

Max Diff Review-20260708_151737-Meeting Recording

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1h 41m 55s

● **Fernando Guevara** started transcription

OA **Oriol Altisent** 0:03

at least repeated.

So, uh...

That's what the respondents say, this kind of question, where we ask if they like, if they find it appealing, what they find important, and we ask what is most and what is least. And we have a list of options. The good thing of MassDix is that help us to better discrimination on the items. Normally if you ask, we're going to see it now, but when you ask rating questions or ranking questions is difficult for the respondent or the discrimination is lower. Here we are forcing this kind of trade-off, we obtain a better discrimination.

There's also no bias, no cultural bias. You can do a max in different countries and the people is not going to interpret different the rating scale. That's something that sometimes happen that people pick always use only the numbers on the top of the scale, people and the lowest with the

DL **Desmond Leo** 1:04

Yeah, there.

OA **Oriol Altisent** 1:07

with a max if that's something that don't happen. And also the nice thing for derived important, you can do it with a regression model, but then you need to link all the items to a brand. And here is brand neutral. So there are things that currently are not in the market that can be tested. So for example, if in a category there is...

no innovation and people think that innovation is important. People can verbalize it here. Innovation is important. If you do it in a regression model, there is no brand offering. Innovation is something that you're never going to find there. Innovation is going to be not important in a regression model.

So, that's one of the...

DL **Desmond Leo** 1:47

Sorry, wait, sorry, innovation is not going to be important in a regression model because you have not explicitly listed innovation as something to run through regression.

OA **Oriol Altisent** 1:57

If it's something that no brand have, because it's not in the market, it's not in the category. So imagine that I put the example of innovation, but anything that that category doesn't have is my category that don't have innovation. You show 5 brands, no brand have innovation, no one is assigning innovation.

DL **Desmond Leo** 2:02

Oh, I see.

OA **Oriol Altisent** 2:14

to any brand. So there is not going to be variability or differentiation in innovation between amongst brands. So you cannot derive an importance from there. It's going to say, the model is going to tell us innovation is not important because you are not choosing any brand because innovation, because it's not in the category. Here,

DL **Desmond Leo** 2:30

Okay, right, yes, of course.

OA **Oriol Altisent** 2:33

As the MaxDiv is brand neutral, you can you can test it and find the importance of innovation. So, it's one of the advantages of MaxDiv. This is how a MaxDiv typically looks, and what they see is this kind of task repeated in a number of times. Normally, at maximum 12, 15 times it would be what we recommend to show.

And why we not use a rank or rate, because a rank sometimes can be quite difficult to rank when you have a lot of items, despite this kind of discriminating the ranking, but can be painful and difficult to rank statements. Your wife can say select the top three, but then you are missing the information from all the others.

And also, despite these top three, if the list is so long, is also kind of difficult to rank.

Rate is quite flat, so something that you we always need to avoid is using ratings, but

so when you say what's important from these 10 items and you have to rate item by item.

Normally what happened that everything is important. So there is no discrimination when you want to report is quite kind of sad. So you prefer not to using. And then there is the problem with different people using the scale in different ways. From some people, an 8 in a scale from 2 to 10 is a very high height mark and for other people an 8 is a very terrible mark, especially when we work in different countries.

And max diff is more differentiating, is more easy to answer than a ranking, and it's kind of simple. So here an example of ranking. You have these five items. If I ask you to rank them, it's quite easy. And you will never going to use a max diff when you have only 5.

items because he's going to be over killing the mythology with a ranking is simple enough. But what happened when you include 25 items? So now it's very difficult to rank these 25 items and it's going to be quite long. So that's better to create a max div that is easy again, you're asking.

easier screens with five statements per screen, where you can see, you can say which one you prefer most and which one you prefer least. So this is basically what I'm active.

DL **Desmond Leo** 4:56

And.

And, and it is the is the intent to...

OA **Oriol Altisent** 5:01

Oops.

DL **Desmond Leo** 5:03

get every single variation on screen that you can most or least or.

OA **Oriol Altisent** 5:09

No, when we create the design that we're going to see later, we're going to see that not each respondent needs to see all the variation. What we try to see is each respondent need only to see maximum, what we look for, they see each item three times. That's the ideal scenario.

and then we try to repeat. So the idea is that then when we do the analysis, we are borrowing information from different users, for different people who's answering, and that help us to have a complete ranking of preferences.

Because you can imagine that the combinations of five items or 25 items picking 5 by 5 is is is you're not gonna you're not gonna finish in answer answering all those combinations that will be very, very painful. So, what what can be test if we look here at Empathy? Basically, what we test is...

needs, drivers, benefits more or less is this, but we can we can we can test different things. We can test concepts, flavors, pack designs, claims, messages in my previous company was used a lot for claims and messages. Here is used less for service attributes.

So that is normally one sentence where we compare that can be a claim, can be a need, a driver, but also can be an image. But maybe that's something that you need to bear in mind that.

It happened less, but if you want to test concepts, sometimes you want to show different image and select the one that is most or least appealing.

IS

Ivan Soriano 6:46

And it will be a multiple set of images.

OA

Oriol Altisent 6:46

On there.

Well, if, if we're gonna, if we're gonna show images, it's gonna be maximum 5-6 per screen, uh, and this.

IS

Ivan Soriano 6:56

Yeah, no, but on the same on the same row, a group of images.

OA

Oriol Altisent 6:58

What?

Yeah, a group of images where you have to select the one that you prefer and the one that you prefer less or dislike.

IS

Ivan Soriano 7:01

I never.

Yeah, OK. Yeah.

OA **Oriol Altisent** 7:09

Yeah, that's, and yeah, and the basic rule here is not mix claims with needs, or so basically that you need to be talking the same in the same in the same set, despite well, you can also use.

As as to in a dirty way to use to test pricing, you can also include it. You can include a lot of services and different price in the middle. What you prefer in an airport to have?

Uh, a quick uh.

quick boarding, extra luggage, or a discount of 10 pounds. So then you can also test prices there and see, okay, how much they would pay for that service. That's also something that sometimes you can break that rule of always.

people lead teams on the same category.

And then here we can see what MaxDiff can tell and cannot tell us, because sometimes there is some confusion. MaxDiff can tell you which items wins, which is your strong and weakest preference, but always in the least that you test, the relative preference or the relative importance, what is

relatively more important or less important. You can say this item is double preferred than this other. You can find different segments and try to find priorities among segments. And then you can also use it for diagnosis, follow-ups like a TORF analysis. But what is not telling us is the absolute appeal. If I'm giving you a list of things that you hate, despite I'm telling you what is the one that you prefer, in reality, you don't prefer any. So you're going to have a ranking of the things that you prefer, but that doesn't mean that is an absolute preference. So for that reason, sometimes we include a

an extra question to obtain that absolute preference. Same, we don't know if you're going to buy it or not buy it in market demand or you cannot directly compare different groups. Because as we mentioned, maybe one group lost the category. and they are very engaged and they prefer everything. And the other group hate the category, never going to buy anything in that category, but they get forced to answer. So despite they have a priority in their list, that doesn't mean that they prefer it more than the other group.

DL Desmond Leo 9:47

Like who is your who is your favorite conservative candidate? Then when they go to vote, they vote liberal because they're liberal and it did not vote. Okay.
Yeah.

OA Oriol Altisent 10:04

Say that the liberals have a are gonna vote to to the top candidate is.

DL Desmond Leo 10:07

Yeah, they can work for him. Okay.
Is it always just one question afterwards that gets the absolute appeal? Or is it... sometimes a series of questions or maybe it's not as clean cut as we need to understand absolute appeal. There has to be like three other different categories of.

OA Oriol Altisent 10:17

Mm.
There is different ways to do it. There's a traditional way, we call it the indirect way, that after each max diff question, you ask a follow-up question saying, okay, do you like all those items, some of them or none of them? That's one question that you ask after each max diff task.
So you have 15 tasks, you have to ask this question 15 times. That's one option. The other option is you show all the statements or a subset of statements and ask them if they if they like the statement, if they if they don't like it, ask them to write them. So you can you can ask this follow-up question for
All the statements can be in one row or after each task question.

DL Desmond Leo 11:10

OK.

OA Oriol Altisent 11:11

But I mean, it's something that we normally don't include, but this potentially we're going to use more in the future.

DL Desmond Leo 11:16

Sorry, sorry, so the two options are...

The 3 options are...

FG **Fernando Guevara** 11:22

Rust.

DL **Desmond Leo** 11:23

In between.

Option one, in between every single time you ask a max diff of least or most or least favorite or whatever, you follow up questions saying, yeah, but would you buy it? Or after each time you ask it, you ask a different type of question.

OA **Oriol Altisent** 11:37

Mm.

Yeah.

DL **Desmond Leo** 11:44

So it'll go exercise question, exercise question, exercise question, or it'll go exercise, exercise, exercise, exercise, exercise, and then question.

OA **Oriol Altisent** 11:44

Okay.

Yeah.

And then question, yeah.

DL **Desmond Leo** 11:54

OK, those are the two options, OK?

OA **Oriol Altisent** 11:56

That the option and that question can be at the beginning, at the end, or in a completely different model of the of the survey. But yeah, that's the idea. Here you have why to ask this absolute metric is basically to have this, the absolute importance of the absolute value instead of having this kind of relative value. So then you can start quantifying in the market if the people is going to buy the product. If not,

DL **Desmond Leo** 12:04

Okay.

OA **Oriol Altisent** 12:18

You're going to like it. And the idea is this direct approach, a separate absolute question for the full list or a subset that you ask directly to rate from one. If you don't have a lot of items, maybe you're going to rate them. If you have a lot of items, it's going to be.

you like it or dislike it. You select the items that you like, for example, select the items that you consider important or the ones that are relevant for you. That's the idea of the direct approach. The indirect or anchor it is this extra question after each task which you ask.

From that list that you have seen, these five items, do you like none, some of all of them? That's the idea of the indirect approach. This is the one that has been used traditionally in South Tooth software, that is the traditional software that people use for analysis.

The direct approach is more recent, and I think it works better.

DL **Desmond Leo** 13:20

Mhm.

OA **Oriol Altisent** 13:21

Mm.

And what do we need in the platform? So the question, wording, if we are talking about appealing, important, or motivating, and that kind of thing is kind of relevant. We cannot use always the same framework, depending on the study. The item list, what we are going to show or display can be images, as I mentioned, is quite rare. But it is an option, so I wouldn't prioritize images, but just let you know that can be an option.

The items that we're going to show per screen, the number of tasks that the respondent is going to answer, and the number of persons. Because they need to answer 10 tasks, that means that we will have 10 questions. And then there is the design rules. Now we're going to show you an example of design.

But basically what we have there in the design is that the version, the task, and the

number of statements that we show per screen and the order. And then there is some optional add-ons that is if there is this anchor question, a follow-up question. Sometimes it's important to have a count of which items have you selected as most preferred or at least preferred? So then we can have a follow-up question asking, okay, open-end question, you mentioned that you like that item, can you explain us why? So this kind of follow-up question is also something that is typically in Microsoft.

DL **Desmond Leo** 14:51

Uh, that's the follow-up per exercise or the follow-up per the entire max diff.

OA **Oriol Altisent** 14:55

Yes, for entire, so, so you have, you have when you finish the, for example, there is an item that you selected a stop two times or three times. So, we're going to follow up question about it. Why do you select that item? Why do you like that item? What do you find attractive of that? So, that's a...

DL **Desmond Leo** 14:59

Okay.

So, so, so at some point, we need to track.

OA **Oriol Altisent** 15:17

Yeah.

DL **Desmond Leo** 15:17

If some if something has been selected as a top multiple times.

OA **Oriol Altisent** 15:21

Yeah.

Yeah, Bargain.

IS **Ivan Soriano** 15:22

Is that is that follow up any type of question?

OA **Oriol Altisent** 15:26
And Norway's an open.

IS **Ivan Soriano** 15:27
In which you are just typing the the the.

OA **Oriol Altisent** 15:29
No, yeah, you need to pipe it, and normally it's an open-end, an open-end question, explain it.

DL **Desmond Leo** 15:31
No.

IS **Ivan Soriano** 15:33
Yeah, but normally doesn't mean always.

OA **Oriol Altisent** 15:36
Doesn't, doesn't mean always.

IS **Ivan Soriano** 15:37
So the editor must be prepared so you can create after the max if any sort of question, piping the most appealing ones or the least appealing ones as an array or both of them. So we need to have a pipe that collects all those

OA **Oriol Altisent** 15:47
Yeah.
Yeah, yeah, and not, not.
Yeah.

IS **Ivan Soriano** 15:56
good ones and send them as a text or any other question at any other points.

OA **Oriol Altisent** 16:02
Yep.

DL **Desmond Leo** 16:03
I have, like, I have a...

IS **Ivan Soriano** 16:03
Okay.

OA **Oriol Altisent** 16:04
But, but this is not, this is not something that is happening very often, is happening from time to time.

DL **Desmond Leo** 16:09
Okay.

IS **Ivan Soriano** 16:10
Maybe not for version one of it, but we have to add it.

OA **Oriol Altisent** 16:14
Yeah, it's not a priority, but that's something that is good to bear in mind.

DL **Desmond Leo** 16:18
So.

FG **Fernando Guevara** 16:18
I would like to know another, let's say, like practice is applied to MaxDiff in terms of what options are commonly applied. Let's say, for example, I will assume that randomized options are correct.
common option that apply to MaxDiff.

OA **Oriol Altisent** 16:41
No.

FG **Fernando Guevara** 16:41
Um, no.

IS **Ivan Soriano** 16:42
From the nice agents.

FG **Fernando Guevara** 16:44
Run them, yep.

OA **Oriol Altisent** 16:44
No.
In MaxDiff, we never randomize anything. Everything comes, and that's one of the mistakes that we did in recent MaxDiff here. We create a design and everything needs to follow the design. Everything is, everything is randomized in the design and that's the idea of the design. So we create that.

FG **Fernando Guevara** 16:48
Mmh.
Mhm, mhm.
Ohh.

IS **Ivan Soriano** 17:04
Okay, but when you're saying on the design rules, the randomization, what do you mean with that?

DL **Desmond Leo** 17:10
But there's math behind it, right? Like, I'm guessing.

