

Transcript

7 April 2026, 09:03am

● **Kearney, Shannen** started transcription

DL **Desmond Leo** 0:03
Get the message? Ohh, yeah, there it is, yeah.

 **Kearney, Shannen** 0:03
Is it coming up now? Yeah, OK. Perfect.

KC **Kennedy, Cliona** 0:04
Oh, there we go.

 **Kearney, Shannen** 0:06
What is it?

DL **Desmond Leo** 0:07
So the two main changes that we want to run by you this time around is we're just trying, we've updated the workflows so that everything looks a bit cleaner and is a bit smoother. So I'm currently in Shop Talk. I'm not going to make any changes, but I just want to show you what the current experience is.

KC **Kennedy, Cliona** 0:26
1.

DL **Desmond Leo** 0:26
If you go into this specific study, Frank's and on his coffee research, and you want to make an edit.

KC **Kennedy, Cliona** 0:32
Sorry, are you sharing your screen? We can't see it if you hear.

DL **Desmond Leo** 0:35

Oh, sorry, ha!

KC **Kennedy, Cliona** 0:38

There we go.

DL **Desmond Leo** 0:38

Here we go. We're in Shop Talk now.

So this is Shop Talk. If you go into Frank and Honest Coffee Research, I just picked a random study and you click Edit Live Survey. This is if you've launched a study and you want to make edits to the study, then you have...

KC **Kennedy, Cliona** 0:50

Mhm.

DL **Desmond Leo** 0:54

basically this interface. You click here to edit the details, you go back, and then back to projects. But this is where you configure research details, test survey logic, configure research recruitment, et cetera, et cetera. That's the current design in terms of how it works.

KC **Kennedy, Cliona** 0:56

Mhm.

Mhm.

DL **Desmond Leo** 1:13

We've just updated that workflow to be a bit smoother. So if I'm now I'm in our own internal environment, we've got a study called RCM March 26 and we edit live. What you'll see is you'll actually get into this interface.

KC **Kennedy, Cliona** 1:23

Yeah.

DL **Desmond Leo** 1:33

You can edit the survey this way. When you go back, you come back here, and you can then choose your audiences. So this is your main navigation for building everything. We keep this static, so you build audience quotas, settings, and launch. And it's all designed around just the new look and feel.

KC **Kennedy, Cliona** 1:48
Okay.

DL **Desmond Leo** 1:55
When you get to audience, something that's...
Actually, no, I'll create a new project.
Ohh right, I'm gonna have to show you what this looks like too. We've changed this flow to creating a survey, you recruit from your own panel, continue when you come here.

KC **Kennedy, Cliona** 2:16
Mhm.

DL **Desmond Leo** 2:24
and you're configuring your research recruitment.
You can, you've got your Shop Talk audience as well. You should be able to throw out a new survey to other people.
I don't know.

KC **Kennedy, Cliona** 2:41
We rarely, we rarely use that because we actually don't have a panel on the back end. So normally what we do, I, Shannen, you might be different, but normally from myself, like we create, we use the shareable link. And that's typically what we do. We don't actually have a panel on the back end as of now.

DL **Desmond Leo** 2:46
Okay.
Yeah.
Okay.

KC **Kennedy, Cliona** 3:00

That's in progress for us, but right now we don't need it.

 **Kearney, Shannen** 3:01

And.

DL **Desmond Leo** 3:05

One of the thing.

 **Kearney, Shannen** 3:05

Yeah, and for us, it's sorry, Des, for us it's a mix of the two, but mainly we would upload like a kind of a, I know that Peter does an Excel full of emails and then that gets put into the back end, but it's a new group each time we do a new survey depending on what the survey is on.

KC **Kennedy, Cliona** 3:22

Yeah.

Yeah.

DL **Desmond Leo** 3:24

Yeah, right. Okay, so...

So you're quite familiar with the audience side of things. One of the things that we can do now, and let me just exit edit mode and go back to projects. I'm going to create a new project from scratch. Musgrave demo.

 **Kearney, Shannen** 3:30

Mhm.

KC **Kennedy, Cliona** 3:30

Mhm.

DL **Desmond Leo** 3:43

Survey.

This is now the new signup process. You type in your name, you put in the type of

server that you want to select, and then you create project. And then you get immediately draught thrown into here. So it's just a bit more of a modern look and feel. When you add your first question,

KC **Kennedy, Cliona** 3:49

Mhm.

Mhm.

DL **Desmond Leo** 4:02

I'm just going to add a single choice. Q1, one, two, three.

We can go to the audience. Now you have these options. You can share a link, you can upload an e-mail list, you can add a third party sample provider. These will just be, we're going to have a direct integration with Peer Spectrum. So if you do use Peer Spectrum, you'll have...

KC **Kennedy, Cliona** 4:16

Okay.

Yeah.

DL **Desmond Leo** 4:31

This won't be for this release. The pure spectrum will be for a future release, but that is coming down the line. In terms of sharing a link, in terms of all of these, you could create a generic link.

KC **Kennedy, Cliona** 4:34

Okay.

DL **Desmond Leo** 4:44

You don't have to set a target completes if you don't want to. That's just if you do want to and set a quarter of 1000, you can.

KC **Kennedy, Cliona** 4:47

Okay.

Niamh.

DL Desmond Leo 4:51

you create it there. But a huge change that we've done is you can now actually add more if you wanted. So if you wanted to share a link and you also wanted to upload an e-mail list, then you can go.

List, and you can upload a CSV here, or you can manually add, so Desi Desmond.

Oh.

Simple.

Maps.

You can add your e-mail list there. And so you can save it. And now this study has more than one type of audience.

KC Kennedy, Cliona 5:33

Okay.

DL Desmond Leo 5:35

When you build.

And this is...

will be coming. I don't know if it exists yet. You will in the future, not right now, you will be able to specifically target an audience. So if you only have, if you only want the e-mail list to see a certain set of questions, you will be able to do that.

KC Kennedy, Cliona 6:01

Yeah.

Okay.

DL Desmond Leo 6:03

For now, what we've done is we've built in the functionality for you to essentially set up as many of these as you want. Perhaps you want two links that you can share, because you're going to share one for, let's see, Harlan, like this, and you want them to get 500 completes.

You can now have a separate link here, and when you copy this test link, it will copy over. You've got you've got the unique test link just for this group, and you've got the unique test link just for this group.

KC Kennedy, Cliona 6:33
Right. Okay.

DL Desmond Leo 6:37
Um...

KC Kennedy, Cliona 6:41
And then save the surveys live then, and obviously if we are using the direct upload, that's simply, you know, back in the where you were building it there, it's share in the top right corner then, isn't it, to get that to be sent out. That's how that works, isn't it?

DL Desmond Leo 6:56
Yes, yes, that flow is still going to be this. Well, well, no, so essentially, once you've uploaded a new list, if you've gone and uploaded a new list, as you go through the process, there's no longer a share at the top. There's, you're building your survey. And so as you're building your survey, you can go through your hidden variables, your blocks, your source variables, previews.

KC Kennedy, Cliona 6:57
Yeah, that's still the same.
Yeah.
Yep.
Yeah.

DL Desmond Leo 7:18
But when you get to launching the actual survey, you have a survey flow. You build your survey here, you set up your audience that you want to mail out to, you set up your quotas. So let's say you want to have a...

KC Kennedy, Cliona 7:20
Yeah.
Okay.

Mm.

Yeah, yeah.

DL **Desmond Leo** 7:31

But...

under quota, and we're going to say, oh, and as you set up quotas, you can decide if it's if it's for all of the respondents that fill a certain the survey, or if you want it to be just one specific audience that you've created so that.

KC **Kennedy, Cliona** 7:47

Mhm.

Right.

DL **Desmond Leo** 7:52

that sample that we created just for the Northern Ireland, we can say like, oh, we're going to have a target of 50 there. And then we can select the question and then the options, and then we have that condition and save.

KC **Kennedy, Cliona** 8:03

Okay, that's great. Okay.

Yeah, OK.

DL **Desmond Leo** 8:07

As you get to the settings, this is very basic. This is where you now set up your e-mail invitation if you were to send out an e-mail invitation. This is where it would send out. And when you go launch, this is the new launch page. So the launch page tells you if there's things that you've missed. So if you've not tested the survey, we'll look to see are there any test completes in the survey.

