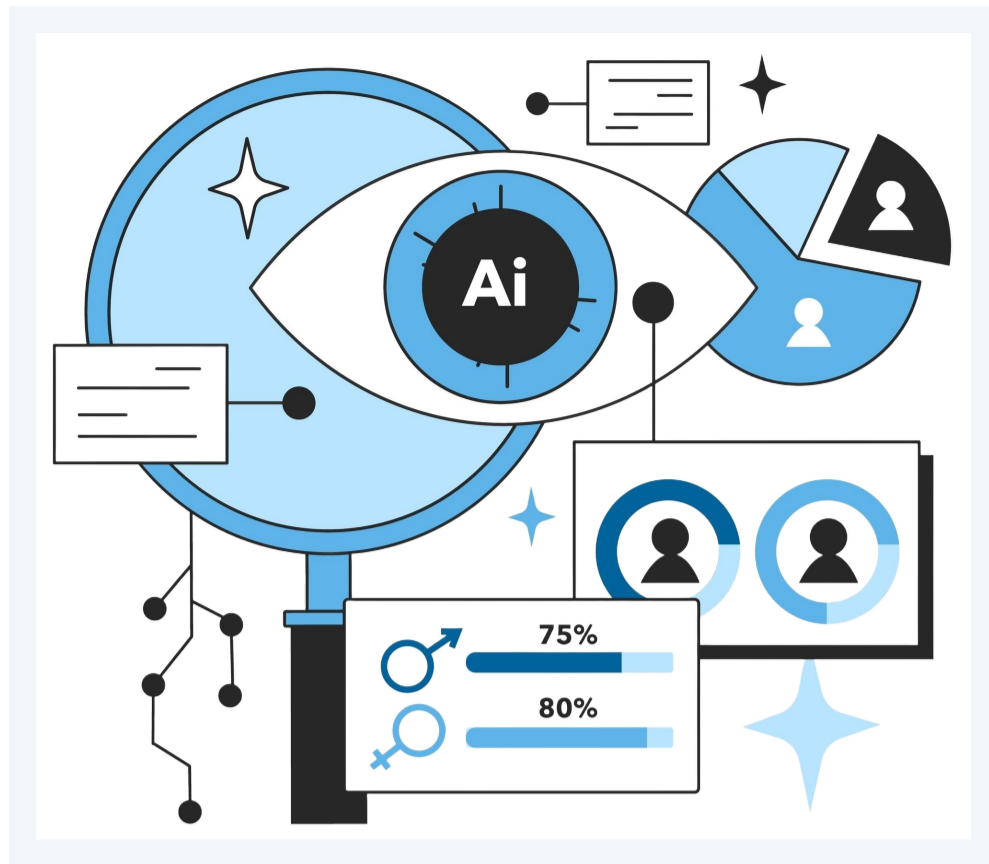