OA **Oriol Altisent** 17:13
Yeah, everything comes in inside of the design. The position comes in the design, the randomization comes in the design, and the prohibition comes in the design. So, it's something that you're going to have a design and you need to follow that design. You don't need to implement any

FG **Fernando Guevara** 17:19
Mhm, mhm.
It's OK.

OA **Oriol Altisent** 17:30

Any provision on the on the scripting, no randomization on the scripting, and not change the position of the elements on the scripting. Everything comes in the design rules.

FG **Fernando Guevara** 17:41

And those, ohh, interesting.

DL **Desmond Leo** 17:41

And what's the better solution? Is the better solution that...

IS **Ivan Soriano** 17:42

Okay.

DL **Desmond Leo** 17:48

The design rules are designed outside of the platform, or should they be programmatically inserted in as soon as you say, like, here's my list of 20. I've calculated the number of exercises and the number of options I want to show per screen. Design something for me and then just stick with that design.

Like, is it normal for the platform to handle that, or is it normal for you to do the work and then import?

OA **Oriol Altisent** 18:10

The normal procedure is we create the design, we send the design to to whoever needs to to create the script, and they apply it. And the same, the same when we're going to do the calculations and all the, because the design is very important and we're going to use it later when I need to do the calculations.

DL **Desmond Leo** 18:24

Okay.

IS **Ivan Soriano** 18:24

Okay.

OA **Oriol Altisent** 18:32

So it's very important that it's being respected and it's going to be always the same.

DL **Desmond Leo** 18:37

Is.

IS **Ivan Soriano** 18:37

Okay, I think I think I'm missing a bit the point of this design thing. Because I see a question type, you have 20 options, you want it in four tasks, that means that means five options per task.

DL **Desmond Leo** 18:42

So, so.

OA **Oriol Altisent** 18:51

Hmm.

IS **Ivan Soriano** 18:51

If you mark the object as randomized for every user, those five groups will be different based on those 20 options. All of that is configured through the editor. I don't see the design.

DL **Desmond Leo** 19:00

No, it won't.

OA **Oriol Altisent** 19:01

Yes.

DL **Desmond Leo** 19:05

No.

IS **Ivan Soriano** 19:06

Part of it.

OA **Oriol Altisent** 19:06

But, uh, do any of it?

DL **Desmond Leo** 19:07

So, let me, let me, let me try and take a stab at explaining, maybe, oh, actually, what makes a good design? No, I, so I think what's going to happen is, let's say you've got...

OA **Oriol Altisent** 19:16

I.

DL **Desmond Leo** 19:22

the four with the five and they see 20 options, right? Yeah, sure, they see 20 options, but across 2000 people, each of those people are going to see a different design. So you're going to be able...

IS **Ivan Soriano** 19:34

But that different design means that randomization is going to be different for those 100 people.

OA **Oriol Altisent** 19:40

A different version, this is this is a design.

DL **Desmond Leo** 19:40

But the. Yeah.

IS **Ivan Soriano** 19:42

App.

OA **Oriol Altisent** 19:44

For example, here we are showing.

We're showing six options in one screen, and for each for each respondent, it's going to answer 10 tasks.

IS **Ivan Soriano** 19:51

Yeah.

OA **Oriol Altisent** 19:59

Ten screens, so each respondent is gonna say...

IS **Ivan Soriano** 19:59

Okay.

Ten of those.

OA **Oriol Altisent** 20:05

10 of those with six elements in each one.

FG **Fernando Guevara** 20:09

Ohh.

OA **Oriol Altisent** 20:11

So how many versions do we have? We have 100 versions. So each respondent, either each respondent is going to see one version. But if you have 100 respondents, each respondent is going to see a different version. You have 1000 respondents, each respondent is, each version is going to be shown by 10 respondents, yeah.

IS **Ivan Soriano** 20:30

Yeah, but each version basically means that every time I randomize those options, that's a new version.

DL **Desmond Leo** 20:36

No, but you don't randomize it. What he's saying is you don't randomize it. He's saying he randomized it, pre-randomized it for you and says, now you follow this. Now, if you...

OA **Oriol Altisent** 20:38

Yep.

FG **Fernando Guevara** 20:44
He's on the inside.

IS **Ivan Soriano** 20:44
He creates, he manually creates 100 different sets of options instead of just being automatically randomized.

OA **Oriol Altisent** 20:48
Yeah.
Yes. Yeah.
Exactly, because to create this 100 set of options, uh...
The program is thinking for half an hour or one hour. He's creating like 1000 or 2000 possible options. And then the program select the one that is following all the rules that we show here.

FG **Fernando Guevara** 21:17
Okay.

IS **Ivan Soriano** 21:18
Okay, so, okay.

OA **Oriol Altisent** 21:19
They need they need to be balanced, and it's not easy. If if if you use a randomization, it's not going to work as well. If you use once you do a randomization and you try to check these things, you're going to see that this not happen. And this is something that needs to happen. Like each item needs to be shown similar number of times.

FG **Fernando Guevara** 21:20
Ohh.

OA **Oriol Altisent** 21:38
pair respondent, pair version, and looking all the versions together. Each pair needs

to be seen a similar number of times. So all this thing needs to happen. And if you do a normal randomization, you're going to see that it's kind of unbalanced.

DL **Desmond Leo** 21:49
Right.

IS **Ivan Soriano** 21:49
O.K.
Yeah, yeah, yeah.

OA **Oriol Altisent** 21:57
And, and that's that's the reason we create this kind of designs.

DL **Desmond Leo** 21:58
So.

FG **Fernando Guevara** 21:58
Mm.

IS **Ivan Soriano** 22:01
OK, and that's something we have to integrate into our app, this one, or that, OK?

OA **Oriol Altisent** 22:05
No, no, no.

DL **Desmond Leo** 22:05
I don't know, so I guess that's the question for Oriol. So I'm guessing it's probably too complicated for us to actually build a system that can do this.

IS **Ivan Soriano** 22:08
Yeah.
Yeah, you can see if the system he is using is taking one hour to generate every possible balanced position and connectivity combination. We cannot replicate that just because there will be complex logics on it, for sure.

DL Desmond Leo 22:14
Like I see, that sounds very, very complicated.
Yeah.

OA Oriol Altisent 22:21
Gary.

DL Desmond Leo 22:29
OK.
So what, okay.

OA Oriol Altisent 22:31
Yeah, I said, I said, I said one hour maybe is 20 minutes, depending of the number of statements, but yeah, yeah, right.

IS Ivan Soriano 22:35
Yeah, anyway, anyway, but there is very complex combination checkers that are happening in there that we may not be able to replicate. OK.

OA Oriol Altisent 22:42
Yeah.
I think it's not worth. And then the position of balance. So each item is to be shown in the same position, in different positions, the same number of times. It cannot be that an item is always shown the first, because normally when it's shown the first, it's selected more often. So that

DL Desmond Leo 22:56
In.

IS Ivan Soriano 22:58
And then that tool generates 1000 versions of it and you pick 100 of them?

DL Desmond Leo 23:04
No, I think I think they're generating one system that follows these four rules. And so

the math behind it is it generates all the different versions, and then it finds the one that both that best reflects each one of these rules, I think.

OA **Oriol Altisent** 23:04

Uhh...

Exactly.

IS **Ivan Soriano** 23:17

Yeah, but this is not you or your manually getting the 100. OK, at some stage, at some stage, you get 100 out of that, and that's your design.

OA **Oriol Altisent** 23:19

No, no, no, I'm not doing it, not doing it.

FG **Fernando Guevara** 23:22

Mmh.

OA **Oriol Altisent** 23:25

Yeah.

Yeah, that's that's that's the program thinking and doing doing the work. The only thing we have to do is to check that the design follow these the rules at the end.

IS **Ivan Soriano** 23:28

Okay.

So, whole system somehow needs to be able to be fit with that design.

FG **Fernando Guevara** 23:38

The rules show.

IS **Ivan Soriano** 23:43

And just and render the 100 versus one different for each one of the users.

OA **Oriol Altisent** 23:48

Yeah, that.

DL **Desmond Leo** 23:48

It's not it's.

IS **Ivan Soriano** 23:49

Is that a rule or can multiple users set the same design?

OA **Oriol Altisent** 23:52

That, that.

Multiple users can see the same design. They, yeah.

IS **Ivan Soriano** 23:57

It has to be balanced as well.

DL **Desmond Leo** 23:58

Yeah, because imagine there's 100 versions of this, we've got 1000 people, so then each person, each of the thousand, you should get a distribution of 10 each, right?

OA **Oriol Altisent** 24:06

No.

IS **Ivan Soriano** 24:06

Okay, so that is Matthew has even distribution by default on it.

OA **Oriol Altisent** 24:10

The only, yeah, the only thing that is randomized is the version that you're gonna you're gonna give to the.

DL **Desmond Leo** 24:11

By default, based on the versions, yeah.

IS **Ivan Soriano** 24:17

Yeah, but it has to be even. So every version has to be seen the same kind of the same number amount of times.

OA **Oriol Altisent** 24:21

Yeah, but if it's if it's if it's randomized, the the version is gonna be kind of even if you have 1000 number of respondents, each each version is gonna be shown around 10 times, it's not.

IS **Ivan Soriano** 24:31

Yeah, but our system needs to be sure that version one is not sent 300 times. Because that unit we need to be able to call that and based on the number of times, pick the least one, so it's always even.

OA **Oriol Altisent** 24:37

Yeah, but, but if it...

DL **Desmond Leo** 24:38

Yeah.

OA **Oriol Altisent** 24:42

Yeah.

Yeah, it is even, but normally with version being randomized, there is no problem. You randomized version, the task needs to be always in the same order. The options that we've shown always in the same order, because what we've seen in a recent project is that this was alphabetically ordered, and then there was a problem.

IS **Ivan Soriano** 24:46

That's an internal stab a job.

OA **Oriol Altisent** 25:05

Or sometimes what happened is that this is also randomized, but is also is also.

IS **Ivan Soriano** 25:05

You know.

DL **Desmond Leo** 25:05

Mm.

IS **Ivan Soriano** 25:09

So it basically, you just feed the design to the editor and it has to match. The only thing I have to pick random, even distributed this, which version number I pick. The rest must be exactly like design. Okay.

OA **Oriol Altisent** 25:14

Yeah.

Yeah.

DL **Desmond Leo** 25:18

Yes.

Exactly as is. Hey, so what's the software that you use to do this? Is this soft tooth in or?

OA **Oriol Altisent** 25:27

Not, well, we don't use the software software because we don't pay the license, so we are using a queue now for doing it, but we can do it in a we can do it in R.

DL **Desmond Leo** 25:35

Oh, queue disks, okay.

Is it?

And is this the output that's that that that comes from Q or Sawtooth? Are we expecting an Excel file that we copy and paste? Yeah.

OA **Oriol Altisent** 25:39

App.

Yeah.

Right now, Leanne always asked me to change these numbers to the to the level that we're going to show, so we also can change it to levels, whatever you prefer for the labels. For me, for me is better. I I I need it that way for work for work, but I can I can change.

DL **Desmond Leo** 25:57

Oh, the label. Yeah, yeah, okay.

FG **Fernando Guevara** 25:59
Oh.

IS **Ivan Soriano** 26:05
If this matches the value of the option, we are good with it. I can work with that.

OA **Oriol Altisent** 26:08
Yeah.
Yeah, they.

DL **Desmond Leo** 26:11
Yeah, it'll, well, it's gonna, so I think it matches the pre-code, right? So like imagine you have a, in this one you have a list of 20, so like code one, code 2, code 3, whatever those are. So whatever code 9 is. Okay, so this kind of simplifies a little bit. I kind of, I kind of went in thinking like, what if we could just build.

OA **Oriol Altisent** 26:11
Okay.

FG **Fernando Guevara** 26:15
Yes.

OA **Oriol Altisent** 26:18
Yeah.
Yes.
Thanks.

DL **Desmond Leo** 26:30
the MaxDiff engine into the platform, but that sounds extremely complicated and maybe not even worth it at this point.

IS **Ivan Soriano** 26:36
Yeah.

OA **Oriol Altisent** 26:40

No, I think it's not it's not worth.

IS **Ivan Soriano** 26:42

My thinking is that the survey part, the one to fetch the info, is not that hard. It's just somehow keep the design referenceable by our survey.

And then the screen is not difficult, just an array of items, two boxes, one next to each other. I guess you cannot pick the same for both of them. There's some limitations, some rules on it.

DL **Desmond Leo** 27:01

Yeah.

IS **Ivan Soriano** 27:08

What I'm worried about is analytics and cross tabs, which I don't think is going to be straightforward.

FG **Fernando Guevara** 27:11

Mm.

DL **Desmond Leo** 27:13

Yeah.

FG **Fernando Guevara** 27:14

How quotas are usually?

OA **Oriol Altisent** 27:14

Yeah.

FG **Fernando Guevara** 27:18

Design it for MaxDiff.

Or the chorus.

DL **Desmond Leo** 27:21
Sorry, say that again. You usually for quotas.

FG **Fernando Guevara** 27:25
Yep.

DL **Desmond Leo** 27:26
I mean, MaxNiffs will naturally have quotas on the, will have quotas on the versions of it. The reporting, so.

FG **Fernando Guevara** 27:27
So.

IS **Ivan Soriano** 27:27
I don't even know we gonna have quotas or when I'm active.

FG **Fernando Guevara** 27:30
Correct.

OA **Oriol Altisent** 27:33
No, no, in 30 not, but you can have three max diff in one project and they say, yeah, one 30% of respondents answered it, it's max if, or sometimes saying, okay, we'll need half of the respondents answering the max if. This can happen too.

FG **Fernando Guevara** 27:44
Uh-huh.

DL **Desmond Leo** 27:50
Okay.

FG **Fernando Guevara** 27:50
Okay, okay.

IS **Ivan Soriano** 27:50

Okay, so if it's okay.
That's not that may affect the even distribution.

OA **Oriol Altisent** 27:58
The.

DL **Desmond Leo** 27:58
Well, but you know what, it's included inside the all of the distribution use cases that you've got in from from what it's because the in those distribution use cases there is a use case for nested distribution, like within a specific segment, like all young males get.

FG **Fernando Guevara** 28:01
It is.

DL **Desmond Leo** 28:17
an even distribution. So that's something that I think we're going to be covering anyways in our distribution.

IS **Ivan Soriano** 28:22
But that goes together with the the allocations thing we were talking about. It's not a specific of this question.