KC **Kennedy, Cliona** 8:16

Me.

Yeah.

DL **Desmond Leo** 8:31

survey just as kind of a rudimentary cheque to see if you've run through it. If not,

you'll get a warning sign. You look at the quotas and you'll say, oh, look, it can't be greater than the total number of completes, which means in the audience we had set 1500.

KC **Kennedy, Cliona** 8:37
Yeah.

DL **Desmond Leo** 8:50
And so in the settings here, we need this to be at least.
Thousand, I think.
And you hit save, go to lunch.
The total surveys target is set. I valid more, that's fine. So sometimes these warnings are just warnings. And it gives you a summary of everything that you've set up here. So you can actually see that I've set up 1500 here. I've allocated more across the audience, so I could go back to.

KC **Kennedy, Cliona** 9:09
Yeah.
Yes.

DL **Desmond Leo** 9:20
Settings.
1500.

KC **Kennedy, Cliona** 9:25
Yeah.

DL **Desmond Leo** 9:25
Save.
And we get rid of that warning sign. But this launch page is your summary page for what you're going to send out, how you've set everything up. Is there anything that you need to kind of worry about before launch? It just gives you that quality check.

KC **Kennedy, Cliona** 9:31
Mhm.

Yeah.

Yeah, and then where is the test link? You know how in the old survey you can literally just say copy test link and then paste it into a browser.



Kearney, Shannen 9:44

That's really good.



Desmond Leo 9:51

Copy test link, copy, yeah, right here, copy test link.



Kennedy, Cliona 9:54

Oh.



Desmond Leo 9:56

So if we copy test link.



Kennedy, Cliona 9:57

That's way easier 'cause I don't have to go back and back and back to try and find it.



Desmond Leo 10:01

Yeah.

So that's it. So you have it here on this page. You also have it here on the audience page, the copy link. But we, you know, prior to launch, we give you access to everything that you need for test. Now keep in mind.



Kennedy, Cliona 10:05

No.

Ohh.



Desmond Leo 10:14

The test link is not the live link, so when you launch this study...



Kennedy, Cliona 10:18

Mhm.

DL **Desmond Leo** 10:19

You get the standard message, click launch. Once it launches.

KC **Kennedy, Cliona** 10:21

Yeah.

Yeah.

DL **Desmond Leo** 10:29

Ohh, this is an issue with.

Yeah, if we go back here.

You now have.

a summary view. So within the summary view, we talk about how like this is this is the normal page that you see.

KC **Kennedy, Cliona** 10:45

Mm.

Yeah.

DL **Desmond Leo** 10:50

When you get into a project like here, like here, this is just that normal page. We've exposed the audiences here as well. So you can see the number of completes, number of qualified. If you want to copy test links, if you want to copy live links, you can also grab them here. So you jump straight into the survey and it gives you everything that you need in this overview page.

KC **Kennedy, Cliona** 10:58

Oh.

OK.

Yeah.

DL **Desmond Leo** 11:09

as well.

KC **Kennedy, Cliona** 11:10

Perfect.

Does the report page look any different or is that the same?

DL **Desmond Leo** 11:15

Oh, yeah, we're working on that. The the report page is is still looking the same.

KC **Kennedy, Cliona** 11:16

The.

No.

DL **Desmond Leo** 11:22

That is the thing that we're working on next. So actually, if you have ideas or things that you're looking for, would love to have a separate session with you to kind of go through.

KC **Kennedy, Cliona** 11:29

And.

Yeah, I suppose just one thing off the top of my head, it's something that I did actually say to Gary a while back.

If we're doing links like that, so we did a survey, I did a survey in January for the January food service panel. It should be in the platform. And I uploaded emails onto the back end and then Gary had to send me the GID numbers like so I could cross cheque on the back.

DL **Desmond Leo** 11:46

Mmhm.

KC **Kennedy, Cliona** 11:56

But I said to him one thing that would be helpful is I don't think you've ever used Indeemo, but on Indeemo you can add like aliases for people. It's really handy for one segmentation and it's also handy for like, especially in that instance for the January food service panel for me, I could just say like,
Or, Desi from...

the Royal Yacht Club in Dublin, like I can put his name there instead of every time I go into the survey having to go back and cheque the GID number every single time.

Because obviously as well, like there is a good timeout on the link, that kind of thing. So is that coming or is that, am I just giving feedback there now?

DL **Desmond Leo** 12:39
Um...

KC **Kennedy, Cliona** 12:41
Because, like, obviously, the anonymous is the obvious.

DL **Desmond Leo** 12:42
Run that, run that by me again. You've got you've got people here in your participants. You open up a respondent, you see all of their answers. You want to be able to tag this person's with a name.

KC **Kennedy, Cliona** 12:48
Yeah, so then say Niamh.
Yeah.
Instead of having to go back every time and look at the number, the GID, and then the Excel file that Gary had sent to me, I want to be able to tag them and say like Desi Royal Yacht Club or like Young Free Mail.

DL **Desmond Leo** 13:01
The GID.
And the reason, and the reason, so I can understand the context of that reason a bit more, what can you describe what you're trying to do with, why do you need to see?

KC **Kennedy, Cliona** 13:15
Yeah.
Well, I think suppose, I suppose going forward, I think for Shannen and I would probably be more on segments would probably be the big thing for us because we're really, we're doing a lot of research this coming year on segments. I know obviously it's April, but over the next few months on segments. And I think that would be really handy for us so that we can literally say, young free male, kid free middle, like we can do all these kind of things. I just by

adding an alias or like alias is the term Indeemo use, but adding a tag on it so that it's easier for us.

 **Desmond Leo** 13:50

Is the is the segment is the segment that you're using?

 **Kennedy, Cliona** 13:54

Mhm.

 **Desmond Leo** 13:55

defined by answers in the survey or are they kind of outside?

 **Kennedy, Cliona** 14:00

It will be, yeah.

 **Kearney, Shannen** 14:02

Mm.

 **Desmond Leo** 14:02

So really what you want is a way to tag actual survey data.
After the fact, in real time, based on their answers.

 **Kennedy, Cliona** 14:09

Yeah.

 **Kearney, Shannen** 14:12

Yeah.

 **Kennedy, Cliona** 14:12

Yeah, but I suppose like either way, we still will be reading through it. So we could just say, oh, right, they're kid free middle or they're an empty nester or they're that. So like, if we go into the report and we are looking through the answers, which is what we obviously always do when we're analysing it, we can just say, oh, yeah, this person was
this or this person was that. Do you get what I mean?

DL **Desmond Leo** 14:36

Yes, we've got we've got two ways of doing this. We were doing this where so what we're currently working on right now is.

Updating live the hidden variables. Have you ever used a hidden variable? Are you familiar with hidden variables? So hidden variables are essentially rollups. You can create a rollup and you can say, what questions are in the survey? Let's add a condition. So I'm going to say age is.

KC **Kennedy, Cliona** 14:48

Yeah.

DL **Desmond Leo** 15:04

answered with 18 to 24.

Oh, sorry, is answered with any of the following. 18 to 24, 25. And we can call them. Young adults like this, so you can apply this condition here.

KC **Kennedy, Cliona** 15:18

Yep.

Mhm.

DL **Desmond Leo** 15:22

And...

As people come in, so the current way things work is as people come in, they will get tagged as a young adult.

KC **Kennedy, Cliona** 15:33

Yeah.

DL **Desmond Leo** 15:34

as they do the survey. If you wanted to, what we don't have right now is updating it. So if you do it after the fact, you're looking at the data after the survey's closed, you want to add a new segment. But we are, but what we're doing now is we're actually creating a system that will allow you to just basically create the new tag here in the hidden variable.

KC **Kennedy, Cliona** 15:42

Mm.

Yeah, or like a.

DL **Desmond Leo** 15:54

and then it updates the data set.

KC **Kennedy, Cliona** 15:54

OK.

Okay, yeah, okay.

DL **Desmond Leo** 15:58

It doesn't, it doesn't let you do it within the reporting system itself.

KC **Kennedy, Cliona** 16:04

Right.

DL **Desmond Leo** 16:06

Um...

KC **Kennedy, Cliona** 16:07

Okay.

DL **Desmond Leo** 16:08

But I think for...

When we come up with the new designs.

KC **Kennedy, Cliona** 16:14

Mm.

