list.

DL **Desmond Leo** 40:43

I wonder if it's going to do a follow-up or if it's just going to create the list.

DB **Danny Bowles** 40:45

Yeah.

DL **Desmond Leo** 40:47

Should the market list be a list of individual countries or a higher level list of regions such as Europe, North America, and Asia?

DB **Danny Bowles** 40:54

Yeah, really, really good question. Higher level list of regions.

DL **Desmond Leo** 41:11

And should the respondents select the region where the organisation currently has the highest turnover overall, or specifically the highest turnover for food and drink?

DB **Danny Bowles** 41:23

Should be one of the same, so just say the highest turnover overall.

DL **Desmond Leo** 41:31

Yeah.

Okay, so the current questionnaire reuses the visible ID QA12 for two different demographic questions in the older version of this workflow family. If we encounter duplicate visible IDs during redesign, are you happy for me to renumber them cleanly? Yes.

DB **Danny Bowles** 41:50

I think it's got it's mixed up with the meat meat monitor there. There is no QA 12 and what I shared.

DL **Desmond Leo** 42:01

There is no QA12 in this system in bold.

nutrition questionnaire. Can you review?

Okay. For the modernising gender question, do you want it to remain a single choice demographic item with an expanded response list? Or would you prefer to remove it entirely if it is not strategically important? You already said it you wanted modernized. This is just to decide up front whether to update it or cut it. Oh, I see. Okay.

DB **Danny Bowles** 42:57

Yeah.

DL **Desmond Leo** 42:58

I'll keep it.

DB **Danny Bowles** 42:59

Keep a chair. Again, like that flow is kind of what I'm getting at before. It's like getting into the technicals of a question.

Like, how do you want it to look? And then the question comes is, do you want to include it at all? Like, in terms of how I would think if you're looking for, it's like kind of, I'm not interested for the first part of, you know, is this a single code? How exactly is this a top three or how exactly it's going to be answered? What I'm interested in is the flow.

DL **Desmond Leo** 43:17

Yeah, that's...

DB **Danny Bowles** 43:34

What are we covering in the 1st 10 questions, then the next 10? I've just picked 10 as an example, but it's kind of, okay, where are we going from and to? So.

DL **Desmond Leo** 43:39

Yeah.

Yeah, it's kind of doing a strategy pass and then a technical pass and it's going through all the questions again. It really needs to like one question at a time. Do we want this? Do we want to modernise this question? Cool. Do we want to keep it or delete it? You know, all in one in one package rather than go over the list. Okay.

DB **Danny Bowles** 43:50

Yeah.

Mm.

Yeah.

And if I'm thinking of kind of, if I'm coming up with blank, if I've got nothing, if I've got a blank sheet of paper I'm coming with, I think I would imagine this is, this is a different, a different experience. But certainly I'm not, if I'm coming with a blank sheet of paper, I'm not expecting it to ask me

DL **Desmond Leo** 44:16

Yeah.

DB **Danny Bowles** 44:23

Okay, do you want the gender question to be, it's not going to go through every demographic, everything, like do you want the gender question to be modernized?

DL **Desmond Leo** 44:29

Well, I don't, yeah, I don't think in this.

I don't think in this case it will go through every single question. Because I got it to only pull out the high priority ones. Let's, okay, let's continue. Are you happy? Wait. Are you happy for that update to use standard inclusive gender response lists, or do you want board via specific ordering?

DB **Danny Bowles** 44:50

Yeah, you use standard.

It's also like I know we found out yesterday.

It offers a yes-no question and then says, or do you want this?

Like that can be, and yesterday we just said yes. And it said, which exactly do you want?

DL **Desmond Leo** 45:20

Oh yeah, that's a good point.

DB **Danny Bowles** 45:20

It is, it's kind of, the question should be a kind of very clear binary, this or this.

DL **Desmond Leo** 45:27

Yep, yep, yep, yep, yep, okay.

DB **Danny Bowles** 45:30

For the reason I may, if you want.

For the recent main market.

No, the region, the country rather than the region they work in.

DL **Desmond Leo** 46:03

Should the added highest turnover stay at Regan? Yes.

DB **Danny Bowles** 46:05

Yes.

Again, sir, yes, it should be.

DL **Desmond Leo** 46:18

And do you want the six sustainable nutrition themes introduced, and should they responded explicitly by name, or should they be stay as an internal analytical framework?

DB **Danny Bowles** 46:29

They should be explicitly named in the questionnaire.

Sorry, actually, can you ask, use best judgment?

Or does that, is it does it work like this, like?

DL **Desmond Leo** 46:43

Yeah, you can. What are your suggestions?

DB **Danny Bowles** 47:36

Okay, I like the middle ground option. I am...

What we do, like, the challenge will be by not naming them explicitly.

is it will be length of survey, which needs to be maximum 15 to 20 minutes.