DL **Desmond Leo** 28:26
Yeah, yeah, that's what you're sorry, yeah, that's what I'm talking about, yeah.

IS **Ivan Soriano** 28:29
Yeah.

DL **Desmond Leo** 28:30
On the reporting side of things.
Is it possible?

IS **Ivan Soriano** 28:34
Yeah, OK. I don't know if he already all finished with the gathering info part.

OA **Oriol Altisent** 28:39

Well, there is, there's a more about, yeah, we're gonna go to reporting too.

DL **Desmond Leo** 28:43

Okay.

IS **Ivan Soriano** 28:44

Okay.

OA **Oriol Altisent** 28:44

So yeah, then there is the sizing. I don't know if you're interested. Normally we want to show between 4:00 and 5:00 items per screen. Sometimes we force it to six, but ideally four or five and no more, no more than 15 tasks because you know it can be kind of painful.

FG **Fernando Guevara** 28:44

OK.
distribution.

IS **Ivan Soriano** 29:00

Okay, but but that relies on the on the designer.

OA **Oriol Altisent** 29:02

On that design, yeah, exactly, and...

IS **Ivan Soriano** 29:04

But not on the system per se. If you create 100 options, that's 100 options. You do okay.

OA **Oriol Altisent** 29:05

Yeah.

Yes, that's it, yeah.

DL **Desmond Leo** 29:10

Yeah, you could, you could, you could presumably be like, hey, I'm going to upload a design of like 50 tasks. Our system should be able to handle it then, right?

OA **Oriol Altisent** 29:20
Mm.

IS **Ivan Soriano** 29:20
Yeah, but it's not up to us to.

DL **Desmond Leo** 29:21
OK.
Yeah.

IS **Ivan Soriano** 29:24
to decide or to do any logic behind number of items, number of tasks, that's up to them.

OA **Oriol Altisent** 29:24
Okay.

DL **Desmond Leo** 29:29
Yeah, yeah.

OA **Oriol Altisent** 29:31
And then there is different types of max div that I also, because we normally use a traditional one. If something we use this first, that is the same as a traditional, but showing, instead of showing three, three item, each item three times, we can show it less or *****, but

IS **Ivan Soriano** 29:31
Okay.
Yeah.

OA **Oriol Altisent** 29:49

This is going to be defined in the design, so you don't need to worry if it just parse max diff. The other ones are more complex and normally we don't using bandit for it.

IS **Ivan Soriano** 29:57

Does that change the report in any way?

OA **Oriol Altisent** 30:01

The the not the reporting, it changed the it changed how we how we need to run it, and they are quite complex, some of them, because Bandit, for example, what is doing is learning from the the first respondents of the max thief, and if we see that the first respondents.

IS **Ivan Soriano** 30:02

It.

OA **Oriol Altisent** 30:20

always select the items 3, 4, and 5. So we are going to start showing more tasks with the items 3, 4, and 5 than tasks without them.

DL **Desmond Leo** 30:31

No way, so hold on, hold on, hold on.

IS **Ivan Soriano** 30:32

OK, that that implies something on the on the run system on the logic.

OA **Oriol Altisent** 30:35

Yeah.

Yeah, so here is something that, in my career, I use only one of these. I use it once in my career, no more. The maybe, yes, you use it more often because it's basically defined in the design, and the other one may be relevant items that, again, is you select.

the items at the beginning of the survey, because maybe you have 100 items, and we ask you which are relevant for you. And then we only show in the design, in the max div, the ones that are relevant. But again, that's it.

IS **Ivan Soriano** 31:10
Okay, so that's feeding the max tip from another question.

OA **Oriol Altisent** 31:15
Yeah.

IS **Ivan Soriano** 31:16
Okay.

OA **Oriol Altisent** 31:17
But, but this is very, very, very specific. That's that's very specific, and in my career I've seen it once. I would say that they use it the the normal normally you use a sparse max diff and you are fine, so I I wouldn't I wouldn't worry.

IS **Ivan Soriano** 31:18
At that, how do you design that?
Yeah, but I'm just worried that we, if we have to be able to do that, maybe not version one, but I'm just worried in the whole design, the point is that the things are balanced, etcetera, etcetera. If you pick the items from another question,

OA **Oriol Altisent** 31:37
Uhh...
Yeah, but again, I...

IS **Ivan Soriano** 31:49
The system has to calculate that somehow, but obviously you cannot go to your tool and get back on the survey.

OA **Oriol Altisent** 31:50
I...
But I can imagine if this happened in the next 10 years, that we have to use something different than traditional MACD for a sparse MACD is going to be one time in 10 years. So I wouldn't worry to this. We always can go to an external agency to do it, because having it, I wouldn't cover all this.

IS **Ivan Soriano** 32:06
Okay.

DL **Desmond Leo** 32:06
Okay.

IS **Ivan Soriano** 32:12
Okay.

OA **Oriol Altisent** 32:16
Uh, the the specialist that is so to software, some of those options they don't they don't offer it, so it's kind of.

DL **Desmond Leo** 32:16
Can I, can I just...
Okay, so can I just, I'm just gonna catch up here. There's...
broad strokes, two types. There's the static type where a design is made and you follow the design. There is a dynamic type where the next recommended whatever is dependent on the answer that was provided before. But that is so rare that it's like a one in a decade type thing. So we don't actually ever have to program for that. We can
Just stick with the static.

OA **Oriol Altisent** 32:55
Yeah.

DL **Desmond Leo** 32:55
Yeah, OK.

OA **Oriol Altisent** 32:57
That's the idea.
Yeah, I hear as a summary of best practices. I already mentioned four or five items.
The wording of the statements should be short and comparable. Don't use a wording

that is 1 word versus another one that is 20, because that can be, people sometimes tend to select the one that.

DL Desmond Leo 33:14
Mm.

OA Oriol Altisent 33:18
that is longer thinking, that is better. Use clear, remote, and least because sometimes can be important, relevant, or appealing, so it depends. Not more than 15 tasks. each item needs to be shown at least three times, especially if we want individual respondent rate. If not, if we only care about the ranking at overall level, we can go with less than three times. Don't mix different type of items. Always pretest it that is working. And add the absolute question if
if we need to have this go farther from the relative values and go to absolute values. And what we expect from the survey, I think that's something also important. We need always to report the design version, because I'm going to use the design to know what the respondents had answered. The item position selected, the item positions as best and as worst. So we have
in the task one, they select option one, option two, option three. That's what I need to know. But also, the item selected as best and the item selected as worse. One thing is the position and one thing is the item selected, yeah?
And then it's important to have a certain time, time to complete.

IS Ivan Soriano 34:40
It's equally important the position and the item itself.

OA Oriol Altisent 34:44
For me, it's more important the item, but with the item enough in theory, I don't need, I don't need these two. The problem is in the last 20 max diff that we have done here at Empathy, I would say that.
25 or 30% of them, something went wrong or they randomized.

DL Desmond Leo 35:06
So getting the getting the position is for troubleshooting.

OA **Oriol Altisent** 35:09

Yeah, they randomize the items, they randomize, they order the items, they did something wrong, and the fact that we have the item selected as best and the item selected help us to detect what went wrong and what happened, and that allowed us to to run to run the results, because if not, we cannot run it. So,

IS **Ivan Soriano** 35:25

OK, so that...

The position is your failed check. It's not, if we do it right, you wouldn't need it.

OA **Oriol Altisent** 35:30

In, yeah, it.

If we, if we do it right, we wouldn't need it, but, but as we've made that mistake, I say 30% of the times, I I wouldn't I wouldn't risk it, at least at least for for the first third rounds that we we do.

IS **Ivan Soriano** 35:35

Okay.

DL **Desmond Leo** 35:44

OK.

IS **Ivan Soriano** 35:47

Okay.

DL **Desmond Leo** 35:48

But what we can do then is we can store it on the in the logs, right? We store it as a thing that happened in the logs, but don't necessarily expose it as something that we include in the platform.

IS **Ivan Soriano** 36:01

It all depends how we have to.

represent the report. It has to be a report per version, and then the table have to

reference based on a list per task. It depends, everything depends on how we want to represent the information.

DL **Desmond Leo** 36:10

Mm.

And, and when you so, and then when you look at time to complete each task, that's like of of the 15 exercises or however.

OA **Oriol Altisent** 36:22

No, it for each exercise.

DL **Desmond Leo** 36:25

Yeah, okay, cool. That's fine. I think we do that anyways. We already store question level.

IS **Ivan Soriano** 36:29

You know, but we we store it.

That's something we have to handle because this...

seems like a single question rendered in 10 different pages or 15 different pages, but this is a single question.

What we restore at the moment is the time between questions, not the time you spend inside the question itself. So we need either to

DL **Desmond Leo** 36:44

Yeah.

Yeah.

IS **Ivan Soriano** 36:54

handle this as this question becomes 10 questions, and then we handle the next next as a normal question, or we'll have to build something different. Both of them has its own

Goods and bads, pros and cons, so we need we need to make sure we pick the best one.

DL **Desmond Leo** 37:16

It's on our list of.

IS **Ivan Soriano** 37:17

It all goes back to what we need to show on reports. Depending of what has to be on the reports, the gathering of the info will change.

OA **Oriol Altisent** 37:21

Okay.

I mean, the the time the time to complete each task is is is less less a priority. I I don't need it to to run the analysis is more for for checking.

DL **Desmond Leo** 37:37

I think that's fine. Listen, I mean, I think...

OA **Oriol Altisent** 37:38

You not?

IS **Ivan Soriano** 37:38

For the for the speed checking and for all that.

OA **Oriol Altisent** 37:40

Yeah.

DL **Desmond Leo** 37:41

Within our roadmap, Ivan, and even in that allocation stuff, one of the list items was to potentially say, you have a list, it's too long, and then you just toggle in to say, chill this list over 2 screens. So no matter what, we're going to have to turn one question, we're going to have to find a way to turn one question into multiple questions anyways.
automatically by default.

IS **Ivan Soriano** 38:01

Yeah, but in that scenario, the report of that question will remain as a single

question.

One table is just we split the options, which will have to see how we do that, so you only pick one in a single choice, whatever.

But this is the reports required to zone is designed in its own table, its task with its own columns, whatever. I'm just saying words. That is going to, that result is what is going to drive how we gather the answers.

DL **Desmond Leo** 38:23

Yeah.

Yeah.

Yeah, yeah.

IS **Ivan Soriano** 38:34

To make our life easier, basically, we have to split it on reports, let's split it on gallery.

DL **Desmond Leo** 38:40

Mm.

IS **Ivan Soriano** 38:40

But, anyway, that's...

OA **Oriol Altisent** 38:44

And this is the output. The output is the utilities per respondent, and then we treat them in different ways, calculate the share, and basically utilities kind of the heightened preference score estimated per respondent of the best and worst choices.

DL **Desmond Leo** 38:53

What?

OA **Oriol Altisent** 39:03

Is how much, how much they like or dislike each each of the statements? There is different.

DL **Desmond Leo** 39:04

I.

And does that require, does that require a special software to calculate?

OA **Oriol Altisent** 39:13

There's different ways to calculate it, simple or more complex, but there's...

The golden standard requires some advanced analytics, so, so hierarchical base, and, and again, it takes this one, it takes us between 30 minutes or an hour to to run, and then we obtain the utilities once we have the utilities.

We store them and we can do all the analysis that we want with them. But to run the utilities, it takes a long. And again, I would recommend to do it outside the platform and then maybe upload if you need the utilities there to do any report or calculation.

IS **Ivan Soriano** 39:55

So, for this, you need a specific export format.

OA **Oriol Altisent** 40:00

Yeah, well...

IS **Ivan Soriano** 40:00

So, you can pass it to the to your other tools.

OA **Oriol Altisent** 40:03

What I need is this is the design version, the item position, that's all with the same version.

IS **Ivan Soriano** 40:07

For each, for each respondent.

OA **Oriol Altisent** 40:10

for each respondent. So it's going to be the same version is 1, an item position per task. So if you have 15 tasks, I'm going to have two pair of questions.

IS **Ivan Soriano** 40:18

Yeah, but I, I, okay, and we also need some kind of.

OA **Oriol Altisent** 40:27

Yeah.

IS **Ivan Soriano** 40:28

Recognizes, OK, we need to have an export max D.

OA **Oriol Altisent** 40:32

Yeah.

Yeah, we we got we we can easily easily uh this this kind of export that the tool that I'm using is not too picky, so whatever you have defined, I go now, but but yeah.

IS **Ivan Soriano** 40:34

Okay.

Now, it is just for us is better if we have the layout of the Excel report. Will you choose it? We don't have any preference. It's just we need to go through a different path.

OA **Oriol Altisent** 40:45

Yeah.

Yeah, yeah.

IS **Ivan Soriano** 40:52

That we use for the normal questions.

OA **Oriol Altisent** 40:54

Mhm.

IS **Ivan Soriano** 40:56

Which is OK.

OA **Oriol Altisent** 40:58

And what we do with the utilities, we can report it in different ways. We can look at positive and negative scores, because utilities can be positive or negative, and sometimes it can be useful. The typical way is in a relative in base 100, so you have

the relative scores that sum up.

To to 100, and you can say, well, that that taste is 3 times more important than premium in that in that example, or you can index the score, so you have the average as a reference, and and you can see that easy to use is sixty-eight percent more important, so that's the idea of how we how we report the.

FG **Fernando Guevara** 41:30
But.

DL **Desmond Leo** 41:36
But in, but in this, but in, but in this case, it sounds like we...

OA **Oriol Altisent** 41:36
The market results.

FG **Fernando Guevara** 41:37
But it.

DL **Desmond Leo** 41:41
that it sounds like calculating the actual scores and all of these outputs becomes very, very tough. We should do it on an outside system, which means we will never actually display these unless we choose to take on the calculation of those scores. Is that correct?

OA **Oriol Altisent** 41:58
I can, I can, once I have my calculation, I can, I can send you a file with the respondent ID and that percentage per respondent, the respondent having having the utility or that value per respondent, so it's something that I can provide if if you need to include in.
in the platform.

DL **Desmond Leo** 42:18
Is there, is there like, and just out of curiosity, do you have, is there some sort of. textbook or mechanical documentation that talks about the math for calculating all

of this stuff that we can just ingest and use AI to see whether or not we can understand it.