DL **Desmond Leo** 16:15

for making this happen, why don't we run it by you guys to see whether or not you guys can figure it out or like it or...

KC Kennedy, Cliona 16:20

It's just like, obviously, I know the anonymity sometimes is obviously what we want. But then there is times where we don't want that anonymity and we do want to be able to identify where they are sitting in society or, you know, or purchasing behaviours and stuff. So

DL Desmond Leo 16:25

Mm.

Yeah.

KC Kennedy, Cliona 16:39

I think even just being able to have that option, I showed Gary an example before. I wish he was here next week. He could tell me what he thought about it again. I can't remember. It was ages ago. Oh, but yeah, I think that that would be useful, especially when we're doing smaller surveys, even ones that we're kind of curating, you know, with our recruiting, say 150 people of all different segments. that like 150 is a relatively small survey, do you know what I mean? Like that we can, like for example, I did one, it's up there Next Gen Food Empor in Belfast. Now I'm looking at business owners, I'm looking at general consumers. So if I was able to tag them later on and go.

DL Desmond Leo 17:12

Yeah.

Sorry.

KC Kennedy, Cliona 17:28

Oh, is Next Gen Food Emporium Belfast 150? Yeah, so if you go to all participants, like what I mean is...

DL Desmond Leo 17:29

Lynch.

There you go.

So what is your process right now?

Yup.

KC Kennedy, Cliona 17:41

Say the person number one there who's 6 minutes and 21 seconds, right? They said they're a general consumer, but if I can tag them and go general consumer who's like, say, buying like bulk buy only instead of just having to go in every single time and see that that number is a general consumer.

DL Desmond Leo 17:46

Yeah.

Yep.

KC Kennedy, Cliona 18:04

Am I making sense or am I asking the impossible?

DL Desmond Leo 18:08

No, you're making sense. It sounds to me like what you want to do. So I understand the idea of tagging them with specific segments. Doing it one by one seems like it's going to be pretty time consuming. So you'll need a system.

KC Kennedy, Cliona 18:18

Yeah.

Yeah.

Yeah, well, yeah.

DL Desmond Leo 18:27

that can allow you to just do it in bulk.

KC Kennedy, Cliona 18:30

Yeah, so just use hidden variables more often.

DL Desmond Leo 18:33

So just, I would use hidden variables more often, but we can actually, you can actually do it after the fact. So you could go back into, I don't want to reopen this research, but if you went back into, in this case,

KC Kennedy, Cliona 18:39
Okay.
Mm.

DL Desmond Leo 18:48
This one.

KC Kennedy, Cliona 18:49
Yeah.

DL Desmond Leo 18:49
the live edit, you create a live edit draft, you could go into edit the live survey, create a new hidden variable, have that option be, what was the name?

KC Kennedy, Cliona 18:53
Mhm.
Yeah.
General consumer or next-gen.

DL Desmond Leo 19:03
Consumer or something like that.

KC Kennedy, Cliona 19:05
Yeah.

DL Desmond Leo 19:07
Build a condition off of it where you can then say it's anyone that's from whatever like.
This is a different survey, obviously. These conditions, and you can add more conditions to it and or ages. Answer with any of the following. Oh, this is gender.
Okay.

KC Kennedy, Cliona 19:15

Yeah.

That's fine. Yeah, I got that right.

DL **Desmond Leo** 19:29

Right, then you can basically...

Once you've created this and then launched the survey, it updates.

KC **Kennedy, Cliona** 19:36

Okay, okay.

DL **Desmond Leo** 19:37

And you'll have you'll have those those numbers - is that is that a sufficient?

KC **Kennedy, Cliona** 19:39

I got you.

No, that makes way more sense. Yeah, thank you. Thank you. Because I feel like I was probably using hidden variables but not using them.

DL **Desmond Leo** 19:45

Yeah, OK.

KC **Kennedy, Cliona** 19:49

Correctly.

DL **Desmond Leo** 19:49

Yes, the only caveat is right now, we do not allow, and I should delete this.

KC **Kennedy, Cliona** 19:51

Yeah.

Okay.

Okay.

DL **Desmond Leo** 20:06

beginning of the survey, before they do the survey, if you set up the hidden rollups to start with, we will capture it. And if there is a time after this release where you're

like, oh man, I have this rollup and I really need to do it and I wish I created it at the beginning, but it's too late.

 **Kennedy, Cliona** 20:12
Yeah, OK.

 **Desmond Leo** 20:22
Just tell us. We can manually do it for you. It's just a push. It's just a click of a button on our side. We just have to bring the button to surface for you guys to click.

 **Kennedy, Cliona** 20:23
Okay.
Yeah.
All right.

 **Desmond Leo** 20:31
Yeah.

 **Kennedy, Cliona** 20:31
so much. Thanks.

 **Desmond Leo** 20:33
Okay, so.

 **Kennedy, Cliona** 20:34
Sorry, I went off on a tangent there. Sorry, Karen.

 **Desmond Leo** 20:37
No, that's no, no, no, this is this, this, that was very useful. Where?

 **Kearney, Shannen** 20:37
Event.
Hi Des, can I just ask one quick one from myself and Peter and I'll make it quick. It's just, you know, in the report, let's say we're doing a survey, right? The one little niggle that we have will be, you know, if one question was an open end question and

we're kind of analysing through all of the responses.

What I normally do in that case is I take all of the responses and there could be 300 responses on a survey and I have to like maybe put it into like co-pilot and get co-pilot then to analyse all of the findings, pick out like the main thing, main, I suppose, trends or things that are.

 **Desmond Leo** 21:16
Mhm.

 **Kearney, Shannen** 21:21
and being spoken about and then like put it together in my presentation. But if just specifically on those like open end question, if there was like a better way of like analysing what was said would be really helpful.

 **Desmond Leo** 21:39
Um...
We are working on a lot of different AI improvements to the platform itself. So a question level analysis is...

 **Kearney, Shannen** 21:46
Flood.
Okay.
Mhm.

 **Desmond Leo** 21:55
I'm just thinking through, can we get you guys a quick win with that as a summary?

 **Kearney, Shannen** 22:01
Yeah.
Yeah.

 **Desmond Leo** 22:05
I think so. I think we could, we could listen, we can, I let me let me let me dive into it and look into it. We've we've actually got some, so some of the AI solutions that

we're working on right now, I don't know how much qual. Do you guys do a lot of qual?



Kearney, Shannen 22:06

Okay, yeah.
Thank you.



KC Kennedy, Cliona 22:21

I probably wouldn't hold till.



Kearney, Shannen 22:21

Karen.
I would, I would as well. Well, AI interviews normally is just what we do.



DL Desmond Leo 22:28

This is what you do. Okay. We're doing we are doing a lot of essentially you're going to be able to have.



Kearney, Shannen 22:30

Yeah.



DL Desmond Leo 22:36

I'll show you. I'll show you in the in terms of where it is. We're going to be able to allow you to talk to all of the data that exists on the platform itself across all the research you've conducted. And then we're also going to allow you to talk specifically to the project itself. So that if you want to ask project level questions, you can. If you want to ask every all sorts of any type of research I've ever done on the platform type questions.



Kearney, Shannen 22:38

Yeah.
Who?



KC Kennedy, Cliona 22:46

Yeah.

DL **Desmond Leo** 22:57

you can do that as well.

KC **Kennedy, Cliona** 22:59

Yeah, even if like, you know, on a project level, like I suppose like Shannen was saying, saying like, oh, keywords or like most voted on answers. Like I do, if I'm doing a survey, typically I do a mix of quantum quality survey, but even the same like most answered or like highest.

DL **Desmond Leo** 23:14

Mhm.

KC **Kennedy, Cliona** 23:19

number of participants picked, so I said whatever, say question four, what was the highest number of participants picked an option on a card or keywords said in question 10 that was open-ended? Do you know that kind of a way?

DL **Desmond Leo** 23:35

We will have that, that is coming down the line. The prototypes that we have right now with AI testing on our understanding project data, they're pretty advanced and so you'll be able to slice and dice the data and it'll be able to analyse everything for you.

KC **Kennedy, Cliona** 23:37

Yeah.

Perfect.

Okay.

DL **Desmond Leo** 23:55

But that's not coming in any of the soon to be releases. I think I would expect that to be an end of H1 type scenario, so end of end of end of year.