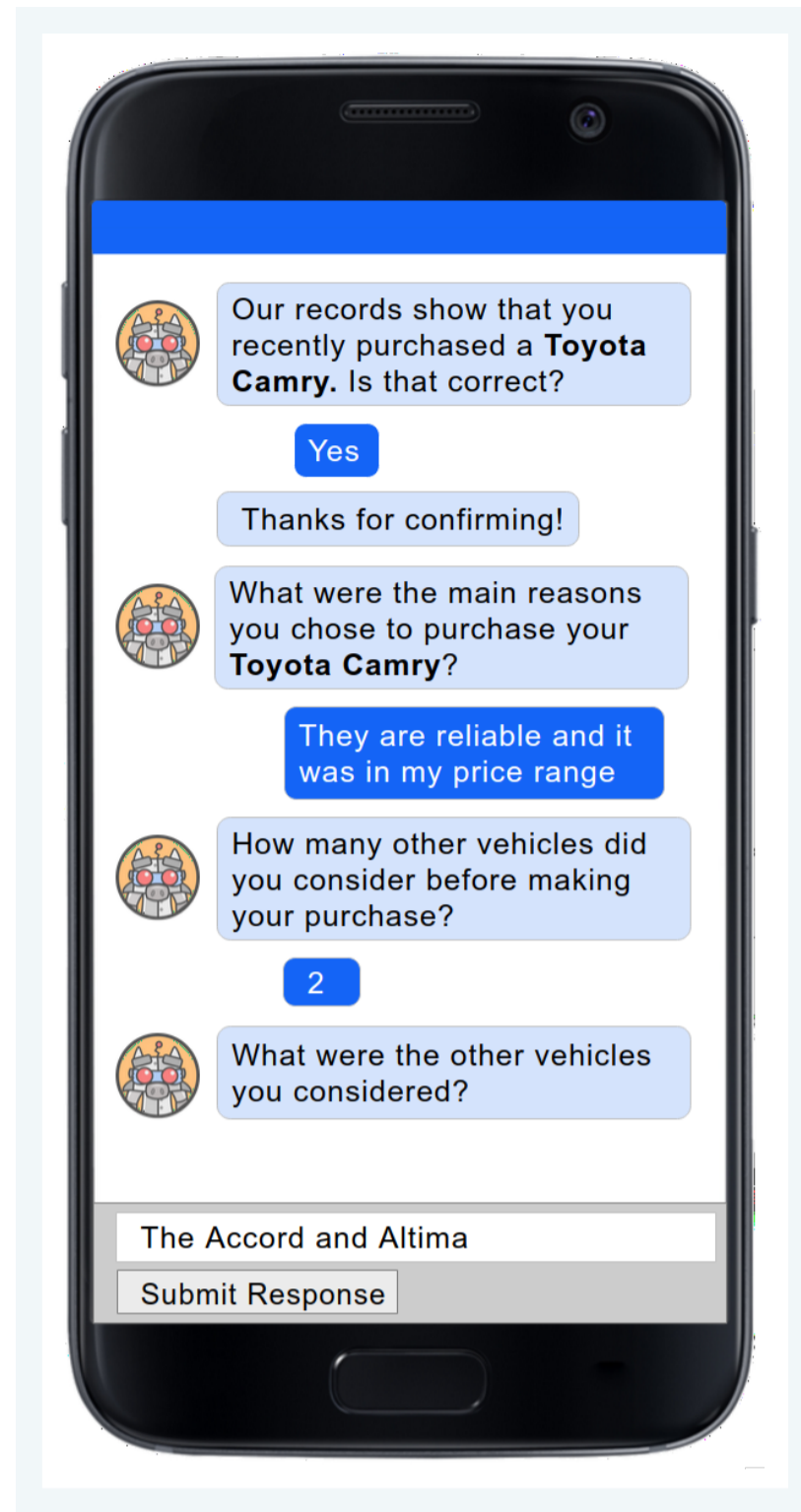# Jibunu Survey Capabilities

