

### What should we do to improve our community web site?

#### Ideas from Others

- Let me add ideas while I am working
- Give a discount for participation
- An easier way to report bugs
- Tell us the status of our ideas
- List bugs and work arounds
- Fix the stuff we tell you about

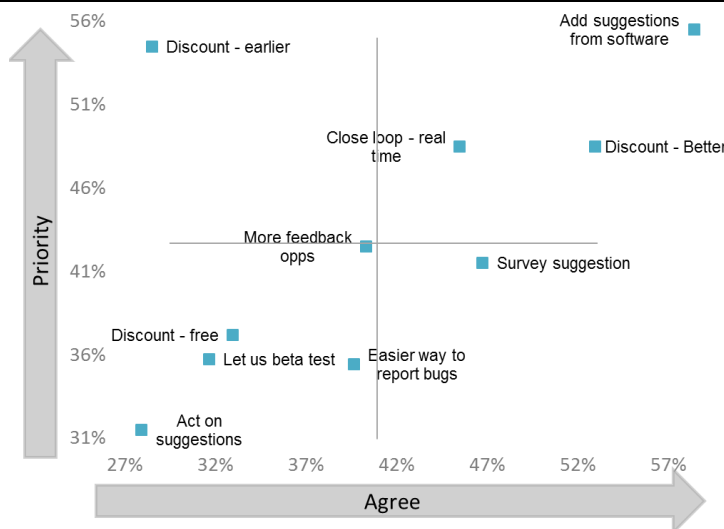
#### Ideas you like sorted by importance

- 1 Make the software free to members
- 2 Start a newsletter
- 3 Let us know why you didn't use my idea

#### Add your idea here

- Each respondent reviews a different set of comments and indicates...
  - Those they agree with
  - Those that are priorities
- Top ideas are constantly challenged by new ideas - only the best survive
- Adaptive Questions™ use a simple drag-and-drop interface
- Ideas can come from Facebook, blog, the current survey or any other source

- Results are plotted on a two-dimensional grid divided into quadrants
  - Upper right: Most actionable ideas overall - highest priority combined with highest agreement
  - Upper left: Niche ideas - priority ideas among a smaller group
  - Lower right: Expected ideas - needed just to be competitive
  - Lower left: Secondary ideas - consider if upper right ideas are impossible or expensive

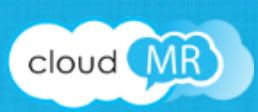


	Total	Customer for...				LTR		LTR Change			Age	
		1st yr	2+ yrs	1/2 yrs	3+ Yrs	P	N/D	Up	Same	Down	<45	45+
Discount - communication	92	0	92	56	91	96	77	82	100	0	18	94
Add suggestions from software	82	22	83	40	84	83	78	86	78	8	53	84
We review product changes	76	40	76	41	77	73	77	74	29	81	75	
Close loop - status	72	70	72	73	71	73	68	71	72	28	43	72
Discount - Better	68	50	68	53	68	69	62	70	64	8	43	67
Close loop - plans	59	29	59	42	59	56	60	59	57	28	51	59
Close loop - real time	57	48	55	47	56	49	63	59	47	44	6	57
Close loop - Why / why not	52	24	52	28	52	59	33	54	46	0	52	50
Survey suggestion	52	0	52	0	53	56	39	55	43	18	23	53
Close loop - bugs	50	13	49	29	49	39	61	44	51	33	9	48
Keep us separate from FB	49	0	49	8	50	44	51	43	50	50	15	49
More feedback opps	48	51	47	64	46	46	46	47	24	18	49	
Close loop - better	48	42	47	60	46	54	35	45	48	19	5	49
Discount - earlier	39	43	38	52	37	37	36	46	26	22	29	37
Easier way to report bugs	38	0	38	24	35	42	19	34	33	0	0	39
Let us beta test	36	0	36	5	36	38	29	42	27	0	22	36
Discount - auto advantage	36	0	35	30	33	28	42	34	31	0	0	35
Act on suggestions	31	0	33	0	36	26	13	44	0	0	0	39
Base	2385	79	2295	103	2266	1453	932	1272	1046	67	83	2103

- Detailed results are segmented and presented in an easy-to-read format
- The most actionable ideas are determined using a statistic that considers...
  - Percent who agree
  - Percent who say it is a priority
  - Number who viewed the idea
- Segmentation can be imported or asked using a traditional survey question

### Adaptive Surveys®...

- Set up in minutes and deliver results in hours or days
- Are short and conversational, resulting in higher response rates
- Replace dozens of traditional market research questions
- Answer questions you didn't even know to ask
- Systematically gather and prioritize open-ended text in a single project
- Add structure to unstructured data
- Prioritize ideas using any representative sample you choose
- Integrate seamlessly with social networks such as Facebook and Google+
- Run on our site or anywhere via API



# Adaptive Surveys®

Dynamic Online Surveys that Deliver Actionable Results