KC **Kennedy, Cliona** 24:05

Perfect, that's fine. Just, I suppose, coming from my, I think what we're probably

looking for the platform to be able to analyze, you know, obviously, you know, streamlining processes and, you know, reducing time spent looking at answers for us, I think that probably be most beneficial.

DL **Desmond Leo** 24:22

Yep, okay, that's point taken, point taken. We are working on, we are working on that right now, but I can see if we can get any really quick wins over to you so that it makes life a little bit easier on the individual question level.

KC **Kennedy, Cliona** 24:33

Thank you.

DL **Desmond Leo** 24:37

Now what else do I have to show? So I've shown... what it's like to create a new project. We've shown what it's like to edit a live project, so the navigation is a bit simpler. And then we've shown what it's like to add new audiences, because studies can now have multiple audiences per study. That is the main

KC **Kennedy, Cliona** 24:44

Mhm.

Yeah.

DL **Desmond Leo** 25:00

point of this most recent release that we're going to do this week.

KC **Kennedy, Cliona** 25:04

Okay.

DL **Desmond Leo** 25:05

I think what I can go to, what I'd like to go to now is...

I want to show what's coming down the line in terms of...

Quality improvements and translations. Do you do you guys do multilingual studies at all, or is it most? OK, so then you, I won't show you the translation stuff.

KC **Kennedy, Cliona** 25:21

Mhm.

No.

 **Kearney, Shannen** 25:29

No.

DL **Desmond Leo** 25:34

This is a prototype for one of the things that we're trying to build with this platform is trust. Trust in the data that we're capturing. Trust that the people are, so we have 3 metrics. Are they real? Are they engaged? And are they unique?

KC **Kennedy, Cliona** 25:44

English.

DL **Desmond Leo** 25:52

And across the real engaged and unique metrics, we track over 37 different data points to give people a score to understand like, you know, each of the three.

KC **Kennedy, Cliona** 26:07

Mhm.

DL **Desmond Leo** 26:08

And the idea is you'll get a score for each one. You'll have a risk score for a specific study to say, oh, these people need critical review. You can click on the review and you'll see the number of people that are at high risk or at medium risk. And when you click to the flagging respondents to see,

KC **Kennedy, Cliona** 26:20

Mhm.

DL **Desmond Leo** 26:29

Um...

Are they do, sorry, when you click on the flagging of the respondents to see are they

critical, we make it a lot easier to just try and see and identify. So you're here, you're able to look through all of the questions that they've answered and then choose whether or not you want to, this.

There's actually a...

icon here, but here. You can ignore or you can reject that specific respondent as you go. And it's just a way for you to verify that the data that you're collecting is accurate. So we have this thing coming down right now. You'll be able to build test surveys.

KC **Kennedy, Cliona** 27:09
Okay.

DL **Desmond Leo** 27:15
to see whether or not, or test questions to make sure like the person needs to answer this question to prove they're paying attention. Or if you happen to have two questions that just contradict one another and you're like, hey, they answered this here, but they answered this here, you'll be able to flag those people for review. As you go through and then it'll tell you, it'll bring up.

KC **Kennedy, Cliona** 27:30
Rachel.

DL **Desmond Leo** 27:34
all of the high interest people that you might need to look at to ignore or reject.

KC **Kennedy, Cliona** 27:40
Okay.

DL **Desmond Leo** 27:41
Um, if I go...

KC **Kennedy, Cliona** 27:45
I'm just wondering, in this update, it's something that I spoke about with Gary before, so like I do, we do a lot of research for Northern Ireland, we do a lot of surveys for them and obviously, you know, we'd offer incentives or prize draws. Is the currency option coming in this update?

DL **Desmond Leo** 28:04

You just want currency in a price draw?

KC **Kennedy, Cliona** 28:07

Yeah, so at the minute, it's only Euro, but Gary said there was an update coming where we would be able to choose pound. Is that coming in this update?

DL **Desmond Leo** 28:17

I'm going to have to dig into that. I can't remember whether or not we, yeah, whoops.

KC **Kennedy, Cliona** 28:19

Okay. Okay.

He said it's coming. He just said it's coming. He didn't say when. Yeah, he didn't say when. He just said it's coming. So I don't know if it's going to be in this one or not. It's just it's handy for us.

DL **Desmond Leo** 28:23

Sorry.

He said it's coming.

Where, where, where can you show me where in the existing process, just so that I can have a better understanding of what you're trying, like, where in the existing process are you mentioning pounds or dollar values?

KC **Kennedy, Cliona** 28:38

It's yeah.

So if we go new projects and then you go like create a price or whatever. Yeah.

DL **Desmond Leo** 29:04

Uh, recruit from panel? No, recruit from panels directly.

KC **Kennedy, Cliona** 29:06

American.

I am configure research.

DL **Desmond Leo** 29:09

And then...

Here.

KC **Kennedy, Cliona** 29:15

Price draw, turn on.

Yeah, see its own, so that amount, like the currency is euro, you can't change it to pound.

DL **Desmond Leo** 29:19

Present.

Ohh.

Right.

KC **Kennedy, Cliona** 29:29

And we obviously do a lot in the north, which is pound. So, Gary, so there will be an option coming down the road that we will be able to choose the currency, change it to pound. So just wondering, obviously, if that's coming.

DL **Desmond Leo** 29:42

That is a very good question.

KC **Kennedy, Cliona** 29:44

Because we.

I know I have surveys coming up for Northern Ireland, so I'm just wondering if it's going to be available for me in the next week or so.

DL **Desmond Leo** 29:55

Um...

KC **Kennedy, Cliona** 29:58

Hmm.

DL **Desmond Leo** 29:59
Let me get back to you on that one.

KC **Kennedy, Cliona** 30:00
Okay.

DL **Desmond Leo** 30:00
I need to see where that is now. I do remember some designs related to...

KC **Kennedy, Cliona** 30:08
Oh yeah.

DL **Desmond Leo** 30:08
Right, and it will price draw. It is still just an amount, but...

KC **Kennedy, Cliona** 30:12
Right.

DL **Desmond Leo** 30:17
Having A toggle for euro or pounds might be a very simple thing that we can add. It won't be for this, the one that's happening this week, but we can, I can, we can have it for soon because it's going to be a simple edit.

KC **Kennedy, Cliona** 30:17
Sean.
Yes.
But.
Nice, Party.

DL **Desmond Leo** 30:30
Um...
Okay.
So that's, I think that's all we have to show you. We do have, like I said, we do have a

multi-language translation thing that we've worked on, but if you don't do multi-language, then I don't think it's going to be relevant for you.

KC **Kennedy, Cliona** 30:40

Yep.

Yeah.

No.

I think it will make our lives much easier. I definitely think there's obviously going to be times where we're calling you asking us to...

DL **Desmond Leo** 30:55

Right.

KC **Kennedy, Cliona** 31:03

To asking you to talk us through it a few times, obviously, like with any new new change, but definitely the flow seems better working through when you're building one from scratch anyway, definitely.

DL **Desmond Leo** 31:15

Yeah, feel free to reach out to me directly. And also, because I know you guys reach out to Gary and stuff like that, that's totally fine too, but like definitely reach out to me. And anything much like how, you know, analysing the...

KC **Kennedy, Cliona** 31:18

Yeah.

Yeah.

DL **Desmond Leo** 31:31

the text individual questions to make that a little bit simpler. Like anything where you're just like, this sucks. It's taking me too long to do this thing. Or man, it would be easier if it was just.

KC **Kennedy, Cliona** 31:33

Yeah.

Mm-hmm.

Yeah.

 **Desmond Leo** 31:43

two steps instead of 10, send me a ping because it might be something we will always prioritise things that make lives, you know, your life easier. So if we can squeeze it in as an easy win, then we'll definitely look at doing that.

 **Kennedy, Cliona** 31:44

Yeah.

 **Kearney, Shannen** 31:48

Yeah.

 **Kennedy, Cliona** 31:48

Mhm.

Also just a question, will all my questions in my library be gone when you do the update?

 **Desmond Leo** 32:06

Ah, no.

 **Kennedy, Cliona** 32:08

Okay, and then is the cross tabs page going to stay the same in this update as well?

 **Desmond Leo** 32:14

Which Crosstabs version do you have?

 **Kennedy, Cliona** 32:17

If you go into...

 **Kearney, Shannen** 32:19

I.