OA **Oriol Altisent** 42:34

Yeah, yeah, yeah, but you can use, for example, R to calculate it and and can be calculated that, yeah.

DL **Desmond Leo** 42:39

Yeah, because I mean, if you, because if you can show us how to calculate it, we can then look at it to be like, is this something that we can just do within our platform and then generate these reports if we need to. But.

Because right now it's right now it sounds like super, super, super complex. But maybe it's if it's just simple math.

OA **Oriol Altisent** 42:59

I think in audio you can calculate it, you only need to download the program. It's going to be specific for each project. There is things that need to be checked. I don't know if we can.

Automate all the checking, but...

IS **Ivan Soriano** 43:16

Okay, I see this has a version 27.

OA **Oriol Altisent** 43:17

But...

DL **Desmond Leo** 43:20

I have version 10.

OA **Oriol Altisent** 43:20

But, but...

But I can, I, it can be, it can be done, can be done on the platform, uh.

But.

DL **Desmond Leo** 43:27

It would be interesting if you can point us to some documentation that we can refer to. It would be an interesting thing for us to just wrap our head around that side of things because we can't, because there's the design of it, which we can't do. There's the display of it, which we have to do. And then there's the reporting of it, which apparently we can't do, which is totally fine.

IS **Ivan Soriano** 43:37
No.

DL **Desmond Leo** 43:47
If all we're doing is building a way to display and capture MaxDiff exercises, and we're not even going to be reporting on it on the end because you will go and do the reporting or other people will go and do the reporting.
That's also fine. What I don't know is...
Can we go to the market with just that and say, look, if you've got an advanced analytics person, they import this file, they export, they get this export data and then run all their stuff. Is that going to be a sufficient tool for the market to use? Or is that actually going to be like a half-built product and the market's going to be like, well, why would I do that?
with you guys when I can just do that somewhere else the whole thing end to end.
As I talk out loud, I mean...
We're already doing that way with Focus Vision.
Right, like.
we still get focus vision right with code to build out a max diff scenario.
and then export the data for advanced analytics people to run reports.
Um...

IS **Ivan Soriano** 45:02
I don't think we are going to be able to any moment the design part to have it integrated into our system.

DL **Desmond Leo** 45:09
Yeah, no, the design part looks way too hard. Yeah.

IS **Ivan Soriano** 45:10

It seems really complex. It may not be, and it's just you need time to process the 100, 2000, whatever number of combinations.

But it doesn't seem something we just can do. We need some really deep research and do it right, because otherwise it's going to be a problem.

OA **Oriol Altisent** 45:20
But.

DL **Desmond Leo** 45:22
Yeah.
The.

OA **Oriol Altisent** 45:27
But that the same the same way that we are running all the outputs in or calculating the utilities with R, it can be the design calculated with R, so it's also if if you are if you're able to integrate the calculation, I think it's more complex the calculations than the design.

IS **Ivan Soriano** 45:42
Yeah, it is.

OA **Oriol Altisent** 45:47
You can also integrate the design.

DL **Desmond Leo** 45:50
Right, so if you can do it, yeah, okay, good.

IS **Ivan Soriano** 45:51
Yeah, no, it's just we need to make sure that the analytics, statistics, mathematics that is behind that design, we can replicate it.

DL **Desmond Leo** 46:01
But, but likewise, if you're able.

IS **Ivan Soriano** 46:01
Safely.

DL **Desmond Leo** 46:03
Likewise, if you're able to build calculations in R, we should be able to convert those calculations into...
Node.js or whatever we're using to.

IS **Ivan Soriano** 46:13
Yeah, and the mapping of those maps is not the blocker. It's making sure that we can run those maps.

DL **Desmond Leo** 46:24
Oriol, in the calculations of to generate these types of reports.
You say it's different every time. How many variations of the different are there? Is it a finite number of variations of calculations that can and should be done and is actually easy for us to...
convert it, like if we took your last 20 max diffs and we're just like, here's all these calculations, could we normalize it into one calculation set?

OA **Oriol Altisent** 46:54
Yeah, it's the other calculation is is is always the one that we use is always the same. You can calculate it in different ways, so that the guy who was working here before was using a different ways to calculate it, and now we use we use a different way that.

DL **Desmond Leo** 47:09
I'll see.

OA **Oriol Altisent** 47:14
Is more aligned to the, uh, software calculation, so, but the calculation is gonna be is gonna be the same.
whichever we pick. So we can also change our way of calculating to go to something

that is simpler and faster if we want, despite this less accurate or despite doesn't follow the standards.

IS **Ivan Soriano** 47:25

Indeed.

In the ideal world, we will ask you for the design text and calculate the 100 versions of it, and then just...

That will be the ideal end result of this.

Whenever that happens.

But initially, having them injecting the design is something that could work.

For other clients, OK.

DL **Desmond Leo** 48:07

So I'm just thinking like what a fictional flow would be.

For.

A customer, not Oriol.

IS **Ivan Soriano** 48:18

My guess is if they know what a max diff is.

They already have something doing the designs or something like that.

DL **Desmond Leo** 48:26

Is that is that too Oriol? Like you you basically like if you're if you're doing a next if you have to be advanced like there's no way that you can.

OA **Oriol Altisent** 48:32

Well, I can imagine a client that came and want to know MaxDiv and don't want to contact me to create a design or to run the results. They want to go to a platform. I had those items. I want the design created. I want everything to be run in a platform and I want to see the results.

FG **Fernando Guevara** 48:38

Yeah.

OA **Oriol Altisent** 48:51

Without.

IS **Ivan Soriano** 48:54

Yeah, that's the ideal, the ideal end result of this. Yeah. But thinking on the steps, the first approach of, no, you give me the design. Is that good enough to go with it?

OA **Oriol Altisent** 48:54

Research.

There they will, yeah.

But I, I...

But.

Yeah, I, I, I think so, as a first step, but, but if you, if you go to to a client, they always gonna need an aesthetician or someone who created the design. I don't think that all the clients have have that capability, but...

IS **Ivan Soriano** 49:07

Then, no.

Okay.

H.

Okay.

DL **Desmond Leo** 49:24

Yeah.

IS **Ivan Soriano** 49:27

But my guess if they don't have it now, they are not doing max lifts by themselves either. So they are, they just keep looking for others to do the max lifts anyway.

FG **Fernando Guevara** 49:28

Mm.

DL **Desmond Leo** 49:33

Exactly, yes.

OA **Oriol Altisent** 49:37

Yeah.

DL **Desmond Leo** 49:37

Yeah, so maybe we should just assume that MaxDiffs will always be assisted design things where you've got a specialist doing the design for you and then doing the analysis and all we have to do is just do the data capture and the display.

OA **Oriol Altisent** 49:51

But, but, for example, at design, we can we can set up.

The design of ourselves, I can I can give you different versions for 10 for 10 attributes, I can can I can calculate the.

the best option of tasks, and we can have this already set up. And if they want something very specific, they say, no, what I want to do is 57 items, then you have a problem. But if you want to do 10, 12, 14, I don't know.

IS **Ivan Soriano** 50:27

So can we have like templates for 10 options and three page or 4 pages? That's the template. We just match option one with option one and that could be something like a pre-defaulted layout.

OA **Oriol Altisent** 50:29

Yeah, we're gonna have, we got...

We can have those options.

Yeah, yeah, I, I, I really.

If you always have 16 items, you always can use the same design.

DL **Desmond Leo** 50:45

Will you always then, if I mean, so if you always you always do the same design, I mean, will you always then say it's going to be like 12 exercises with five on each page? Or does that does that ever get changed because of preference or something like that? Like I want to show 3 only and then I do 27 exercises or something.

OA **Oriol Altisent** 51:04

Yeah, there's a there's a formula, but, and again, it's gonna depend what it is. It's going to depend on the number of items. So if you, for example, have 26 items, you need to multiply by three times that you want to show each item and then divide it by the number of items that you're showing per screen. In that case, 5. So you need

DL Desmond Leo 51:28

And that becomes the number of tasks. Oh, I see.

OA Oriol Altisent 51:29

You need to you need to show 16 tasks, so that's that is formula, but you can break the formula because if you you don't want to show to my task, you don't care about individual level utilities, you only want the ranking, then you can you can go to to do so.

IS Ivan Soriano 51:47

So can we do some, we have this 3, 4, 5 reset layout that you can pick from or upload your own design.

OA Oriol Altisent 51:54

Yeah.

For example, yeah.

DL Desmond Leo 51:58

Yeah.

GW Gary Walsh 51:58

That's one, that's that was sorry, I mean 100% paying attention because I'm after having an argument with a coach and my blood is boiling. I wanted to ask that question, but I was afraid that I already dealt with it because when I was done with Focus Vision, it's always uploading a file, but there is a mechanism in Focus Vision to create your own design. I can never figure it out.

DL Desmond Leo 52:16

S.

GW **Gary Walsh** 52:16

But if it is, that makes more sense to me, Ivan, having kind of like a CSS thing where it's two grid, three grid, four grid, or cook your own.

IS **Ivan Soriano** 52:23

Yeah, but it seems like the the sign part is a bit difficult, the calculation, etcetera, so before we have it.

GW **Gary Walsh** 52:30

But if there's predesigned ones is what I mean, if there is, if...

DL **Desmond Leo** 52:31

Yeah, there's pre-designed, so, so.

IS **Ivan Soriano** 52:31

Yeah, or see if Oriol can give us like these are the five, whatever number of useful layouts, we can just match it. That's it.

DL **Desmond Leo** 52:36

So we could, we could, we could.

GW **Gary Walsh** 52:36

Most common.

DL **Desmond Leo** 52:41

We could arguably then do, let's say it's like 12 items. What's the minimum item for thing for a max diff Oriol?

OA **Oriol Altisent** 52:48

The minimum items, you can go as low as you want, but if you have 5, don't go for them like this, or you have 8. If anything that you can do, rank it by yourself, then you don't need to max this. So normally 10 or more you have.

FG **Fernando Guevara** 52:52

Snow.

DL **Desmond Leo** 52:52

Ohh.

Right, okay. So, so if we were to do...

Okay, so if we were to do like 12.

then we could theoretically have you pre-create what it would look like if there were three views, 4 views, 5 views, three per screen, 4 per screen, 5 per screen, and then we just end up with this like...

OA **Oriol Altisent** 53:21

Yeah.

DL **Desmond Leo** 53:22

Object of like...

IS **Ivan Soriano** 53:22

Yeah, set of options. What is your Max is not gonna look like? This is your designs, or upload your own, and we can handle that.

GW **Gary Walsh** 53:27

Mm.

OA **Oriol Altisent** 53:30

For me, for me, upload your own is problematic, because if it's not a good design, the results can be bad results.

GW **Gary Walsh** 53:38

The patterns of that.

Well, not only that, it means that if Empathy are using this, they have to go to you now to get the design file, right? Whereas theoretically, now if we have something like this, Leanne can make her own design.

IS **Ivan Soriano** 53:50

If it matches one of the defaults.

GW **Gary Walsh** 53:52

Information is one of false, but then it comes to Empathy to start saying you should be following best practice with respect to using these things. Obviously, it can vary, but what I'm suggesting is that we can probably define, or we could probably reverse what is a common layout from the Empathy usages of max diffs.

IS **Ivan Soriano** 53:53

No.

FG **Fernando Guevara** 54:08

Mm.

DL **Desmond Leo** 54:09

We also, we also, yeah, we also don't wanna.

Program Oriol out of a job.

GW **Gary Walsh** 54:15

No, but it's one very small part of his job, but it's not in any way. Like, it's more, hey Oriol, can you make me a max diff file for 100, for whatever the 10 task is? I'm sure that... How long does that take you, Oriol?

DL **Desmond Leo** 54:18

Singh.

Yeah, for all of all of the different iterations, yeah.

OA **Oriol Altisent** 54:27

It's computing time for me. It's going to take 10 minutes to set it up and then maybe needs to think 30 minutes the program.

GW **Gary Walsh** 54:31

Yeah.

So if we could take that 30 minutes off you, it's just, it's not that it's taken off you, it's also streamlining it so that scripting a complicated survey doesn't have to be another person, you know.

DL **Desmond Leo** 54:45
That's true.

IS **Ivan Soriano** 54:46
I think that's a really valid approach. We have whatever number of combinations available, you pick one, you set the option text or stimulus or whatever, and then we match those options with the layout and we create the versions.

GW **Gary Walsh** 54:58
Okay.
Like, I, I, I, I don't think it would be beyond us to go back and look at the last, you know, the survey, we don't have that many servers that use Max, right? Oriol, it's...

OA **Oriol Altisent** 55:10
Well, tracking.

GW **Gary Walsh** 55:12
Track it, yeah, but like, I mean, it's not 100 surveys, it's 10 or 20, like...

OA **Oriol Altisent** 55:15
No, but yeah.

GW **Gary Walsh** 55:17
Have a look at those 20 surveys and see what design they have and is there any common? What's the most? And even just maybe just have that 20 as a library of configurations. I don't know what the configuration would look like, Ivan. Is it like 20 JSON arrays of kind of configs of structures? I don't know what way we'd have to do that, but...

DL **Desmond Leo** 55:27
Mm.

IS **Ivan Soriano** 55:35

No, but whatever way is going to stay on a database, they will map the templates or whatever, and we just have to save the reference on the survey and use it.

GW **Gary Walsh** 55:37

Yeah, exactly, yeah.

Pull it.

So we can always expand it over time, maybe we start with 10 templates and...

IS **Ivan Soriano** 55:46

Yeah, we can create as many as we want. It wouldn't be an issue. And that makes it way more usable.

GW **Gary Walsh** 55:49

Yeah.

That, that to me will be a big thing, because I have tried, I have tried to script my steps before in Fox Vision, and I couldn't because of in Fox Vision because I couldn't figure out how to use the tool that you have to have some code to execute the import of the file and convert it, and JTS do that themselves.

So I can't do a max diff currently.

And that's it, like that's silly.

IS **Ivan Soriano** 56:15

So, we can, we can with that version one, we have some sets that you can use.

Version 2, we allow you to upload a design and we do a validation of it, like the options, mod numbers are there, whatever. And then we version 27, we create our own designs.

DL **Desmond Leo** 56:28

Circle.

My, my.

Uh, yeah, my my one challenge to that is...