DL **Desmond Leo** 48:03

Sorry, the challenge will be by not naming them specifically, the length of the shipping we might get too long.

DB **Danny Bowles** 48:06

What?

Billing.

Yes, because it's suggesting to do multiple items to represent AI and personalization and routes of change, whereas you could just do it in one.

And.

The other challenge is to test specifically where or how Ireland performs.

DL **Desmond Leo** 48:28

App.

So, and then, so should I say we have a hard constraint of of.

Fifteen minutes for the questionnaire that we forgot to mention.

And with the 15 minute limit, would you rather have fewer stronger measures per theme so all six themes are covered or deeper measure for fewer themes if time gets tight?

DB **Danny Bowles** 49:21

Fewer, stronger.

DL **Desmond Leo** 49:40

This makes it more important to remove weak or redundant items rather than only asking new ones. Otherwise, the tracker will struggle to stay with the length.

DB **Danny Bowles** 49:47

Sure.

DL **Desmond Leo** 49:49

Okay, if we need to make space for those stronger themes, are you comfortable with cutting or shrinking lower value items? Yes.

DB **Danny Bowles** 49:55

Yes.

Okay.

DL **Desmond Leo** 50:01

And do you want all six themes to carry roughly equally important some tracker or some core themes that you should get measurement space and others if you if we have time to prioritize?

DB **Danny Bowles** 50:10
Equal importance.

DL **Desmond Leo** 50:15
Also, the 15 minutes is a guidance; that's fine, let's just see, let's continue.
And so for the redesigned country question, do you want the respondents to choose just one current working country or should they be able to select more than one if they genuinely cover multiple markets?

DB **Danny Bowles** 50:42
No one.

DL **Desmond Leo** 50:46
One country.
Do you want the existing sustainable nutrition definition questions kept as legacy context, or should they be rewritten?

DB **Danny Bowles** 51:01
And.
Rewritten.

DL **Desmond Leo** 51:15
And should the rewritten section focus on whether buyers recognise the value of the idea of sustainable nutrition practise rather than asking them to divine the term in their own words?

DB **Danny Bowles** 51:26
Yeah.
Sorry, the first one.

DL **Desmond Leo** 51:30
Yes.
Focus on.
Oh, currently one uses 20 row 10 point importance grid. Do you want to keep the

broad format and trim the rows or move to a shorter, more focused measurement approach? This is one of the biggest contributors to surveillance, so it matters for the 15 minute count.

DB **Danny Bowles** 52:10

Yeah, agreed.

Trim the rows, what does that mean? It trimmed the ohh, yeah, sure, okay, yeah, a short, yeah, a shorter, more focused measurement approach.

DL **Desmond Leo** 52:19

Is it is it is sorry is Q is Q on a grid?

So, trim the rose.

DB **Danny Bowles** 52:40

Mm.

No, so it's not just trim the rose, it's a more focused measurement format.

DL **Desmond Leo** 52:43

Wait.

Do you want to keep the broad format and trim rows or move to a short? Oh, I see.

Okay.

DB **Danny Bowles** 52:52

I.e. rather than ranking each out of 10, each of the 20 out of 10, you rank, you just pick your top three or whatever.

DL **Desmond Leo** 53:03

Mm.

And should those long future looking sustainability nutrition batteries also be replaced with shorter theme aligned measures rather than just edited down? If Q1 is being reworked for focus and length, these later batteries are the next biggest place where the survey could be simplified.

DB **Danny Bowles** 53:26

M.

Q 19 and 20 rows should stay the same.

M.

Bush.

And.

can drive a quicker.

Kind of what's the word? Ranking approach.

Should these future?

DL **Desmond Leo** 53:57

I mean, it's...

DB **Danny Bowles** 53:58

So at the moment, you have to rank 20 items for both of these questions out of five.

We need to keep those 20 items the same, but not have them ranked out of five.

Like, the approach would be keep the rows the same, but have a new way of identifying importance.

DL **Desmond Leo** 53:59

App.

Yeah, OK.

DB **Danny Bowles** 54:19

It takes less time.

DL **Desmond Leo** 54:31

And would you prefer a lighter binary style task such as important, not important, or pick and prioritise approach such as choosing the most important items?

DB **Danny Bowles** 54:39

You can prioritize.

DL **Desmond Leo** 54:51

For each of those lists, do you want respondents to pick their top three or a different number?

DB

Danny Bowles 54:56

Um, what, whatever you suggest.

DL

Desmond Leo 55:05

I'd recommend up three.

DB

Danny Bowles 55:11

Yeah, that's what I did as well.

DL

Desmond Leo 55:26

Do you still want question 21 to stay fully forced to rank of first, second, and third, or would you prefer it aligned with the same letters, pick three, style?

DB

Danny Bowles 55:34

Let's keep it ranked one to three.

I'm gonna need to head off in 5 minutes, Lesley.