DL **Desmond Leo** 32:19
Should I just go into this one?

KC **Kennedy, Cliona** 32:20
Northern Ireland Safari, maybe?

 **Kearney, Shannen** 32:21
Yeah.

KC **Kennedy, Cliona** 32:26
NI Christmas Safaris. I do cross tabs there.

DL **Desmond Leo** 32:28
This one.
So you've got your cross tabs here, it is your...

KC **Kennedy, Cliona** 32:35
Maybe that's not the one that I actually end up using. Maybe it's storage segment.
No, yeah, maybe it's that one.

DL **Desmond Leo** 32:42
Okay, so you've got this one. This stays exactly the same. One of the things that we're actually working on right now that's InDesign is the ability to roll up rows and to roll up columns. So you'll be able to do that within this interface. You'd be like, I want to roll up this, this, and this column, and we can give you a new column to.

KC **Kennedy, Cliona** 32:46
Okay.
Yeah.

DL **Desmond Leo** 33:03
To analyse by.

KC **Kennedy, Cliona** 33:04

Perfect. That actually was going to be something that I was going to say the crosstab sometimes can be a bit chunky. So that's way better. Yeah.

DL **Desmond Leo** 33:10

Yep.

Yep, so we're definitely gonna, we're working on that now, and then if you want a group like rows and stuff, so we've got a couple of designs.

KC **Kennedy, Cliona** 33:14

Is.

That's probably not the one I use to analyze. I'd say I probably use the store segment with the other cross tab.

DL **Desmond Leo** 33:22

Olea.

KC **Kennedy, Cliona** 33:29

The last one?

DL **Desmond Leo** 33:31

Okay.

KC **Kennedy, Cliona** 33:34

Story segment. Gary made that one for me. Yeah. Because I was like, what is this? And then he, yeah, he made it for me. That's better. Yeah.

DL **Desmond Leo** 33:39

Yeah.

Okay, I see.

Cool.

I'll take that as another point where...

When we get the designs finalised for these roll-ups, we'll send you, we'll set up a meeting with you guys, look at some prototypes to see what you think, if it works the way that you want it to work or not.

KC **Kennedy, Cliona** 33:56

Yeah.

Yeah.

Yeah.

Yeah, because like there's a lot, like there's a lot on the screen there. Now I know we had a lot of stories available to do Safarian, but it's sometimes it's a bit clunky.

DL **Desmond Leo** 34:10

Yeah.

And how do you normally do you do you export the data into Excel? Do you look at the data in Excel or do you?

KC **Kennedy, Cliona** 34:26

I actually normally only just use the platform. I would like rarely would Excel export it down unless I'm putting it into a presentation. Like, you know, if I needed a graph or like an MPS score or if I need to direct verbatims.

DL **Desmond Leo** 34:41

And what are you, generally speaking, what are you looking for?

KC **Kennedy, Cliona** 34:41

Some, some.

When I'm doing a cross tap.

DL **Desmond Leo** 34:46

Yes, that that that.

KC **Kennedy, Cliona** 34:47

I'm comparing percentages of visits versus each other.

DL **Desmond Leo** 34:53

Okay.

KC **Kennedy, Cliona** 34:53
Most of the time.

DL **Desmond Leo** 34:55
And so when we're looking at a chart like this, it's a little bit too difficult to look because there's lots of numbers, right?

KC **Kennedy, Cliona** 34:57
Yeah.
Yeah.
There's a lock around there.
Yeah, yeah, I did pass maths for my leaving, sir. I mean, that's just honestly messing up my brain there straight away, locking at it.

DL **Desmond Leo** 35:11
Right.

KC **Kennedy, Cliona** 35:13
Yeah.

DL **Desmond Leo** 35:14
And, ideally, the numbers that...

KC **Kennedy, Cliona** 35:16
I'd be able to just pick.
Do you know what I mean? Yeah, like you said, I'd be able to just pick one, two, three, and then just have those visible, but then zoom back out essentially into the wider picture.
I'm probably just honestly making stuff up as I go.

DL **Desmond Leo** 35:32
You want to navigate your data.
So you want to navigate your data exploration directly in here. Like if you want to say like, I just want to look at Super Value, Centra and Mace, be able to click on them

somehow, only see those numbers, and then go back and then go back to see the full cross tab and.

KC **Kennedy, Cliona** 35:39

Yeah.

Yeah.

Yeah, without, but then I know that I can do that in the normal report, but then in the normal report, it's fed in like horizontal lines some of the time. So it's difficult then to compare as if I'm literally looking 3 columns. I go, okay, 080, 183, like
Do you know what I mean?

DL **Desmond Leo** 36:13

If we come in here...

KC **Kennedy, Cliona** 36:15

Mhm.

DL **Desmond Leo** 36:20

You can deselect certain columns so that you're only looking at.

KC **Kennedy, Cliona** 36:22

Yeah.

DL **Desmond Leo** 36:27

Three.

KC **Kennedy, Cliona** 36:28

Mm.

DL **Desmond Leo** 36:29

Have you tried something like this before?

KC **Kennedy, Cliona** 36:32

Yeah, boss.

DL **Desmond Leo** 36:33
Yeah.

KC **Kennedy, Cliona** 36:35
Yeah.

DL **Desmond Leo** 36:37
I'm just stress testing.

KC **Kennedy, Cliona** 36:38
Okay.
Yeah.

DL **Desmond Leo** 36:41
to try and understand.

KC **Kennedy, Cliona** 36:43
No, that's fine. No, that's fine. I get what you mean.

DL **Desmond Leo** 36:46
Does, does, and does this?
Hit the mark or is it like it kind of misses it still?

KC **Kennedy, Cliona** 36:51
Yeah, no, that's fine. No, it does. It does. Can you go down to the one there with the question below where it talks about like bakery and stuff?

DL **Desmond Leo** 37:00
It's fine. Yeah.

KC **Kennedy, Cliona** 37:01
Yeah, there, that one.
Yeah.
Yeah, okay, that makes sense. Thank you.

DL **Desmond Leo** 37:11

There was, there were some pauses though, so I mean there might be like, uh, it's not really 100% hitting the mark here, so...

KC **Kennedy, Cliona** 37:17

No, I'm looking at it as a whole, seeing that if trying to imagine back to when I was doing the deck, if that would have helped me then, and I probably would have, but I just didn't do it properly. So that makes sense.

DL **Desmond Leo** 37:30

Right, okay. Okay, so you know that there's an edit here that sort of solves it. If you don't think that that's sufficient, if you're still like, this is too clunky, I, you know, like I need a better experience more than, like, let's have that conversation. I would love to have that conversation.

KC **Kennedy, Cliona** 37:31

Thanks.

Yeah.

Yeah.

Mm.

Yeah, OK.

DL **Desmond Leo** 37:49

My job right now is just trying to surface.

KC **Kennedy, Cliona** 37:54

Yeah.

DL **Desmond Leo** 37:54

I suppose how you can actually explicitly state this is what the challenge is.

KC **Kennedy, Cliona** 37:59

Yeah.

No, I think probably the biggest thing for us at the minute going forward with the

platform, I'm going to speak for you, Shannen, here. Sorry, now correct me if I'm wrong, but it's probably the segmentations is probably the biggest thing for us going forward in the next eight months being able to do that. Either if we're doing it with hidden variables or we can add a tag to them either or.

DL **Desmond Leo** 38:01

To.
Okay.
Mm.

KC **Kennedy, Cliona** 38:25

So if we are going to be using hidden variables, if the tag is not possible in the next four to six weeks or a couple months update, then I think that maybe the hidden variable needs to be.
Promoted more?

DL **Desmond Leo** 38:39

Mm.

KC **Kennedy, Cliona** 38:40

from your side for us to use, especially in the new training that we're going to be, that the rest of the team's going to be getting as well.

DL **Desmond Leo** 38:47

Yeah.

KC **Kennedy, Cliona** 38:49

that does need to be promoted more. I do also think it's a conversation I've had with Gary personally.
The difference between the AI interviewer and then when you're doing a quant survey and the AI interview questions, that needs to be stressed that they are different and needs to be stressed that

DL **Desmond Leo** 39:04

Mhm.

Yes.

KC Kennedy, Cliona 39:20

The response the AI bot gives you is based on the answer that the individual gives the bot.

DL Desmond Leo 39:28

Yes.