We say version one, but if version one's not the version is not immediately applicable to Empathy where they can use it on our platform, then version one fails, right? Like

the version one needs to be flexible enough to allow Empathy to now do a max diff on our platform.

FG **Fernando Guevara** 56:54
Start using.

GW **Gary Walsh** 56:55
That'll be file upload. Thank you.

DL **Desmond Leo** 56:56
And then that, so that'll be that'll probably be the the custom one that Oriol makes, and then we and then we reverse engineer and be like, let's figure out how to get like standardized setups.

IS **Ivan Soriano** 57:01
Okay.

GW **Gary Walsh** 57:07
I gave that pen.

IS **Ivan Soriano** 57:08
So, we go first with Filipov on the design part.

GW **Gary Walsh** 57:10
Yeah, simplest part, yeah.

DL **Desmond Leo** 57:10
Yeah.

FG **Fernando Guevara** 57:12
The.

IS **Ivan Soriano** 57:12
Okay, then we do we need to implement checkers so if this design is valid?

DL **Desmond Leo** 57:20
No, no, no, no - we'll trust Oriol.

IS **Ivan Soriano** 57:21
We just, we just trust.

GW **Gary Walsh** 57:23
You need a run or a won't run.

IS **Ivan Soriano** 57:23
Okay.

DL **Desmond Leo** 57:24
Yeah, we'll trust that they're using somebody that's advanced, but what we can do is, if it's three components, there's the design, the display and capture, and then the reporting, we just take care of display capture with design being imported and then us not reporting within the platform.
Then, but...

IS **Ivan Soriano** 57:44
And the reporting will be will be a table with the exact same structure that is going to be exported. That is, that's the the part that we can go with the reporting. This is how you want it for your other tools, this is how you see it on the screen, just for reference, and then you can export it to an Excel file.

FG **Fernando Guevara** 57:50
Mhm.

GW **Gary Walsh** 57:51
It did.
Did.

DL **Desmond Leo** 57:56
I.

GW Gary Walsh 58:04

Did Oriol show you what one of the files looks like?

IS Ivan Soriano 58:04

But, uh, I'm worried about cross.

I'm worried about cross tabs a bit. Do we need cross tabs on Maxif?

DL Desmond Leo 58:12

I, this is why I don't think we should, I don't think we should do reporting reporting reporting on a max diff needs to be custom, right? Like, this is the this is what the report should look like, something like this, and so, unless we can create something like this, any other type of report on what's happening inside the max diff is a little bit irrelevant because it'll never be used.

IS Ivan Soriano 58:28

On the maybe not close up, but on the analytics and reports basics, we can show the table, that's not a big deal.

FG Fernando Guevara 58:34

We talk about quotas.

DL Desmond Leo 58:35

We can do, we can do a, we can do a box for the max diff that says start time, end time, and the duration of, but like I don't think.

IS Ivan Soriano 58:43

No, but if Oriol gives me the Excel layout, that's going to be the table that the users are going to see on the screen, just for reference. And the implicable use for the other questions, that's not a big deal. I have the strict reports. Cross tab is a bit more complex.

GW Gary Walsh 58:55

Is this not what we do on the on the on?

Yeah, skip the cross tab is this not what we do on the normal report page this thing here?

OA **Oriol Altisent** 59:03

Yeah, this is this is from queue. We we run them in queue. We also do cross tabs with the results.

DL **Desmond Leo** 59:03

This thing, yeah.

IS **Ivan Soriano** 59:03

No.

FG **Fernando Guevara** 59:10

Mm.

GW **Gary Walsh** 59:10

Yeah, but you're going to do that IQ, right? So like at a basic level for Empathy IQ Oriol, like because we don't do a lot of advanced statistics, we've made a decision that advanced stuff, you're going to take it out in SPSS and do it in queue. So all this stuff I'm looking at here, like this hierarchical base and all that, you're doing that, we're not going to do that. It would have made sense to you that like if you are not Empathy.

OA **Oriol Altisent** 59:11

Thank you.

App.

Yeah.

That.

GW **Gary Walsh** 59:31

Don't put yourself in the empty position, but like a normal DIY type user. If you go back to your other page, if they just had that, is that sufficient?

OA **Oriol Altisent** 59:42

I can imagine that they also gonna want it split by, for example, if they have segments.

Probably something that they want to see though.

GW **Gary Walsh** 59:53

But why could that not be done across, Ivan, if that was it, if it's only gonna be split up more of a like a filtering of your data than is cross.

OA **Oriol Altisent** 59:54

But.

Yeah, it will, Thakur.

IS **Ivan Soriano** 1:00:00

Well, that specific screen Oriol said he needs calculations to extract all that. Something we don't have, we don't have those that math.

DL **Desmond Leo** 1:00:11

Yeah, like I think Oriol would need to give us the...

IS **Ivan Soriano** 1:00:13

Uh, so, and that's not really with cross-stop. This is like a in different categories he does run some.

OA **Oriol Altisent** 1:00:17

Yeah.

GW **Gary Walsh** 1:00:18

What are we getting out of focus vision? Sorry, if, if I'm repeating anything I certainly said, just stop me, but what are we getting out of focus vision that he uses, or what's done with the focus vision export?

Yeah.

DL **Desmond Leo** 1:00:36

There's no way for us to report on those charts unless we are going to build

calculate. He doesn't make those charts. He makes these charts with calculations on the back end based off of the focus vision raw data. So.

GW **Gary Walsh** 1:00:46

Yeah, this stuff, this simple stuff here.

DL **Desmond Leo** 1:00:49

Yeah, it looks, yeah, apparently it looks simple, but...

IS **Ivan Soriano** 1:00:50

Yeah, but seems seems like it's not that simple to extract.

DL **Desmond Leo** 1:00:53

But like, there's like...

GW **Gary Walsh** 1:00:53

Simple by comparison to the other one you just showed on the other screen.

IS **Ivan Soriano** 1:00:55

Yes.

DL **Desmond Leo** 1:00:57

I think this one is a version of those of those other ones that you were showing on the screen.

OA **Oriol Altisent** 1:01:02

Of.

These are the result, these are the utilities that then we transforming those numbers. And yeah, as you say, we transforming those numbers and then you report it by, in that case, gender, age, or whatever you want, you want to report it.

DL **Desmond Leo** 1:01:05

There's.

GW **Gary Walsh** 1:01:22

It might be the case that we need a separate cross tabs analysis tab page if there's a, sorry, a max diff analysis page if we have a max diff in the survey.

OA **Oriol Altisent** 1:01:35

And one thing that when we do the calculations, there is, again, there is different ways to do the calculations. So if we want to do it in our system, I would choose only one type of calculations and we take all those decisions because if not made for the client, that can be kind of overwhelming if they include covariates or not.

number of iterations, all these kind of things maybe needs to be defined by default for us.

DL **Desmond Leo** 1:01:58

Yeah.

GW **Gary Walsh** 1:02:03

Certainly look, phase one for us though is just get it and so that and it's exporting like folks, you can do all this in queue, that's what's going to continue to happen.

DL **Desmond Leo** 1:02:10

Yeah.

OA **Oriol Altisent** 1:02:10

Okay.

IS **Ivan Soriano** 1:02:11

But that version one, we we fetch the data and we give it back to you in the Excel format and SPSS format.

GW **Gary Walsh** 1:02:13

Yeah.

Something.

If we can get to a point where we can capture the data and put the data out in the same way Focus Vision does, then that's the cutoff line where we can now move off Focus Vision.

DL **Desmond Leo** 1:02:30
Yeah.

GW **Gary Walsh** 1:02:31
Everything else stays the same before and after. We can improve the before part then by having the templates of all the different permutations that you can upload that makes it streamlines the before part and then we work on the after part because this after part might fall into broader report analysis stuff that we're doing with the static outputs and the websites and all that stuff.

IS **Ivan Soriano** 1:02:42
Mm.

DL **Desmond Leo** 1:02:48
Yep. Oil.

OA **Oriol Altisent** 1:02:50
And that last last two things is the one we have your your your max diff. There's another analysis that you used to do with it that is a Latin class analysis is running some clusters based on the max diff data is something that is kind of linked with the max diff and the other one is the TARF analysis that.

DL **Desmond Leo** 1:02:50
That from...

OA **Oriol Altisent** 1:03:08
Gary is familiar because he he created this kind of simulator, so that's something that that that not that one, but a is something similar. A is something typical that you do with with a max diff. So, if you are doing a max diff with claims with taste, you also gonna obtain a...

GW **Gary Walsh** 1:03:12
That came from Max yesterday.
Did that come from?

OA **Oriol Altisent** 1:03:28

At our for analysis.

GW **Gary Walsh** 1:03:28

Sorry, because this is a side point, but like I was going to ask you what research type led to that stuff that I did for you? Like what was it? It was a survey, but what was in the survey that you did?

OA **Oriol Altisent** 1:03:37

Hey.

In that case, can be it can be a max diff or can be in any kind of survey that you say select which items you prefer.

or for example, and that was the case. In that case, it was in that occasion, what did you drink? What did you prefer? What are your...

GW **Gary Walsh** 1:03:55

So, so I might whatever the different a max diff can result in those demands based simulators that you build.

OA **Oriol Altisent** 1:04:02

In in those ones, yes, in the tough analysis, not not in that in that map perceptual map. You can also do a perceptual map with the max diff, but it's not as typical, but yeah.

Not, not that weird one.

DL **Desmond Leo** 1:04:13

And.

And when it comes to.

the advanced analytics types of research that we do. Is it majority max diff, or do you sometimes also do conjoints that we then need to figure out?

OA **Oriol Altisent** 1:04:29

A content is quite rare. Now we have a proposal that we include a content probably

is going to go ahead and Gary is going to have a headache creating the simulator.
But the idea.

DL **Desmond Leo** 1:04:36
Of course.
Okay.

GW **Gary Walsh** 1:04:44
Wait, what?

DL **Desmond Leo** 1:04:46
Haha.

OA **Oriol Altisent** 1:04:46
But.

GW **Gary Walsh** 1:04:46
What have I got to do?

DL **Desmond Leo** 1:04:49
No, he's got a, he's got a, they've got a proposal out to to run a conduit.

OA **Oriol Altisent** 1:04:49
That.

GW **Gary Walsh** 1:04:52
Oh, the Coca-Cola thing.
Okay, but that no, that's okay because he's giving me Excel files and I pumped them into some portal that I made. That's fine, that's different.

OA **Oriol Altisent** 1:04:54
Yeah.
That's another issue because I think if we want that proposal, we are going to do it with a scheme because we don't have the capability of create their virtual shelf.

Virtual shelf is what I shared with you, Gary, the other day. And that's something that I think Declan wants us to shadow.

GW Gary Walsh 1:05:12
Yeah.

OA Oriol Altisent 1:05:19
to try to create this kind of virtual shelf.

GW Gary Walsh 1:05:20
He does, yeah, he does, yeah, yeah.
Among the many other things here.

OA Oriol Altisent 1:05:25
Internally, yeah.
So...

DL Desmond Leo 1:05:32
Okay. Okay.

OA Oriol Altisent 1:05:32
I, I would say.

GW Gary Walsh 1:05:32
This stuff here, this stuff here is interesting. I could definitely see this being part of Empathy IQ because it's very like, has everyone seen the thing that demands by simulators? Has everyone seen it?

DL Desmond Leo 1:05:40
Okay.

GW Gary Walsh 1:05:48
Shoulder tears are, didn't they?

IS **Ivan Soriano** 1:05:48
What?

DL **Desmond Leo** 1:05:49
Oh, the demand space link, yeah, yeah, that's cool.

GW **Gary Walsh** 1:05:51
Yeah, so this website where you can kind of like click, click, click and it changes variables and numbers and all that. And like I was wondering, is there a research type that defines that output? If it's just a max diff, then when we come to this analysis project here, like what way do I want to present this data? I present it as a demand space simulator. We will be able to statically generate those.

DL **Desmond Leo** 1:05:56
Yeah.

GW **Gary Walsh** 1:06:12
Kind of portals as such.
And I think you know that would be very cool. No, I just don't know if anyone cares about those type of things, but now that I know it's max if generated, that's...
That's kind of interesting.

OA **Oriol Altisent** 1:06:25
But, yeah, but this is something that now we are thinking to implement with category entry points, for example, and it's not related with MaxDiff. It's only asking respondents in which category entry points you you've been in the in the last two weeks, for example. So, with one question like this can be can be used. I can ask you which which brands of

GW **Gary Walsh** 1:06:40
Good.

OA **Oriol Altisent** 1:06:47

of colas, do you drink, and I can create this kind of tough analysis. So, with any type of question like this, we we can we can run this this analysis if it makes sense, but...

DL Desmond Leo 1:07:03

Um...

Okay.

GW Gary Walsh 1:07:06

Ivan, sorry, Ivan, you asked the question with a validator. We need to validate the file. Did you show Oriol what one of the files looks like? Was there just tab delimited files?

IS Ivan Soriano 1:07:13

Yeah, he saw us a version and then option and inside the value that goes on one, option two, option three, which that reference to the values of the options configured on the editor.

GW Gary Walsh 1:07:22

Like, this is this is a file from focus, is that what you is that what you're saying? This is one from focus vision, yeah, so we would we would just need to validate that we have one, two, three, 4, 5, 6, and then one, two, three, one, 5, 6, three, 12.

FG Fernando Guevara 1:07:26

Yes, correct. Yep, yep.

DL Desmond Leo 1:07:28

Yeah, something like that, yeah.

OA Oriol Altisent 1:07:34

Yeah.

IS Ivan Soriano 1:07:35

What's the alternative thing on the statement thing?

OA **Oriol Altisent** 1:07:36
Yeah, the.

GW **Gary Walsh** 1:07:39
What?

OA **Oriol Altisent** 1:07:39
Yeah, this is...

IS **Ivan Soriano** 1:07:40
alternative understanding that wasn't there before on the other one that you saw was.

GW **Gary Walsh** 1:07:46
Yeah.
Six.
Urgent task question: alternative is 1 statement is this key is not.

IS **Ivan Soriano** 1:07:52
The key, I guess, is the is the Opinion key.

OA **Oriol Altisent** 1:07:57
Yeah, is is the is the same is the same as I showed you before, the same Excel that I give you. What you what I have is instead of instead of you having here a stack data because you have question one, two, three, 4, 5, you have it in the columns, the columns you have there.