DL

Desmond Leo 55:44

Okay, I think hopefully we're going to be done soon.

DB

Danny Bowles 55:56

Jesus Christ!

DL

Desmond Leo 55:57

Do you want a full country list across Europe, North America, and Asia, or curated as?

DB

Danny Bowles 56:03

Carey a list of priority countries.

Think of major European markets, USA and top Asian markets.

DL

Desmond Leo 56:25

Uh...

Include Canada. How many questions left?

There are roughly 3 to 5 meaningful clarification questions. Okay, fine.

DB **Danny Bowles** 56:42

Okay.

Put that in, it knows that.

DL **Desmond Leo** 56:46

Do you?

DB **Danny Bowles** 56:48

Small curated list of major markets.

DL **Desmond Leo** 57:01

This gender question has been like 5 questions. Yes.

Three for five, if early sustainable nutrition section is rewritten in shorter practical recognition and value sections, are you comfortable dropping the current open and definition questions entirely?

DB **Danny Bowles** 57:21

Yeah, good, like, really important question.

keep at least one of the open ends, identify which you think is the most important.

5B. Oh, I did the same one.

DL **Desmond Leo** 58:06

Yes.

For the pick new three format, do you want respondents to just select the top three items or select them and rank them with each within each question?

DB **Danny Bowles** 58:21

I.

No, just select up three.

DL **Desmond Leo** 58:32

Are you happy for the curated working country list to include another country? Yes.

DB **Danny Bowles** 58:37
Yeah.

DL **Desmond Leo** 58:41
Half of the region.

DB **Danny Bowles** 58:42
Yes.

DL **Desmond Leo** 58:43
Yes, I'll just go over some of these simple ones you can answer.
Do you want select most three most important or short agree disagree still?

DB **Danny Bowles** 59:00
Select 3 top important.

DL **Desmond Leo** 59:11
Few of the six themes measured mainly through a new reading design closing questions with open ends only used sparingly for color.

DB **Danny Bowles** 59:22
No, this seems to be measurement either.
Yes, I find it hard to disagree with that question. Do you want the 16th united mainly through new or redesigned?
No, like prioritize, prioritise close ended.

DL **Desmond Leo** 59:51
Only about one or two items remain when we add new theme measures.

DB **Danny Bowles** 59:54
Nice.
Wherever they fit best.

DL **Desmond Leo** 1:00:10

I think when it says there's one or two things, I think it's like, okay, that's going to impact like 3 questions and it starts asking questions.

DB **Danny Bowles** 1:00:16
Hmm.

DL **Desmond Leo** 1:00:22
Yes.

DB **Danny Bowles** 1:00:26
Oh, nice. Okay.

DL **Desmond Leo** 1:00:40
All right.

DB **Danny Bowles** 1:00:41
Cool, I think, as a flow.
Especially as I'm giving it something, I've given it what I wanted to do. Obviously, the constraint on time limit, I didn't think of before because I don't know, I didn't see it specifically called out in one of the questions. I think it's important that that gets called out because make sure people are answering that because I can imagine it was just saying it was just going to add a load of things into what's already there.

DL **Desmond Leo** 1:01:07
Yeah.

DB **Danny Bowles** 1:01:07
So, it's not kind of doing much of A trade-off from the beginning, as I kind of, as it works out the first kind of what my priorities are, and here's the file I have.
I'd be in, I'd want to hear like, what is its first feedback on? I would I like almost to say these are the questions that I that are most important and list them according to your according to your so it had a it had a blurb that said like,
Here I see is the most important challenges or things with this questionnaire. And that was a useful and very good review of it. What I would then be interested as part of that is say, here are the questions I think are most important that that shouldn't be

changed or should be concentrated on our focus. Here are the questions that I think are.

unimportant and can be removed because that almost gets us a starting point to say.

DL **Desmond Leo** 1:02:02
Yeah.

DB **Danny Bowles** 1:02:07
already to start kind of structuring it. So it's kind of, again, we're talking at a higher level at first as opposed to getting into the...

DL **Desmond Leo** 1:02:14
Yeah.

DB **Danny Bowles** 1:02:14
gritty of how exactly is my gender question going to be asked.

DL **Desmond Leo** 1:02:17
Right, it jumps into the technical a little bit too quickly. And then also it like does several passes of the technical. So then you're answering like 5 questions around the same thing. But okay, cool. I'm going to...

DB **Danny Bowles** 1:02:21
Mm.
Mm.

DL **Desmond Leo** 1:02:36
Print out the questionnaire when you've got and send it over to you once it's once it's ready so that you can take a look. But we'll take the transcript, we'll update it.

DB **Danny Bowles** 1:02:41
Nice one.
Class.
Okay, probably be next week because I'm off tomorrow and obviously Monday's out there, but it'll be next week, yeah.

● **Desmond Leo** stopped transcription