KC Kennedy, Cliona 39:29

that needs to be stressed just from internal experience I've had. And also it is a question that was raised to me within the team is that

Can so say if I'm doing an AI interview question or if I'm doing an AI interview, can we suggest prompts to put forward? I went back to the team member and I said no because it's a bot that can't happen.

It's based off the responses that the individual gives the bot, but it...

Am I correct in saying that or is that a possibility?

DL Desmond Leo 40:13

Um, I think when you set up an AI interview question, so the...

With the AI interview survey.

KC Kennedy, Cliona 40:23

Yeah.

DL Desmond Leo 40:24

That is, that entire process is kind of locked and set in stone. It asks things the way that it asks things. With an AI interview question, I think when you create it.

KC Kennedy, Cliona 40:29

Yeah.

Yeah.

Yeah.

DL **Desmond Leo** 40:36

Ahh.

Do you find yourselves using the AI chats quite a?

KC **Kennedy, Cliona** 40:42

I actually, I use them a good bit, yeah, the in the quant survey as opposed to AI interviewer, because we would ask a lot of questions, like we would have them pick a segment first and then...

DL **Desmond Leo** 40:44

Really?

Mm.

 **Kearney, Shannen** 40:55

Yeah.

DL **Desmond Leo** 40:58

Yep.

KC **Kennedy, Cliona** 41:01

we would use an AI interview question or like pick a multi-choice or a single choice first and then we would use AI question. But my question would be like, so AI question say, what did you think of value in the store?

DL **Desmond Leo** 41:10

Mmh.

Mhm.

KC **Kennedy, Cliona** 41:16

And if they said good, can I, in that same question, have say, OK.

like have a prompt that I want them, like a probe, I suppose, that I want to kind of get more out of them, or do I have to put it in a separate question?

It's a separate question, isn't it?

DL **Desmond Leo** 41:39

Let me look into that and get back to you, because all I'm thinking right now, we haven't really, I haven't really explored the AI chat that much. I wasn't entirely sure if people were using it. There's definitely a lot of improvements that we can make to it. And so.

KC **Kennedy, Cliona** 41:51

Yeah.

 **Kearney, Shannen** 41:51

Is a little brush.

KC **Kennedy, Cliona** 41:54

Yeah.

DL **Desmond Leo** 41:58

Theoretically, it is designed to probe.

KC **Kennedy, Cliona** 42:02

Yeah.

DL **Desmond Leo** 42:02

In general, if it doesn't probe, that's an improvement that we can make. If you want to see the underlying prompt to how to change the underlying prompt so that it probes in a specific way, we can look at building that in. I think that that's actually going to be pretty easy for us to do. So I'll take that as a third point.

KC **Kennedy, Cliona** 42:14

Yeah.

Okay.

DL **Desmond Leo** 42:22

a consideration to work with the designer to try and improve that experience to get that working for you if that's what you use.

KC **Kennedy, Cliona** 42:25

Yeah.

Yeah, because I did have an issue with this last week and I honestly think I rang Gary, I'm going to say probably 8 times last week. He was probably like, oh my God, leave me alone.

DL **Desmond Leo** 42:34

Mhm.

KC **Kennedy, Cliona** 42:42

But it was the reason what was wrong with this was the my research contacts and objectives were wrong. But then I said, OK, so we fixed it, but then.

DL **Desmond Leo** 42:51

Mhm.

KC **Kennedy, Cliona** 42:55

obviously it was doing the survey correctly as it should, the AI bot, but then there was a part where I was kind of like, I would like if it asked if it probed on and leaned maybe more towards this way or leaned maybe more towards that way. I know it's supposed to be like unbiased, but obviously we're trying to get the most out of them. So obviously it is what it is. It's done now in surveys.

Open its launch, but like...

Do you get what I mean? That I can, we can...

DL **Desmond Leo** 43:20

I do.

I do.

KC **Kennedy, Cliona** 43:22

Yeah.

DL **Desmond Leo** 43:23

Leave that with me. Leave that with me.

KC **Kennedy, Cliona** 43:24

Okay, it's just a suggestion, like obviously it's a bot. If it's not possible, it's not possible. But it's just I think in an ideal world we would like to be able to.

DL **Desmond Leo** 43:34

Steer the ****.

KC **Kennedy, Cliona** 43:34

Get them to actually, yeah.

DL **Desmond Leo** 43:36

Yeah, steer the ****, steer them to dig into certain things over other things.

KC **Kennedy, Cliona** 43:40

Yeah, because you know yourself like often when people just got a survey on their phone, they're like, oh, one word answer, one word answer, one word answer.

DL **Desmond Leo** 43:43

Cork.

KC **Kennedy, Cliona** 43:49

And I know the bot is programmed that like if they're not giving it anything, it'll just stop asking questions. Boss.

It's.

Yeah, I'm gonna, I'm confusing myself now.

DL **Desmond Leo** 43:59

One of the one of the things that...

we have internally. I think maybe what we can do is...

Would you appreciate an interface where...

as you set up this bot.

It walks you through sort of an experience where it asks you a bunch of questions that you have to answer first.

KC **Kennedy, Cliona** 44:26
No.

DL **Desmond Leo** 44:27
No, because then, because then it can surface like, this is how I want you, like, do you want me to behave like this in this situation, you know, and it just gives you a bunch of questions so that it can.

KC **Kennedy, Cliona** 44:28
Yeah.
Yeah.

DL **Desmond Leo** 44:38
As you're setting it up, it can give itself more guidance.

KC **Kennedy, Cliona** 44:39
Maybe, yeah, maybe in the research objectives and context, maybe if you put it there.

DL **Desmond Leo** 44:48
You wouldn't want an AI chat to specifically have within the experience. So I'm like I'm setting up an AI chat. This is.

KC **Kennedy, Cliona** 44:57
I think I'd have to see it in action to understand what you mean.

DL **Desmond Leo** 45:00
Okay, one second. Let me show you.
So one of the things that I built for my team here and is a prompt improvement tool.
And so I want to build a chat bot to probe questions related to.

KC **Kennedy, Cliona** 45:26
Yeah.

DL **Desmond Leo** 45:38

Give me a topic.

KC **Kennedy, Cliona** 45:40

Valley Research in Northern Ireland.

DL **Desmond Leo** 45:46

And within the...

experience it goes through and it thinks through like, okay, cool. So how am I supposed to, how am I supposed to do this?

It follows a series of instructions. Oh, I'm not sharing my screen. Sorry. This is ChatGPT. It follows a series of instructions. And

Oh, I'm using Pro, that's why it's taking so long. Oh my goodness. Stop this.

Start a new check.

And it asks a series of questions. So if we just say standard or give me a quick upgrade.

It'll ask the top most important questions that it needs to know, or it'll either give you a prompt that you can use, a full prompt that you can use, or you can say, give me the standard questions like this.

The.

KC **Kennedy, Cliona** 47:12

Ohh.

DL **Desmond Leo** 47:17

And so.

Let's go standard.

It goes to these questions, so then you have to answer these questions of, like, you know...

How do you want this to work? What do you want to define as value? Are there any real life examples that you've got? Are there any trade-offs? And so as you answer these questions, it gives it an idea in terms of how it should behave.

KC **Kennedy, Cliona** 47:41

No.

Yeah, yeah.

DL **Desmond Leo** 47:49

It wouldn't, obviously the experience wouldn't be like this. It would ask you one question at a time, like, now tell me the tone that you want. Now tell me the, how fair do you want it to be? Is there anything in specific that you want to dive into if you hear answers to? Would you?

KC **Kennedy, Cliona** 47:56

Yeah.

Yeah.

DL **Desmond Leo** 48:05

Would that experience help you or do you think actually you just want to be able to control the prompt on its own? You don't want to have to go through a setup process for setting up an AI chat.

KC **Kennedy, Cliona** 48:14

I think for me personally, it would be prompt process on its own. What about you, Shannen?

 **Kearney, Shannen** 48:21

The same, like it's a very rare occasion that we have to use, that we use a chat or an AI question within a survey. Like the AI interview or the way it works currently does for myself and Peter works fine. Like there's nothing that we would change that. It would be a very off occasion that we'd have to.

KC **Kennedy, Cliona** 48:36

Mhm.

DL **Desmond Leo** 48:36

Okay.



Kearney, Shannen 48:40

put a question within a survey that is AI generated.