2024

Calendar

AI/Automation

Ai and automation are transforming the market research industry by performing tasks that would normally require human intelligence. Early use cases include translation, transcription, text analysis, chatbots, and automation of longitudinal research and in the coming years will expand into more advanced areas including survey writing, programming, data analysis, report generation, and even recommendation origination.

Chatbot conversation:

Our records show that you recently purchased a **Toyota Camry.** Is that correct?

Yes

Thanks for confirming!

What were the main reasons you chose to purchase your **Toyota Camry?**

They are reliable and it was in my price range

How many other vehicles did you consider before making your purchase?

2

What were the other vehicles you considered?

The Accord and Altima

Submit Response

Music Video

January 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

2024 CEO Summit *Hollywood, FL*

The Media Insights & Engagements Conference *Miami, FL*

QRCA Annual Conference *Denver, CO*

Qual360 EU 2024 *Berlin, Germany*

IIEX Health *Virtual*

Video Responses

Video responses are an alternative to traditional text-based questions and can help you gain better insights. Respondents can use their phone, tablet, laptop, or PC to record a video response. Video responses can be used for traditional open-ended questions, ad/concept tests, video diaries, consumer reviews, customer testimonials, and an alternative to in-person research.
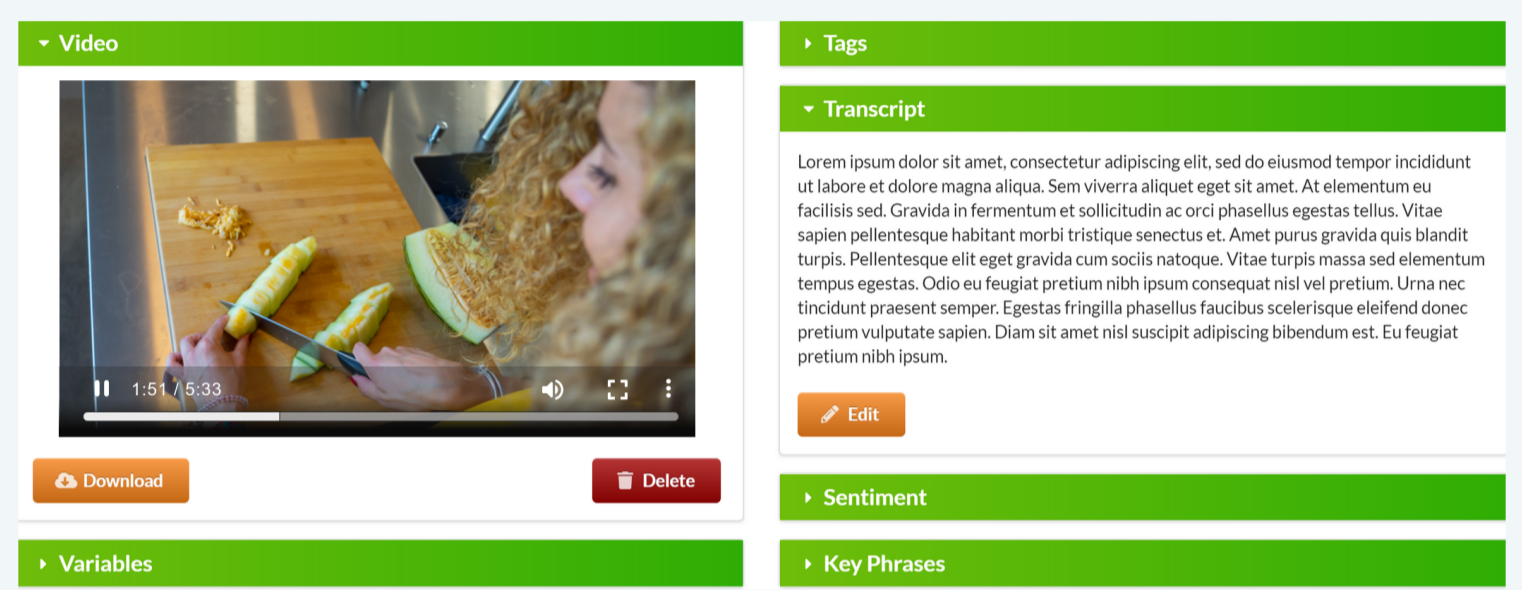
February 2024

March 2024

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
		Qual360 EU 2024 *Berlin, Germany*		**IIEX Health** *Virtual*		
4	5	6	7	8	9	10
			Pharma Market Research Conference USA *Newark, NJ*			
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	1	2
			The Quirk's Event (Dallas) *Dallas, TX*			

Res-Tech Development

Research Technology Solutions development is the process of creating or improving methodologies. It ranges from custom survey exercises, data outputs, and dashboards, to digitizing qualitative research, and creating client facing products and/or internal tools that will save you time and money.

Game #1 out of 7

Vanilla   Chocolate

What can you develop?

Research Methods

- User Experience Simulations
- Virtual Shelves and Shopping
- Implicit Testing Exercises
- Message/Concept Testing Tools
- Gamified Surveys
- Conversational/Chat Bot Surveys
- Online Qualitative Exercises