FG **Fernando Guevara** 1:07:59
Ohh.

OA **Oriol Altisent** 1:08:15
Which question you're showing?

DL **Desmond Leo** 1:08:17

You.

GW **Gary Walsh** 1:08:18

So whatever format we get, what I mean is we don't validate what's in it, we just validate that it hits that format. So it has X columns, each row has X columns worth of values. We don't care what the values are, just that they're there.

FG **Fernando Guevara** 1:08:19

So.

OA **Oriol Altisent** 1:08:23

Yeah.

IS **Ivan Soriano** 1:08:33

Yeah, but I'm not seeing, so what's the question versus the task?

OA **Oriol Altisent** 1:08:40

At.

DL **Desmond Leo** 1:08:40

Ohh.

GW **Gary Walsh** 1:08:42

Version one, version two.

IS **Ivan Soriano** 1:08:43

Because it all matches until you go to 9, which then it restarts.

OA **Oriol Altisent** 1:08:45

Yeah.

GW **Gary Walsh** 1:08:51

Here.

OA **Oriol Altisent** 1:08:51

Yes.

IS **Ivan Soriano** 1:08:53

Yeah, I don't know what's what's the question in that in that context.

OA **Oriol Altisent** 1:08:58

Question is gonna go is is gonna go up to.

Uhh...

GW **Gary Walsh** 1:09:04

There's any questions on this one?

OA **Oriol Altisent** 1:09:05

No, it, yeah, each respondent is seeing 8 questions or a task, but globally, how many different tasks are? I'm not sure if they are different, but it's going to be probably...

IS **Ivan Soriano** 1:09:20

OK, so, so the question is...

OA **Oriol Altisent** 1:09:21

Eight, 8, 8 multiplied by the number of versions, 800 here, because you have 100 versions.

IS **Ivan Soriano** 1:09:27

So we have 100 versions and each user is going to see eight.

OA **Oriol Altisent** 1:09:30

Yeah, yeah, but that's a column that you can remove because you in 30 you don't need it. I don't know why why it's here.

DL **Desmond Leo** 1:09:36

And he screws my.

IS **Ivan Soriano** 1:09:37
Okay, so that's the okay, that's the even distribution part.

OA **Oriol Altisent** 1:09:37
But...

GW **Gary Walsh** 1:09:40
That could be, that could be an old friend, that could be, as you mentioned, the Robbie's format, that we do a heated them, but the point, the only, I just want to make sure you're clear.

OA **Oriol Altisent** 1:09:44
Yeah.

IS **Ivan Soriano** 1:09:46
My point on the validation was more like you send me a design and you say the keys are one, two, three, 4, 5, 6, 7. But on the options you configure the editor, the keys are 90, 91, 92. So there is no match from your design to the options that you actually design. That's one of the validations.
the number of options has to match, your design has 10 options, you put 10 options. This very basic, like when I try to run this design, I'm going to find in O'Reilly to what you say on the design.

GW **Gary Walsh** 1:10:08
Seems like an easy validation to do.
I would say, I would say, add whatever validations are simple that could prevent errors, but we, yeah.

IS **Ivan Soriano** 1:10:22
This is just very basic, so when I run it, it doesn't blow up.

GW **Gary Walsh** 1:10:26
Do we have all the columns? Is there enough for do the rows match the options?

IS **Ivan Soriano** 1:10:28

Yeah.

Yeah, very basic.

GW **Gary Walsh** 1:10:31

Then it, whatever, if you put in junk numbers, then you put in junk numbers.

IS **Ivan Soriano** 1:10:35

And then if after you upload the design, you change the options, you reduce the number of options, you do whatever, that's up to you.

GW **Gary Walsh** 1:10:42

Warning, this could affect your design, and I should change a Glover.

IS **Ivan Soriano** 1:10:44

Yeah.

Okay.

OA **Oriol Altisent** 1:10:48

But that's the thing: if they have 20 items and in their design weight, one of the items didn't appear, we have a problem, or they they have a problem if if.

IS **Ivan Soriano** 1:10:57

Yeah, I just want to protect so we the pace doesn't blow up. But that's a big problem that the user see that it doesn't work. We have it has to work even just to tell you your design doesn't match your configuration. We have to protect the system against that scenario.

OA **Oriol Altisent** 1:11:01

If, yeah, or...

DL **Desmond Leo** 1:11:14

Oriol, do you mind sending us an example of what a file would be that you want

imported into the platform, a design file? Send us that design file that you sent, that in a fictional thing we would have to build and program it.

OA **Oriol Altisent** 1:11:25
Okay.

FG **Fernando Guevara** 1:11:29
But.

DL **Desmond Leo** 1:11:30
Um...

IS **Ivan Soriano** 1:11:30
And you send one that you create and another then Leanne asks you with the changes. You said that Leanne usually asks you to change a value with a code.

DL **Desmond Leo** 1:11:38
Ohh, she she sometimes asks to change from code to label.

OA **Oriol Altisent** 1:11:42
Yeah, I prefer to work.

IS **Ivan Soriano** 1:11:43
Yeah, but that label in already to the context doesn't make doesn't mean anything.

DL **Desmond Leo** 1:11:43
So.
Yes, exactly. So I don't think it matters for us. I think we can just use code. The give us and and then and then if we can get an example input that you output that you need so that you can run your reports, then we build our base design off of that. And then Fernando, you create a max div

IS **Ivan Soriano** 1:11:50
Okay.

OA **Oriol Altisent** 1:11:51
Yeah.

IS **Ivan Soriano** 1:11:52
Healy.

DL **Desmond Leo** 1:12:06
Question.

where you tell the user to import the design, we automatically standardize the questions that are being sent somehow, how the questions look and everything as they ask through each of the exercises.

IS **Ivan Soriano** 1:12:22
Then, on the process on the launch process, we will run the generating whatever based on the design, and the question will create the final survey Jason, right? Yeah, I have to think actually how to technically do that, but...

FG **Fernando Guevara** 1:12:36
Mm.
Yeah.

IS **Ivan Soriano** 1:12:39
I don't know if it's working once you upload the design. We showed you a box with the design details, 100 versions, two tasks, 20 options on the design, just as a reference for the user.

GW **Gary Walsh** 1:12:51
I need, I need to.
I need the wrong guy, so I'll leave you still right. Good luck.

FG **Fernando Guevara** 1:12:54
Of.

DL **Desmond Leo** 1:12:55
See ya.

IS **Ivan Soriano** 1:12:56
OK.

FG **Fernando Guevara** 1:12:56
Okay, for usability.

IS **Ivan Soriano** 1:12:57
Yeah.

DL **Desmond Leo** 1:12:57
We don't have to, we don't have to, but I mean, we're being imported the design, right? So we don't have to show the design.

IS **Ivan Soriano** 1:13:00
No, I just, this is like a...
No, it's not showing the design, it's just showing the metadata of the design. This is your design has 100 versions on it. It's split in, it splits 20 questions in four tasks.

DL **Desmond Leo** 1:13:11
Oh yeah, like maybe that would be good feed. Yeah.
Yeah, something like that.

IS **Ivan Soriano** 1:13:18
I guess the very basics.

DL **Desmond Leo** 1:13:19
Yeah, that'd be nice.

IS **Ivan Soriano** 1:13:20
This is what you, this is what you gave us.

FG **Fernando Guevara** 1:13:21

But.

Question in the system, so we are going with, let's say, with the format.

kind of an MVP design right with the common subsets of will be a max diff and let's say are we willing the users upload their own or we agree on having like a...

DL **Desmond Leo** 1:13:45

We start with the users uploading their own.

IS **Ivan Soriano** 1:13:46

No.

FG **Fernando Guevara** 1:13:47

Okay, they're starting to own, so this...

IS **Ivan Soriano** 1:13:48

That version went.

DL **Desmond Leo** 1:13:49

Because the user will, the users will be empathy, right? Like, you're not doing a max diff unless you're super advanced. One day in the future, we will, we will allow them to pick their own, like, 12 statements, 3 extra, you know, however many extra, whatever, and they can, and they can do that on their own, but right now, no.

FG **Fernando Guevara** 1:13:52

OK, perfect.

So.

Correct.

So is a mandatory, let's say, file to be upload if they will not be able to continue if they don't upload that desired file. Okay.

IS **Ivan Soriano** 1:14:11

Yeah.

DL Desmond Leo 1:14:11
Mandatory file to be uploaded.
Yeah.

FG Fernando Guevara 1:14:21
No, no, no, this will be a new question type, I will soon, right?

DL Desmond Leo 1:14:25
Yeah.

IS Ivan Soriano 1:14:26
Yeah.

FG Fernando Guevara 1:14:29
And question, I have just one, it is a dumb question. I have seen that a lot of, well, our competitors have the max diff, let's say, like, dislike, right? This option, like, dislike, right? But is there a...
difference like we have in the last the question and then a column and a column.

OA Oriol Altisent 1:14:54
Uh, yes, but...

FG Fernando Guevara 1:14:55
A dumb question, but I was wondering why.

IS Ivan Soriano 1:14:58
Oh, it is not. I'm going to ask one that is even dumber. The title of the columns can be changed.

DL Desmond Leo 1:15:03
Yes.

OA Oriol Altisent 1:15:04
Yeah.

IS **Ivan Soriano** 1:15:04
From this, like, to whatever other.

FG **Fernando Guevara** 1:15:05
Mm.

DL **Desmond Leo** 1:15:06
Yes, because you'll be appeal or it'll be favorite or it'll be important.

IS **Ivan Soriano** 1:15:07
Yes, no.

FG **Fernando Guevara** 1:15:09
Yeah.

IS **Ivan Soriano** 1:15:10
Okay, so that's something we need to be able to compute the columns.

DL **Desmond Leo** 1:15:12
We need, yeah, we need to, we need to customize that, yeah.

FG **Fernando Guevara** 1:15:13
Correct the columns, yeah.

OA **Oriol Altisent** 1:15:16
Let me share again.
This is a traditional view. Now we can we can we can change it if we want. We can put least first, most, but I mean 95% of coin joins that I've seen is in that way. Most first in the middle, the items and least at the end. I've seen examples that is.

FG **Fernando Guevara** 1:15:21
Mhm, that's correct, yeah.

DL **Desmond Leo** 1:15:32

Okay.

FG **Fernando Guevara** 1:15:33

Oh.

Uh-huh.

OA **Oriol Altisent** 1:15:39

First items most least, I see reversed, I.

DL **Desmond Leo** 1:15:44

You never see, you never see most and least together as columns. You don't see text option, option.

OA **Oriol Altisent** 1:15:47

You, you can see it, you can see it, you can see first the the the items, then most, and then list, but I I wouldn't I I will go for the traditional 'cause is if we if we don't have a something tested and validated that any other option is better, I I don't see why we need to change this this format first, most.

FG **Fernando Guevara** 1:15:53

Okay.

DL **Desmond Leo** 1:15:54

Okay.

FG **Fernando Guevara** 1:15:55

Yeah, correct.

Yeah, for the addition.

IS **Ivan Soriano** 1:15:58

Nothing.

FG **Fernando Guevara** 1:16:04
Mm.

OA **Oriol Altisent** 1:16:08
The items, and then list, and...

FG **Fernando Guevara** 1:16:10
Nice.

DL **Desmond Leo** 1:16:10
Okay.

IS **Ivan Soriano** 1:16:10
So, we are allowed to pick the same for most and list.

OA **Oriol Altisent** 1:16:14
Sorry?

IS **Ivan Soriano** 1:16:15
Should we allow them to go wrong and pick most at least the same?

DL **Desmond Leo** 1:16:16
No.
No, that's make sure the exclusive.

OA **Oriol Altisent** 1:16:19
No, no, no, no.

IS **Ivan Soriano** 1:16:21
OK, that's a protection we have to add. It's not fully free. OK.

OA **Oriol Altisent** 1:16:21
That, that, that, yeah.

DL **Desmond Leo** 1:16:23
Yeah.

OA **Oriol Altisent** 1:16:26
That's our restriction, yeah.

IS **Ivan Soriano** 1:16:28
Hold on.

FG **Fernando Guevara** 1:16:28
I don't see any well thing on the mobile side. I think that will be super easy.
To to do.

IS **Ivan Soriano** 1:16:36
Yeah, the responsive version of that.

FG **Fernando Guevara** 1:16:38
Yeah, they're responsive, so we're good.

IS **Ivan Soriano** 1:16:42
Oh, how does it look that question on the phone?

DL **Desmond Leo** 1:16:44
Okay.

OA **Oriol Altisent** 1:16:45
And when when you when you do calculations in your system, can you do it with R
with no problem or Python or?

FG **Fernando Guevara** 1:16:46
Yeah.

IS **Ivan Soriano** 1:16:53

I haven't even started talking about that, but I believe that, so yeah, we may, we may be enabled, right? We have to find the right library to do it.

DL **Desmond Leo** 1:16:57

Yeah, I'm sure we can't listen, but Ivan, I mean I...
Mm.

IS **Ivan Soriano** 1:17:06

And then if we have the maps, but I don't think that we go for that for version one.

DL **Desmond Leo** 1:17:12

No, I like the version one that's easiest is the one that Oriol does all the work. We just make it look pretty.

IS **Ivan Soriano** 1:17:12

Top.

Yeah, and I have another question in terms of the info you need to extract from it.

Do you extract it as a whole question?

or you struck it having the tasks as different questions.

to process them, to process task one, task two independently, or you have to process them all together.

DL **Desmond Leo** 1:17:41

Yeah, give us a data file. Yeah, give us an example.

OA **Oriol Altisent** 1:17:44

Yeah, I'm gonna send, I'm gonna send you a data file with with information that and that I need, but...

IS **Ivan Soriano** 1:17:51

Because I'm just thinking if in terms of gathering the info, I should treat every task as a different question that you answer, which will make things way more easy.

OA **Oriol Altisent** 1:18:00

Yeah.

In every task should be a different question.

IS **Ivan Soriano** 1:18:05

And.

And I also have another, can I set other questions?

DL **Desmond Leo** 1:18:09

OK.

IS **Ivan Soriano** 1:18:13

Visible based on the max TF answers.

Like, if Opinion One you picked it as the most or your favorite, then I show you that other question later on.

DL **Desmond Leo** 1:18:25

No, as like a dynamic, right? But I think we just chose not to do any of the dynamic stuff.