Kennedy, Cliona 48:45

Yeah, and then see Shannon's, so Shannen works on the retail side of the business time wholesale. So then we do different types of surveys and different types of research. So then for me, the AI chat question is what I use more. And then Shannen uses the actual AI interviewer more.



Kearney, Shannen 48:48

Mhm.

Yeah.

No.



Desmond Leo 49:00

Okay.



Kearney, Shannen 49:03

Yeah.



Desmond Leo 49:04

Oh, I see. Okay. And so...



Kearney, Shannen 49:05

Mm.



Kennedy, Cliona 49:06

Because we ask a lot of quant questions within our surveys, whereas a lot of Shannen would be just purely qual.



Kearney, Shannen 49:12

Yeah.

 **Desmond Leo** 49:13
Right.

 **Kearney, Shannen** 49:14
Yeah.

 **Desmond Leo** 49:15
And so when we talk about the AI chat question type, what I'm hearing is that you want setup to be as simple as possible.

 **Kennedy, Cliona** 49:19
Yeah.
Yeah.

 **Kearney, Shannen** 49:25
Yeah.

 **Desmond Leo** 49:26
Got it. Understood.

 **Kennedy, Cliona** 49:27
Because at the minute, look.
I suppose in terms of that, you know, if you pull back into a wider picture, the team is really stretched at the minute. We have just taken on 4 interns that we have to train.

 **Desmond Leo** 49:36
Mhm.

 **Kennedy, Cliona** 49:43
Obviously, that being said, we're all tied on time at the minute. We need these things to be literally as fast as possible. And like I've said to Gary already, like empathy is so, like Shoplock is so user-friendly as it is.

DL **Desmond Leo** 49:55
Mhm.

KC **Kennedy, Cliona** 49:56
And it is so fast and so easy to make surveys that obviously we want to continue on that trajectory. We want the interns to be able to pick it up as fast as they can. We want it to literally be...
minimum steps, like highest quality outcome, which obviously we are getting at the minute. There's obviously just personal things that I'm like, oh, can we fix this? Can we fix that? But we're stretched. We need it to be.

DL **Desmond Leo** 50:17
Yep.

KC **Kennedy, Cliona** 50:21
Efficient.

DL **Desmond Leo** 50:22
Understood. Cool. Okay, as simple as possible. That's what heard.

KC **Kennedy, Cliona** 50:26
Which it is like, I'm not saying it's nothing, but right now I think it is.
Yeah.
I think it is.
Yeah.
Yeah.

DL **Desmond Leo** 50:44
What are your thoughts on having AI do a review of your questionnaire according to a set of best practise standards to make sure that it is, I suppose, up to a certain quality level? It's thought through all of the objectives, it's thought through, have you asked the questions in the right way?
order in the right way? Have you grouped them up together? Are you missing anything? Would something like that be useful?



Kearney, Shannen 51:07

Yeah.



Kennedy, Cliona 51:10

Yeah.



Desmond Leo 51:11

Yeah.



Kennedy, Cliona 51:12

Yeah, especially I think the next year, the survey I am looking at right now that I'm analysing the next gen food important for Belfast. I'm looking back on that survey. There's like so many questions in that survey. I'm obviously looking back now, analysing it and I'm thinking, why did I put that question there? That should have been with this.



Desmond Leo 51:29

Yeah.



Kennedy, Cliona 51:32

section. So I think that that definitely will be useful if we are doing a longer survey.



Kearney, Shannen 51:32

Yeah.



Desmond Leo 51:33

Yep.

Do you find that you have your own standards that you adhere to where you're like, this is the way that we like to work and this is just always the rules that we're looking to do? Or do you find that it's just like you just want a general, like, is it good enough? Have I had a second set of eyes?



Kennedy, Cliona 51:50

Um...

I think that we have a style that we use within the team and a typical way of asking questions. We typically use the same wording between all of us. But

DL Desmond Leo 51:59
Mhm.

 **Kearney, Shannen** 52:07
Yeah.

KC Kennedy, Cliona 52:11
place in survey location will differ.
But I think maybe that wouldn't go astray.

DL Desmond Leo 52:21
Okay.
We are.
Working on a bunch of initiatives again. And so I think that I'll take that as like a fourth item to once the prototype is ready, which we're working on building, which we're actually building right now. And I mean, for context, our questionnaire reviewer.

KC Kennedy, Cliona 52:32
Yeah.
Yeah.

DL Desmond Leo 52:42
has done the runs. We've had, we've made enough iterations to it where I think it's kind of getting there. It's about 20,000 lines of instructions for an AI agent to follow. So it's quite robust and it follows all the MRI standards.

KC Kennedy, Cliona 52:44
Yeah.
Alright, that's good.
Yeah.

DL Desmond Leo 53:03

all of the best practise standards across all the research books that are currently out there. So when that's ready to test, I think we'll run that by you guys too to see, you know, do you guys appreciate the output of this and does it work?

KC Kennedy, Cliona 53:06

Yeah.

Yes. Okay, then I suppose probably, Shannen, I think we probably, when this is up and running, we probably need to arrange a date with the wider team because I've just kind of hijacked this call because this was supposed to kind of be to send to the team, but I've kind of hijacked it. So I think probably when this is up and running, we probably do need to arrange

 **Kearney, Shannen** 53:20

Yeah.

Yeah.

Go in.

Lynch.

Yeah, we do.

KC Kennedy, Cliona 53:36

At 30 minutes with the team, and...

Get them through it, and then after that, when the say, kind of mid-senior level of the team is trained, then we can bring the interns in and train them.

 **Kearney, Shannen** 53:49

I think that's a good way of that's a good way of working it.

KC Kennedy, Cliona 53:51

Once that we're familiar with it, we can then bring the interns on for training. How do you feel about that? I think that that's probably the best way forward because

DL Desmond Leo 53:57

Yeah.



Kearney, Shannen 53:57

Yeah.



DL Desmond Leo 54:02

I am more than happy to spend as much time as needed with you guys to get things up and running because, and even if you want to screen share building that first study together, I mean, that's really valuable for me because then I can see how you guys are interpreting.



KC Kennedy, Cliona 54:09

Mm.

Yeah.



DL Desmond Leo 54:21

how we've designed the platform, maybe there are optimizations that we can make to it. And so...



KC Kennedy, Cliona 54:23

Yeah.



DL Desmond Leo 54:28

Yeah, feel free to message me and ping me whenever you want.



KC Kennedy, Cliona 54:31

Yeah, I will be probably making a survey next week. So will this be ready?



DL Desmond Leo 54:37

Let's do it. Bring me in whenever you want. If you want, if you want to bring me in while designing or before designing or after designing, you know, just, just, yeah, just ping me.



Kearney, Shannen 54:38

Yeah.

KC Kennedy, Cliona 54:43

Right.

Okay.

Perfect.

That's brilliant. Do you have anything else, Shannen?

 **Kearney, Shannen** 54:53

No, the only other thing from me, Des, was basically, and Peter had mentioned it before, I would highly doubt it's in this update, but down the line, and I know it's something we've spoken about as a team, is how we make that kind of like incentive process a bit easier. So like, for example,

DL Desmond Leo 55:11

Oh yeah.

 **Kearney, Shannen** 55:13

No, with the survey, obviously, it's like the one person gets 100 or one for all voucher, right? But with the AI interviews, we'd recruit 10 customers and then each of them will get like a 25 year old, one for all voucher. But the process right now is very, like,

The recruiter who recruits them is in touch with them. We're not. Then they do the AI interview. Then when it's complete, we then go to one for all and then we order those vouchers. That whole process is a thing in itself that's to do with one for all. It's just not good. And then the recruiter's aunt was constantly saying, oh, where are the vouchers, blah, blah, blah, blah.

But like Peter was saying, what if they're down the line, there would be an opportunity to have that process kind of streamlined through the actual platform itself, either like via cache or like how we might be able to do that better.

DL Desmond Leo 56:08

Yeah, okay.

So.

Here's the thing, for everything that we've discussed that we might build a solution for, I might reach out to you guys to dive in a little bit deeper. We'll have our UX

designer, or in some cases, our machine learning person as well, involved in that process, just so that we can spend some dedicated time working through what that process looks like to optimise it for you.



Kearney, Shannen 56:13

Okay.

Yeah.

Yeah.