Research Solutions

- Full Scale Development of Products and Tools
- Automated Reports and Emails
- Custom Dashboards and Reporting
- Web-Based Applications
- Client and Respondent Facing Portals
- Online Communities (Dairies/Discussion, etc.)
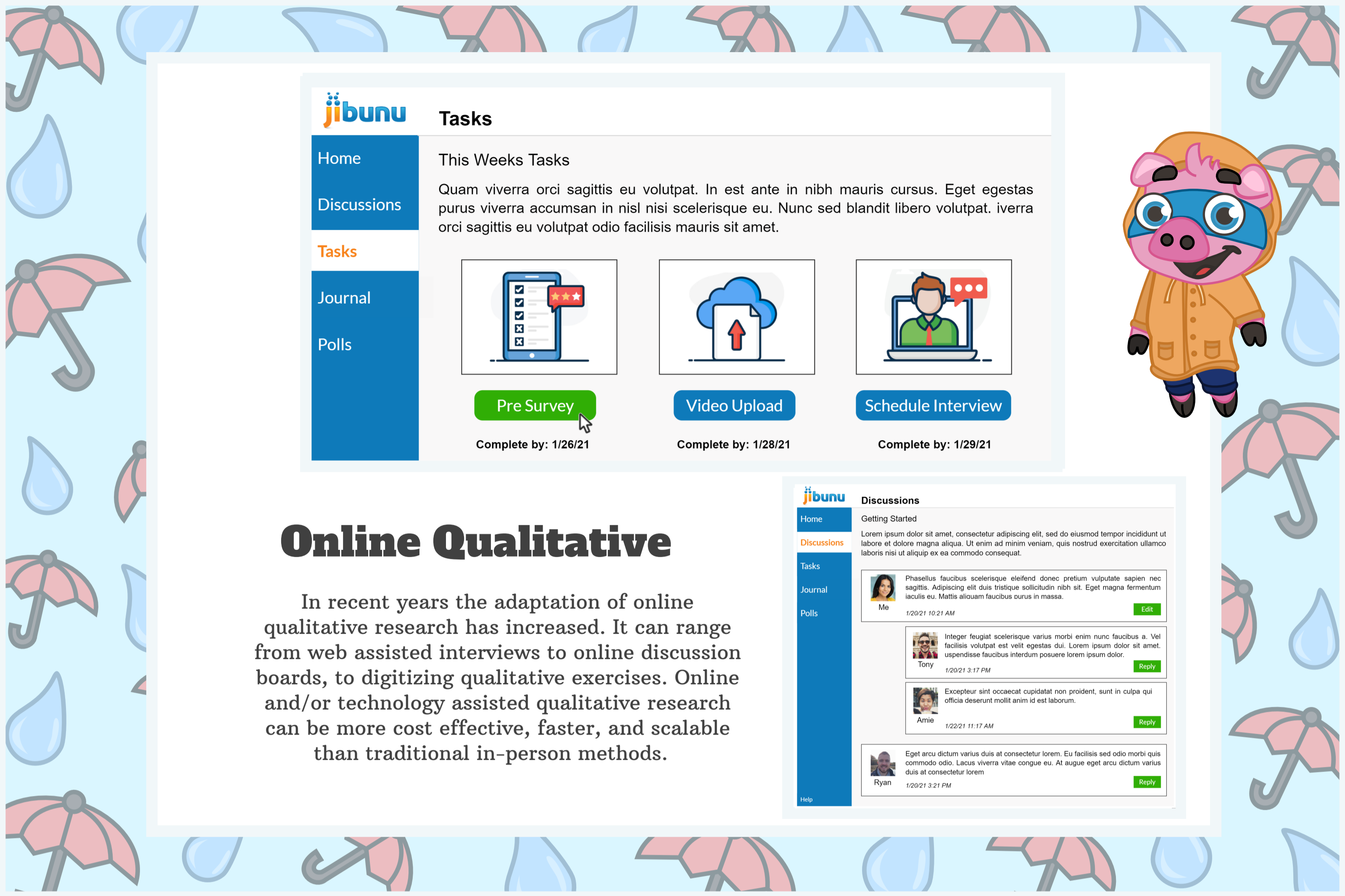- Automated Survey Solutions

Learn More

March 2024

April 2024						
Su	Mo	Tu	We	Th	Fr	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28 **The Quirk's Event (Dallas)** *Dallas, TX*	29	1	2
3	4	5 **Customer Experience Strategies Summit West 2024** *Vancouver, BC*	6	7	8 **QUAL360 North America** *Washington D.C.*	9
10	11 **SampleCon** *Lake Oconee, GA*	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26 **The Quirk's Event (Chicago)** *Chicago, IL*	27	28	29	30
31	1	2	3	4	5	6

Online Qualitative

In recent years the adaptation of online qualitative research has increased. It can range from web assisted interviews to online discussion boards, to digitizing qualitative exercises. Online and/or technology assisted qualitative research can be more cost effective, faster, and scalable than traditional in-person methods.

April 2024

May 2024
Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12	13
	IA Annual Conference *Atlanta, GA*		**Intellus World Wide Summit** *North Chicago, IL*			
14	15	16	17	18	19	20
			IIeX North America 2024 *Austin, TX*			
21	22	23	24	25	26	27
28	29	30	1	2	3	4