OA **Oriol Altisent** 1:18:26

I.

IS **Ivan Soriano** 1:18:28

No, it's a conditionality. Question 27 is conditional on you answering the most for Mercedes on this cars question.

DL **Desmond Leo** 1:18:35

No.

IS **Ivan Soriano** 1:18:38

So, you said Mercedes is your preferred one of your preferred brands, then I go ahead and ask you, do you own one?

You know that that kind of scenario is possible.

OA **Oriol Altisent** 1:18:48

Yeah, yeah, yeah.

Is everything is possible, it's not it's not common, but yeah, possible everything.

IS **Ivan Soriano** 1:18:54

Yeah, but it wouldn't be if I don't implement it, so I need to know. In our system, I need to be aware if if that's even the case, it may not be for version one, but version 2 may need to include conditionality based on max diffs.

OA **Oriol Altisent** 1:18:57

Yeah.

DL **Desmond Leo** 1:19:09

I've never, I've never done, I've never encountered a study where conditionality was based off of a question that was answered inside a max diff, like...

IS **Ivan Soriano** 1:19:19

So, we wait for someone to ask for it, basically.

OA **Oriol Altisent** 1:19:23

Well, we always can say we can not do it, but it can, because you can use that pipeline. No, no, normally you find that the example of Mercedes would say, okay, if Mercedes is interested in this follow up question, it would be nice for Mercedes and also for competitors. So if you pick Mercedes as your top...

IS **Ivan Soriano** 1:19:24

Is that?

DL **Desmond Leo** 1:19:29

Have you ever encountered it?

OA **Oriol Altisent** 1:19:45

Is gonna be selected, Mercedes, if you pick another brand is gonna be selected another brand, if someone says no only for, but but I...

IS **Ivan Soriano** 1:19:48

Yeah, but when I...

But if you have 20 options, you won't show that question for 20. You will only show it for the ones that you pick as your most preferred brands.

OA **Oriol Altisent** 1:19:59

But, but this this kind of thing for is more.

To create a flag, yeah, you create a flag and then based on that flag you can see show that option or then show it is not something that.

IS **Ivan Soriano** 1:20:09

Yeah, but that that or what you say flag for us are conditionals. So the visibility of that question is conditional of that happening. In this case, that happening is that Mercedes is picked as most on any of the tasks. Then I saw that.

OA **Oriol Altisent** 1:20:24

Yeah.

DL **Desmond Leo** 1:20:25

But.

But even, even that, yeah, like even that flag would still be like, it would have to be flag if in exercise, sorry, in, in, in version one.

Question one is option three, or flag if in version two, question one is option one, or flag if in version three.

IS **Ivan Soriano** 1:20:49

No, but that doesn't really, that doesn't mean really, I'm not going that far. It just, on any of the versions, Mercedes is going to be there. I don't care in which task. If you pick Mercedes as your most favorite brand in any of the tasks, then I'm going to show you this question.

Or if you pick Mercedes as your least favorite in any of the tasks, I'm going to show you this. It's almost impossible to say if you pick Mercedes as your most on the first task, that's a weird combination. That's really weird to condition against that specific.

DL **Desmond Leo** 1:21:23

But Mercedes, if it's going to appear three times for one candidate, for one

respondent, it's going to appear on the 1st, 2nd, and 3rd. And for another candidate, it's going to appear.

IS **Ivan Soriano** 1:21:34

No, but I don't think he means that Mercedes has to be shown three times for a specific user. It's just in the life of the survey, Mercedes has to be present three times. On 3 different versions of it, Mercedes has to be there. Not on the same version, Mercedes has to be three times. Am I right?

OA **Oriol Altisent** 1:21:35

But.

DL **Desmond Leo** 1:21:46

Oh yeah, it has to be present, yeah.

OA **Oriol Altisent** 1:21:52

It needs to be three times in the same version, ideally, in the same version, yeah, ideally.

IS **Ivan Soriano** 1:21:55

In the same version.

So on this, on task one, I have Mercedes, on task three, I have Mercedes, on task four, I have Mercedes as well.

OA **Oriol Altisent** 1:22:04

Yeah.

DL **Desmond Leo** 1:22:04

Yeah.

IS **Ivan Soriano** 1:22:06

Then I used to be different audience, different questions, because apparently the same value can be picked for each one of the tasks.

OA **Oriol Altisent** 1:22:14

But this is what I how normally use we have the the version of the.

DL **Desmond Leo** 1:22:15

That's true, actually, yes.

OA **Oriol Altisent** 1:22:23

Of the of the magnif, so if I'm going here, let me see.

DL **Desmond Leo** 1:22:31

In fact, the number of exercises that tasks that you have should be the number of questions. They should each time a new task happens, it becomes a new placeholder question that stores option values and...

OA **Oriol Altisent** 1:22:32

Yeah.

IS **Ivan Soriano** 1:22:45

Yeah, yeah.

OA **Oriol Altisent** 1:22:47

Here, here we have.

IS **Ivan Soriano** 1:22:47

For every version of that survey, every task is going to be going to be some question with its own options.

DL **Desmond Leo** 1:22:52

Yes.

OA **Oriol Altisent** 1:22:53

Yeah, and for here, for example, for the first, not everyone is answering the max diff. So, for example, the respondent is answering the max diff. We are showing to him

the version 77. What they store that I don't need in that case is all what they have seen.

IS **Ivan Soriano** 1:22:54

Yeah, but otherwise there is no way to do this.

OA **Oriol Altisent** 1:23:12

In the in the in that task, so from this row to the row, we have 15 items, which which ones have shown to the respondents, and this is.

IS **Ivan Soriano** 1:23:23

So, the order of the no.

OA **Oriol Altisent** 1:23:26

No, what, what, what is shown, but we don't need this, so that's something that has been included here, but we don't don't really need what have been what what we need is what have shown as the best, and this is option what it was in the in the five, we don't know what it was, but it's option 5.

IS **Ivan Soriano** 1:23:40

Open, open #5.

OA **Oriol Altisent** 1:23:45

To know what it was, I have to go to version 77 task one and see what was there and what is picked as worst. And it was the number one as 4th. And here.

IS **Ivan Soriano** 1:23:55

And that column that says MD best 11, what does refers to?

OA **Oriol Altisent** 1:23:59

Oops, sorry.

Oops, what color here?

Uh, and here what we have, MD best one one. This is this is the item.

He select item 5 that.

IS **Ivan Soriano** 1:24:12
Yeah, but what does the title of the column reference to? Was that MD?

OA **Oriol Altisent** 1:24:15
Uh, what is what is selected as best?

IS **Ivan Soriano** 1:24:19
Yeah, but MD is the source for Max, Diff, Best, and One One is.

OA **Oriol Altisent** 1:24:19
M.D.M.D. Me, Macdave.

DL **Desmond Leo** 1:24:21
Oh yeah, so because...

OA **Oriol Altisent** 1:24:25
One one is task one, task one, question one, yeah.

IS **Ivan Soriano** 1:24:26
Ask one question, one.
No, because task is so okay.

OA **Oriol Altisent** 1:24:31
Task.
In that case, because we had, I think we had three Max Dif in that in that project, so one of the ones means the first Mac Dif, what the other one is there.

IS **Ivan Soriano** 1:24:33
Last one.
OK, OK. So, for us, will be Q27 Matthew one will be in the task one of the Q23 Matthew. Well, we can talk about that.

OA **Oriol Altisent** 1:24:42
But is my it.

What?

Yeah, here is the position 5 and the position one as best and worst. And here we have what it was, the item 5 and the item 2. In that case, it's item 10, item 11 as first. As best, and one maybe surprise the other quality.

IS

Ivan Soriano 1:25:08

But that's for different versions of the Mastiff.

OA

Oriol Altisent 1:25:10

No, no, for the same for the same version. So, we have what we need is the version that question that is the item selected, and that's the what what number 11 means in that case is taste or quality, what's selected as worse. And then the other two questions are what is the position of the thing selected? The first,

IS

Ivan Soriano 1:25:12

For the same person.

Okay.

OA

Oriol Altisent 1:25:30

Or the third, that's what.

IS

Ivan Soriano 1:25:31

And I've seen that some users are assigned that version but didn't answer it.

OA

Oriol Altisent 1:25:37

Yeah, because we have three max diff and each respondent was answering a different max diff.

IS

Ivan Soriano 1:25:44

But that count to us.

So if I have 100 persons that have to be even distributed against 100 people or 1000 people, those count on that even distribution, even if they don't actually use it.

OA

Oriol Altisent 1:25:50

Mhm.

The the.

That does that version needs to be randomized, and that we don't need to control anything with version, so we don't we don't care.

IS **Ivan Soriano** 1:26:06

Okay, so but if from the 1000 people that is 500 that doesn't answer any marks,

DL **Desmond Leo** 1:26:07

I think we, yeah.

IS **Ivan Soriano** 1:26:14

I don't have to give another 500 to complete the even distribution of them.

OA **Oriol Altisent** 1:26:19

No, no, no. The version needs to be randomized. If at the end of the survey, from version one, we have 20, and from version two, we have only one respondent, that means that version was not randomized.

IS **Ivan Soriano** 1:26:20

Okay.

OA **Oriol Altisent** 1:26:34

There is a problem with randomization.

IS **Ivan Soriano** 1:26:35

Okay, but if I have, if I randomize the versions and the max div is conditional, so I only show you max div one if you answer that or max div 2 if you answer that, you may have 100 allocations of max div one and only 10 people answered it because they answered whatever on question one.

OA **Oriol Altisent** 1:26:38

Mmh.

DL **Desmond Leo** 1:26:54

That's okay.

IS **Ivan Soriano** 1:26:54
Is that valid? Is that okay?

OA **Oriol Altisent** 1:26:56
It's okay, yeah.

DL **Desmond Leo** 1:26:56
I think one.

IS **Ivan Soriano** 1:26:58
So I distributed it to 100 people. It's just 100 people didn't answer what it needed to be assessed the narrative.

DL **Desmond Leo** 1:27:03
We would have, we would have factored that at the project level to be like, okay, well, what's the incidence of people that are going to see this next diff? But I would imagine that the way that this three max diff was set was they were randomly assigned one of three max diffs, and then they were randomly assigned the different versions inside each max diff.

OA **Oriol Altisent** 1:27:03
Yes.

IS **Ivan Soriano** 1:27:20
Yeah, but that randomly assigned, we don't have it.

OA **Oriol Altisent** 1:27:20
No, I.

IS **Ivan Soriano** 1:27:24
Well, it's even distribution over over the max, so we'll have to create a block of the max, and then even distribute to the max, and that we need to see how we get to that point.

DL **Desmond Leo** 1:27:28

We know we.

Yes, we, we, we don't have it, but it's in it, it's in the allocation use case work that we need to work out.

IS **Ivan Soriano** 1:27:37

Yeah, I'm just saying if or thinking on the reality matches in the different scenario.

DL **Desmond Leo** 1:27:45

The the scenario that.

IS **Ivan Soriano** 1:27:45

If the three marks leave has to be seen even.

DL **Desmond Leo** 1:27:49

The scenario where you're saying...

IS **Ivan Soriano** 1:27:50

And then each version of it has to be even, that's even events.

DL **Desmond Leo** 1:27:54

Once, once, once they're inside a Max Diff.

OA **Oriol Altisent** 1:27:55

Uhh...

DL **Desmond Leo** 1:27:58

What they see all of the population that sees that one particular max diff, the versions should be ideally evenly distributed, otherwise randomly distributed is fine.

OA **Oriol Altisent** 1:28:09

Yeah.

IS **Ivan Soriano** 1:28:10

Yeah.

DL **Desmond Leo** 1:28:10

The problem you were talking about where maybe not enough people are going to see the max diff in the 1st place, that's a research design problem that they we should have known that like actually instead of getting 1000 people, we should have gotten 5000.

IS **Ivan Soriano** 1:28:20

No.

Okay.

Yeah.

This is just linking very complex stuff together.

DL **Desmond Leo** 1:28:33

Yeah.

OA **Oriol Altisent** 1:28:34

So yeah, I'm going to export this so you can from another project, but what we need is the version and for each task, these four questions.

IS **Ivan Soriano** 1:28:34

Yeah.

OA **Oriol Altisent** 1:28:42

Before Carlos.

IS **Ivan Soriano** 1:28:42

OK, so if I, if I make that each task become its own question.

DL **Desmond Leo** 1:28:43

Yeah.

OA **Oriol Altisent** 1:28:47

Yeah.

IS **Ivan Soriano** 1:28:48

In all naming, we'll have Q27, which you can rename to whatever code you want.

OA **Oriol Altisent** 1:28:53

Yeah.

IS **Ivan Soriano** 1:28:54

And then under score.

One that will be for max if that is on Q, whatever this is the first task.

Okay, I can do that. Can rename them like I do for loops.

DL **Desmond Leo** 1:29:06

Oriol, can you can?

IS **Ivan Soriano** 1:29:07

It will be a sort of a kind of a loop.

But these are the options on each one of the lobes changes.

DL **Desmond Leo** 1:29:14

Yes, yes.

IS **Ivan Soriano** 1:29:15

OK.

DL **Desmond Leo** 1:29:17

Now, the two questions are here. One, when you give us the data, can you just give us the data of 1 max diff? Two.

Um...

I've in my head I've got we've got two ways of storing the data for.

each task, right? So in task one,

You can have.

Let's say we're doing 5 tasks, five options per task. So each of the five tasks can be options one, two, three for five, one, two, three for five, one, two, three for five, one, two, three for five. And then we just manually, or we automatically, dynamically throw in one means Mercedes for this user, for user one, but then one also means like something else for a Volvo for some other user.

Or...

We have.

the five options that people see, but we show one, two, three, 4, 5, 6, 7, 9, like 15 options, and hide all the ones that aren't supposed to appear. So now you're getting within that one question, one, three, 5, 7, and 15.

OA **Oriol Altisent** 1:30:28

But then it needs to be ordered, like in the design, cannot be ordered.

DL **Desmond Leo** 1:30:35

Okay, sure. If we...

IS **Ivan Soriano** 1:30:35

Yeah, but one has to always reference the same option. We cannot have the number one reference different options. One is the key of the option.

DL **Desmond Leo** 1:30:44

Do you, do you, so yeah, so do you mind whether or not we give you like, is that, or is that too non-standard? That one just always has to represent the position for task one.

question one, position one, and it will never, and you always have to fill in the blanks afterwards.