Kennedy, Cliona 56:27

Yeah.



Kearney, Shannen 56:31

Yeah.



Desmond Leo 56:34

If you're happy with me setting up some follow-up meetings, then yeah, that'd be great. Okay.



Kennedy, Cliona 56:38

And this.



Kearney, Shannen 56:38

Perfect. Yeah, that would be great. Thanks, Grace.



Kennedy, Cliona 56:41

Yeah.



Desmond Leo 56:42

Cool. Okay, so thank you so much for your time.



Kennedy, Cliona 56:42

Hey.

Bubba.



Desmond Leo 56:47

I don't think I'm going to have access to downloading the transcript of this call.



Kearney, Shannen 56:52

I can send it to you, just.

Yeah, no worries at all.

● **Kearney, Shannen** stopped transcription

Generated by AI. Make sure to check for accuracy.

Meeting notes:

- **Workflow and Audience Management Updates:** Desmond demonstrated the new workflow and audience management features in Shop Talk to Cliona and Shannen, highlighting improvements in navigation, the ability to add multiple audience types, and enhanced quota and launch processes.
 - **Navigation and Workflow Improvements:** Desmond explained that the updated workflow in Shop Talk offers a cleaner and smoother experience, with a static main navigation for building projects, audience quotas, settings, and launching studies. The process for editing live surveys and creating new projects has been streamlined for efficiency.
 - **Multiple Audience Types:** The platform now allows users to add multiple audience types to a single study, such as shareable links, uploaded email lists, and third-party sample providers. Desmond clarified that users can create several links or upload lists, and each can have its own quota and test link, improving flexibility in recruitment.
 - **Quota and Launch Enhancements:** Desmond described the improved quota management, where quotas can be set for all respondents or specific audiences. The new launch page provides a summary and quality check, highlighting any missing steps or inconsistencies before launching a survey.
 - **Test and Live Link Access:** The process for accessing test and live links has been simplified, with links available directly from the summary and audience pages, reducing the need to navigate back and forth.
- **Tagging, Segmentation, and Hidden Variables:** Cliona and Shannen discussed with Desmond the need for improved tagging and segmentation in survey data, leading to a detailed explanation of current and upcoming features for hidden variables and post-survey tagging.
 - **Current Tagging Limitations:** Cliona raised the challenge of identifying and segmenting respondents, especially for smaller surveys, and requested the ability to add aliases or tags to participants for easier analysis. Desmond confirmed that while direct tagging is not currently available, hidden variables can be used for segmentation.
 - **Hidden Variables Functionality:** Desmond explained that hidden variables act as rollups, allowing users to define segments based on survey responses.

These can be set up before or, with some manual intervention, after survey completion, enabling bulk tagging of respondents.

- **Future Improvements:** Desmond shared that the team is working on making it possible to update hidden variables after survey closure and to surface this functionality more prominently, especially for training new team members.
- **Manual Support for Tagging:** If users need to add or update hidden variables after a survey is closed, Desmond offered manual support, stating that the team can apply these changes upon request until the feature is fully automated.
- **AI and Reporting Enhancements:** Desmond outlined ongoing and planned AI-driven improvements for survey analysis and reporting, responding to requests from Shannen and Cliona for better open-ended question analysis, project-level insights, and questionnaire review tools.
 - **Open-Ended Question Analysis:** Shannen described the current manual process for analysing open-ended responses and requested automated tools. Desmond confirmed that AI-powered question-level analysis and keyword extraction are in development, with prototypes being tested and expected to be available by the end of H1.
 - **Project-Level and Platform-Wide AI Queries:** Desmond explained that upcoming features will allow users to query all data across the platform or within specific projects, enabling more flexible and comprehensive analysis.
 - **Questionnaire Review Tool:** Desmond introduced a forthcoming AI questionnaire reviewer that checks surveys against best practice standards, including MRI guidelines, and invited Cliona and Shannen to participate in testing the tool once it is ready.
 - **AI Interview and Chat Improvements:** The team discussed the AI interview and chat question types, with Cliona and Shannen expressing a preference for simple setup and the ability to control prompts. Desmond agreed to consider improvements, including more probing capabilities and customisable prompts.
- **Reporting, Crosstabs, and Data Exploration:** Cliona and Shannen provided feedback on the reporting and crosstab features, leading Desmond to discuss current capabilities and planned enhancements for data navigation and aggregation.
 - **Current Crosstab Functionality:** Desmond confirmed that the existing crosstab interface will remain unchanged in the upcoming release, but new features such as rolling up rows and columns are being designed to improve usability.
 - **User Feedback on Data Navigation:** Cliona described challenges with the current crosstab layout, particularly when comparing specific segments or columns. Desmond demonstrated how to deselect columns and discussed plans for more intuitive data selection and navigation.
 - **Future User Testing:** Desmond invited Cliona and Shannen to review prototypes of the new crosstab features once designs are finalised, ensuring the enhancements meet their needs.
- **Incentives and Currency Options:** Cliona and Shannen asked about the ability to select different currencies for prize draws and streamlining the incentive process, with Desmond confirming that currency selection is planned and further improvements are under consideration.
 - **Currency Selection for Incentives:** Cliona requested the option to choose pounds instead of euros for prize draws, especially for Northern Ireland surveys. Desmond confirmed that this feature is not in the current release but is a simple edit planned for an upcoming update.

- **Streamlining Incentive Distribution:** Shannen described the cumbersome process of distributing incentives for AI interviews and suggested integrating this workflow into the platform. Desmond agreed to explore solutions and proposed follow-up meetings to gather more detailed requirements.
- **Training and Onboarding Plans:** Cliona and Shannen discussed plans for team training on the new features, with Desmond offering support and suggesting collaborative sessions to optimise onboarding for both mid-senior staff and interns.
 - **Staged Training Approach:** Cliona proposed training mid-senior team members first, followed by interns, to ensure familiarity with the new features before wider rollout. Shannen agreed with this approach.
 - **Desmond's Support for Onboarding:** Desmond offered to participate in training sessions, including screen sharing and hands-on project building, to observe user interactions and identify further optimisation opportunities.
- **General Q&A and Platform Stability:** Cliona raised questions about the persistence of question libraries and the stability of the crosstab page after the update, with Desmond confirming that existing content will remain unchanged.
 - **Question Library Persistence:** Cliona asked if questions in the library would be lost after the update. Desmond assured that all questions will remain intact.
 - **Crosstab Page Stability:** Cliona inquired about changes to the crosstab page, and Desmond confirmed that the current version will stay the same, with only future enhancements planned.
- **Quality and Trust Metrics:** Desmond presented upcoming features focused on data quality and trust, including respondent risk scoring and enhanced review tools for identifying and managing problematic responses.
 - **Respondent Risk Scoring:** Desmond described the introduction of real, engaged, and unique metrics, with over 37 data points tracked to generate risk scores for each respondent, helping users identify those needing critical review.
 - **Flagging and Reviewing Respondents:** The platform will allow users to flag respondents for review based on inconsistent or inattentive answers, with options to ignore or reject responses as needed.

Follow-up tasks:

- **Report Page Improvements and Feedback Session:** Arrange a separate session with Cliona to gather feedback and ideas for improving the report page once new designs are ready. (Desmond)
- **Currency Options for Prize Draws:** Confirm and communicate the timeline for adding a pound sterling currency option to the prize draw feature, and notify Cliona when it becomes available. (Desmond)
- **AI Interview Question Probing Capabilities:** Investigate whether it is possible to add custom probing prompts to AI interview questions and report back to Cliona and Shannen with findings. (Desmond)
- **Crosstab Roll-Up Feature Feedback:** Share prototypes of the new crosstab roll-up feature with Cliona and Shannen and organise a feedback session to ensure it meets their needs. (Desmond)
- **Questionnaire Review Tool Testing:** Present the prototype of the AI-powered questionnaire review tool to Cliona and Shannen for user testing and feedback once it is ready. (Desmond)

- **Team Training on Platform Updates:** Schedule a training session for the wider team on the new platform features once the update is live, followed by a session for interns after the mid-senior team is trained. (Cliona, Shannen)
- **Streamlining Incentive Distribution Process:** Reach out to Cliona and Shannen to discuss and gather requirements for streamlining the incentive distribution process within the platform, involving the UX designer and/or machine learning specialist as needed. (Desmond)