jibunu Wireless

Number of Lines
| 1 | 2 | 3 | 4+ |
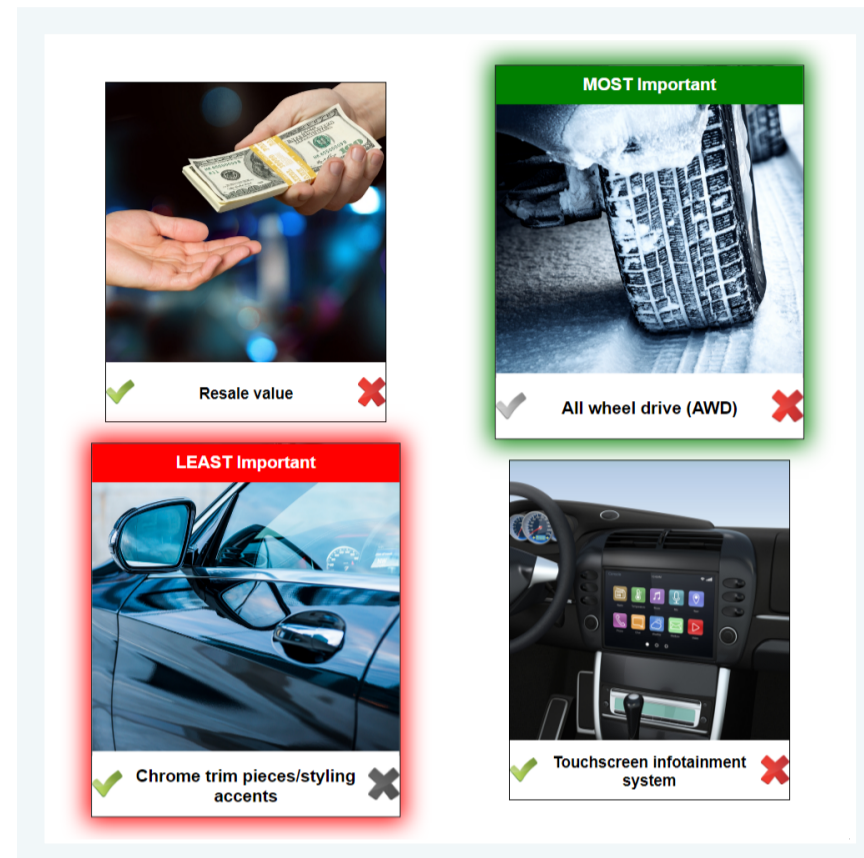
Plan Details	Plan 1 $35 /mo. per line	Plan 2 $45 /mo. per line	Plan 3 $55 /mo. per line	None of these
Data Allowance	✓ 5GB/line/month	✓ 10GB/line/month	✓ Unlimited	
Mobile Hotspot	✗	✓ 7GB/line/month	✓ 12GB/line/month	
Unlimited Talk & Text	✓	✓	✓	
Video Streaming	✓ 420p	✓ 720p	✓ up to 1080p	
Benefit	✗	✗	HBO	
Auto Pay Discount	✗	-$5	-$5	

Discrete Choice/MaxDiff

Discrete Choice and MaxDiff are market research techniques that involve measuring the value respondents place on features of a product. By default, their look and feel can be bland, however, with Jibunu they can be customized to provide a more engaging respondent experience!

MOST Important	Feature	LEAST Important
	Resale value	
	All wheel drive (AWD)	
	Chrome trim pieces/styling accents	
	Touchscreen infotainment system	

Plan Details	Plan 1	Plan 2	Plan 3	None of these
Price	$40/mo. per line	$50/mo. per line	$60/mo. per line	
Data Allowance	3GB/line/month	7GB/line/month	Unlimited	
Mobile Hotspot	not included	5GB/line/month	10GB/line/month	
Unlimited Talk & Text	included	included	included	
Video Streaming	included 420p	included 720p	included up to 1080p	
Benefit	not included	not included	Netflix	
Auto Pay Discount	not included	-$10	-$10	

Resale value
MOST Important — All wheel drive (AWD)
LEAST Important — Chrome trim pieces/styling accents
Touchscreen infotainment system