IS **Ivan Soriano** 1:31:03

No.

No, I don't think so. What I'm seeing is you have many options. Each one of the options has a key number associated with it, like we actually do. The design is going to tell key one goes on position one on the first task, on position three on the third task, and in position two on the fourth task, because it has to be solved three times.

This is on version one. Each one of the versions will have those 20 keys in way different combinations. And we have to keep that.

DL Desmond Leo 1:31:27
Yeah.

IS Ivan Soriano 1:31:37
That cannot be modified. And when we gave him the reports, reports will have one column per question, two columns per question, one question being a task, best and least, and that will have the key value of it.

DL Desmond Leo 1:31:38
I, I, I...
Yep.
Yeah, yeah, yeah.

IS Ivan Soriano 1:31:54
In when we translate it to the visual reports, that key value may be translated to the option text.
But that will be how we do the reports.
I cannot starting to see.

OA Oriol Altisent 1:32:08
But in in the in the report, you never gonna report the Max Diff questions as they are.

DL Desmond Leo 1:32:09
Okay.
Yeah, you'll never.

OA Oriol Altisent 1:32:17
App.

IS Ivan Soriano 1:32:17
No, but so I mean, so we have a report page. I don't know if you've seen it.

OA **Oriol Altisent** 1:32:23

No, but...

IS **Ivan Soriano** 1:32:23

I'm just, I just don't know if I...

DL **Desmond Leo** 1:32:25

And we, we, we need a, we need a different representation of the max diff once you get to.

IS **Ivan Soriano** 1:32:28

Yeah, but I don't know if we have to represent it there or we have to point a row saying max diff, number of answers, don't know it.

And then we have to do the effort of trying to give a visual to that info when he doesn't care about the visual.

DL **Desmond Leo** 1:32:36

I think that's what we do.

Ohh.

I think, I think, I think that's what we do. Max diff number of question number of answers per maybe we do we do length of time for the entire exercise so we can capture speeders, but like that's it. I don't think we.

IS **Ivan Soriano** 1:32:56

Because otherwise, the only thing I can do in terms of visual is the same Excel I'm going to send you when you export, that's the visual you want it. And I don't even know if that has any value.

DL **Desmond Leo** 1:33:04

Nathan.

No, it, let's not, let's not do that. Let's presume that if you're using a max diff.

It's always going to require some sort of advanced analytics thing to make it valuable. And then we don't display anything until we figure out how to do that advanced display.

IS **Ivan Soriano** 1:33:22

Okay.

OK. My bit of relief. I thought it was way more complicated. The survey part. Surveys part.

DL **Desmond Leo** 1:33:32

Yeah, the Surveys is easy, yeah.

IS **Ivan Soriano** 1:33:34

Easiest to never use word, but the complex is the design, so is the pre and the after. That's the complex part of the of the max if, rather than the if kind of simple.

DL **Desmond Leo** 1:33:37

Yeah.

Yeah.

Something, something for Fernando to know as well, also then it just means that, like, we're going to, you, you cannot export max diff data alongside regular survey data.

It has to be a separate thing.

IS **Ivan Soriano** 1:33:57

On the export, on the export all.

Max won't be included.

FG **Fernando Guevara** 1:34:02

Won't be won't be included, yep, in the report.

DL **Desmond Leo** 1:34:03

You have you have to be able to have it as like a separate drop down to be like export all and you export and be like export the next diff or export the survey data like they they export separate.

FG **Fernando Guevara** 1:34:13

Yep.

IS **Ivan Soriano** 1:34:15
Okay.

OA **Oriol Altisent** 1:34:15
Why, why, why this?

FG **Fernando Guevara** 1:34:16
You mentioned that of.

IS **Ivan Soriano** 1:34:18
Yeah.

OA **Oriol Altisent** 1:34:19
Why this option?

IS **Ivan Soriano** 1:34:20
So, when you export all, each question has its own Excel page.
That would be just the the max diff would be different from the other, but you still have all the data on your excel because you have it.

OA **Oriol Altisent** 1:34:30
Okay.
Yeah, yeah, yeah, that's that's because you're exporting tables, it's not because you, if you want to export the data set, everything is gonna be there, yeah.

IS **Ivan Soriano** 1:34:43
Yeah, it's going to be there. There is two places you can export at a question level, or you can export as the whole survey. Then it creates like a legend page, and each one of the questions has its own shape.

DL **Desmond Leo** 1:34:43
I suppose, actually, yeah, if you're going to export CSV, you can...

OA **Oriol Altisent** 1:34:44

Five.
Okay.

DL Desmond Leo 1:34:50
But if yeah, if.

OA Oriol Altisent 1:34:55
Yeah.

IS Ivan Soriano 1:34:57
But it's just all of them will have a similar view except the Matthew that will be completely different because it will be exactly what he needs to export to other places. But I think there is value on I export on my project, then I'll split it and reuse it in other places.

DL Desmond Leo 1:35:14
But it actually, it makes sense though. Yeah, we should be able to like, if you export a CSV, all the data cannon should be there and you just don't.

IS Ivan Soriano 1:35:22
Yes, the CSV is, yeah, X 10 on CSV, it will have its own.

FG Fernando Guevara 1:35:23
If we import it, export it in a separate files.
That is also valid.

IS Ivan Soriano 1:35:29
Box of columns.

DL Desmond Leo 1:35:32
Give us an export. Oriol, let's see what it looks like, and then, and then...

FG Fernando Guevara 1:35:32
So.

IS **Ivan Soriano** 1:35:35

No, but if you use port to CSV, each column has a value. When you reach a max if, that will...

FG **Fernando Guevara** 1:35:35

Yeah.

IS **Ivan Soriano** 1:35:45

Duplicate its class will be two columns, and then each question will be a number of, but all the info will be there.

DL **Desmond Leo** 1:35:49

Becomes massive, yeah.

Yeah.

IS **Ivan Soriano** 1:35:56

So, I don't see why we need to not include it; we include it, if he wants to use it, he uses it, not that.

DL **Desmond Leo** 1:35:59

Okay, fine. I was.

FG **Fernando Guevara** 1:36:01

But.

DL **Desmond Leo** 1:36:03

We, we include it then. Sorry, I I I I misunderstood. OK, cool. We'll include it.

FG **Fernando Guevara** 1:36:09

Question, time for screen, and then...

DL **Desmond Leo** 1:36:11

Yep.

FG **Fernando Guevara** 1:36:12
Is included.

DL **Desmond Leo** 1:36:14
Sir, which one?

IS **Ivan Soriano** 1:36:14
On the export, the timing, and I don't see.

FG **Fernando Guevara** 1:36:16
No, the time for a screen, it is something that we want to play just for Max.

IS **Ivan Soriano** 1:36:21
App.

DL **Desmond Leo** 1:36:21
Time for a scream.

FG **Fernando Guevara** 1:36:23
Yeah, the time you mentioned that you...

IS **Ivan Soriano** 1:36:25
That.

DL **Desmond Leo** 1:36:26
Ohh, I mean, on the on the, I'm just saying on the reports tab, like on the reports tab, if we need to represent that we've got a max diff question somewhere, then the most information we might show is like...

IS **Ivan Soriano** 1:36:27
No, but that's just for the speeding.

DL **Desmond Leo** 1:36:42
some sort of speeding.

IS **Ivan Soriano** 1:36:42

Yeah, but Oriol said that the speed time is to check the speeding between the max diff. If we split the max diff into different questions, the speeding goes is given already.

FG **Fernando Guevara** 1:36:47

Mhm.

Yep.

DL **Desmond Leo** 1:36:56

Yeah.

IS **Ivan Soriano** 1:36:57

We just calculated because you go through different questions, even though it belongs to the same. But technically, which it is. So the speeding is there. And I don't see they need this timing on the report on anything with that.

DL **Desmond Leo** 1:36:57

Yeah.

Excellent.

FG **Fernando Guevara** 1:37:07

Hmm.

DL **Desmond Leo** 1:37:11

Yeah.

FG **Fernando Guevara** 1:37:11

Talking about the speeding, how we will look at the, let's say, a bad response. Well, what about the flags? But I think that is for another conversation.

IS **Ivan Soriano** 1:37:20

No, but that's the usual security center speeding thing. You go too fast between questions, I don't care what type of question it is, you go too fast.

FG **Fernando Guevara** 1:37:24

Yeah.

DL **Desmond Leo** 1:37:25

Blanks.

Yeah, flags happen at a respondent level anyways. They don't have another question level. We capture the timestamp for each question. And it's they're only flagged at the respondent level if they do if they speed more than 50% of the of all questions.

FG **Fernando Guevara** 1:37:29

Mm.

Mhm, mhm.

IS **Ivan Soriano** 1:37:42

Yeah, but that's a given because every task will be each question internally, so that's covered. And even we can go back and forward because it's different questions technically, even though we will collect them all of that into one single Excel report over.

FG **Fernando Guevara** 1:37:45

Heary.

DL **Desmond Leo** 1:37:47

Yeah.

FG **Fernando Guevara** 1:37:48

This will play.

DL **Desmond Leo** 1:37:55

Yeah.

Yeah.

Good.

IS **Ivan Soriano** 1:38:01

Okay, kind of relief.

OA **Oriol Altisent** 1:38:01

Yeah, that's one one of thing, 'cause the the...

DL **Desmond Leo** 1:38:03

Okay, this has been super long. Thank you guys. Oh, wait, what do you got?

OA **Oriol Altisent** 1:38:08

Yeah, the only thing, the reason I was asking the timing is because there is this other kind of analysis that is basically a max diff, but a more simple one. And it's maybe something that in the future we are going to want to add.

is something that we used to do a lot in my previous company. And here we call it Swift Choice Analysis. And basically, it's kind of a Tinder thing where you have your item, your image, or your claim, and you sweep right or left, depending if if you like it or not. Is A max diff, the, what is behind this is a max diff, but with only one option, you like, you say like or dislike instead of having a list. And here the time is important because we use the time to do all this theory related with system one, system 2.

IS **Ivan Soriano** 1:38:50

Yeah.

Yeah.

OA **Oriol Altisent** 1:39:03

And if we do this in the future, that is kind of an adaptation of the MaxDiv, then the time is going to be more relevant for all the calculations. And this kind of analysis have two phases, the attraction that is this kind of thing, do you like it, dislike it, and then conversion when you have a comparison of

DL **Desmond Leo** 1:39:12

Mm.

IS **Ivan Soriano** 1:39:15
Okay.

OA **Oriol Altisent** 1:39:22
two, three, or four images, and then you pick the one of those that like you more.
And in all of these spaces, we use the time reaction. But again, the report is similar to what we report from the Max Diff, but in a more attractive way.

FG **Fernando Guevara** 1:39:28
Mmh.

IS **Ivan Soriano** 1:39:29
Okay.

FG **Fernando Guevara** 1:39:39
Ohh.

OA **Oriol Altisent** 1:39:42
to do it.

DL **Desmond Leo** 1:39:42
Mm.

FG **Fernando Guevara** 1:39:43
That's nice.

IS **Ivan Soriano** 1:39:43
Okay, this is just for phones, yes, and...

OA **Oriol Altisent** 1:39:45
So, but again, this maybe is gonna be a version 25 or something, something like this, but is the only reason why I was asking for for the time here, but the only reason not.

FG **Fernando Guevara** 1:39:51

Yeah.

IS **Ivan Soriano** 1:39:56

I don't even know if this is, maybe this may be another question type. Even if we use the same behind, but this is more like a switch, whatever you name it. Yeah, that everything else will be treated the same, it's just a representation of it changes. Yeah.

DL **Desmond Leo** 1:40:00

Yeah, I think it might be.

OA **Oriol Altisent** 1:40:00

Yeah.

Okay, the calculations are the same. The calculations are going to be the same as, but yeah, probably is a different question type.

DL **Desmond Leo** 1:40:10

Yeah.

OA **Oriol Altisent** 1:40:12

Yep, so that's them.

IS **Ivan Soriano** 1:40:13

All, but with with feedback and dive deeper, that's even that's even more.

OA **Oriol Altisent** 1:40:15

Yeah, it.

DL **Desmond Leo** 1:40:15

We we keep we keep this in our back pocket of of things that might be in the an interesting thing to explore later on. If you guys get start getting a lot of those requests to do that type of analysis, then maybe we could pick it up.

OA **Oriol Altisent** 1:40:29

Yeah, that's something that no one requests, but it's something that it would be ideal if we start selling it to our client and say, okay, we have this kind of methodology, can you apply it to your products?

IS **Ivan Soriano** 1:40:40

Yeah, this is very specific. You must be on a phone to use it.

OA **Oriol Altisent** 1:40:42

Hey, sir.

Yeah, I don't think that a client is going to come. I want this kind of thing because that's something that I think the only company that was doing was my previous company, but it's something that maybe we proactively can sell to clients that we have this kind of analysis and we can do it by ourselves.

DL **Desmond Leo** 1:40:49

It's gonna be something.

I think that there's definitely a deeper question with like, how do we...

How do we kind of give empathy and edge with some new things to sell? So I think if that conversation happens where empathy is like, actually, these are the types of research we want, we think we can really land with, then yeah, we can explore building it up for sure. But in the meantime, I think all the allocation work that we're working on right now is still.

takes priority, and then we just have this max diff stuff in the back of our minds. It is a lot easier than we anticipated, because we don't have to do the design or the reporting of it just yet. But this is good to know. All right. Thank you, Oriol, for that.

IS **Ivan Soriano** 1:41:39

The.

DL **Desmond Leo** 1:41:43

That was very, very informative.

OA **Oriol Altisent** 1:41:44

Welcome.

FG **Fernando Guevara** 1:41:44
Thank you.

IS **Ivan Soriano** 1:41:44
Yeah.

DL **Desmond Leo** 1:41:47
And I will talk to you guys later.

FG **Fernando Guevara** 1:41:50
iPhone.

IS **Ivan Soriano** 1:41:51
Later by being tomorrow.

OA **Oriol Altisent** 1:41:51
Perfect. Bye.

DL **Desmond Leo** 1:41:52
My.
Bye.

FG **Fernando Guevara** 1:41:54
See it, bye.

IS **Ivan Soriano** 1:41:54
Yeah, arah.

● **Fernando Guevara** stopped transcription