See Demos

May 2024

June 2024
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5	6	7	8	9 **The Quirk's Event (London)** *London, England*	10	11
12	13	14	15	16 **AAPOR 79th Annual Conference** *Atlanta, GA*	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
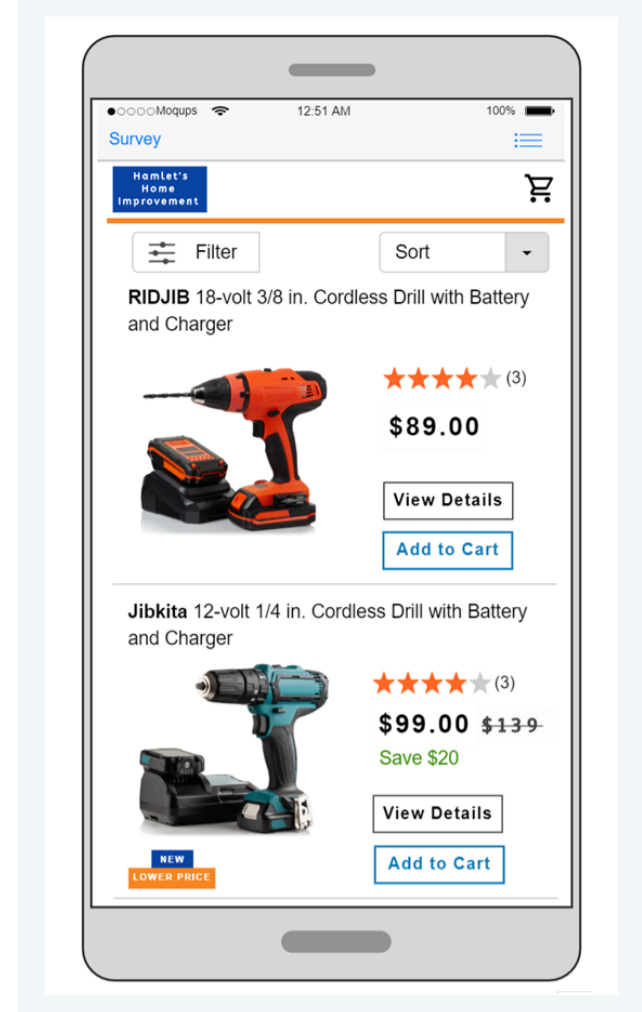
Simulations

Simulate digital experiences such as navigating a website or app, using a search engine, scrolling through social media, or making an online purchase. Or digitally simulate physical environments and experiences such viewing products on a shelf or visiting conference booth. Exercises can range from a single static image to dynamic environments and interfaces utilizing discrete choice models.
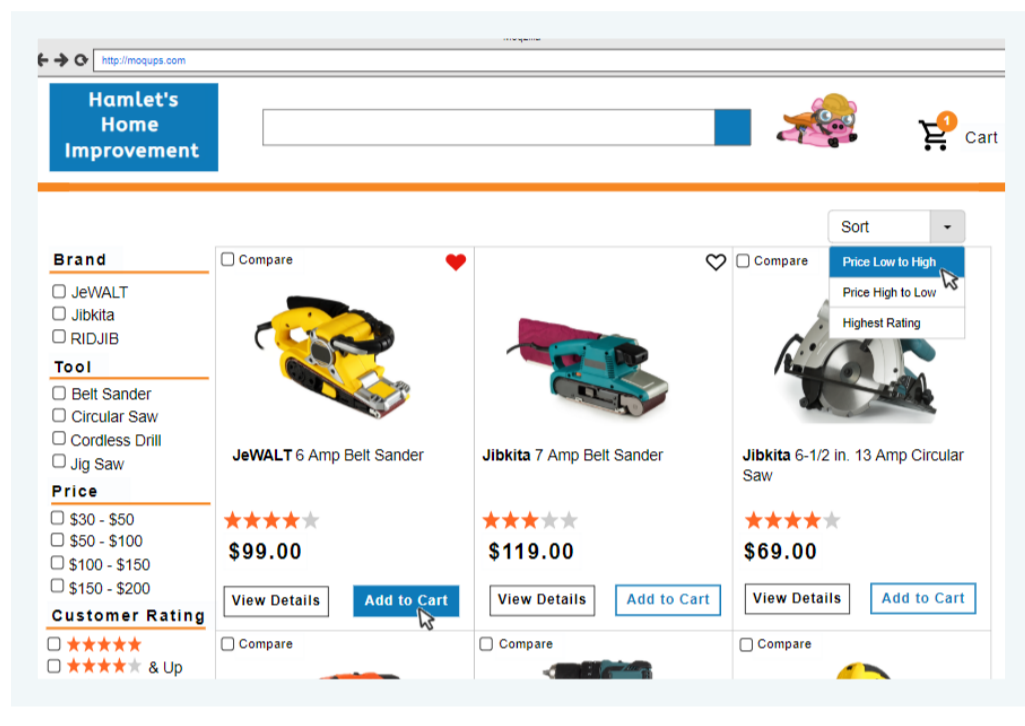
June 2024

July 2024

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25 **IIEX Europe** *Amsterdam*	26 **MRMW North America** *Atlanta, GA*	27	28	29
30	1	2	3	4	5	6

Welcome to the dark side

The Jibrewnu Stout

Pours dark brown with a rich and creamy flavor. A perfect balance of malt and hops provide a complex yet smooth flavor.

ABV: 6.5%

Jibrewnu

Concept Evaluation / Mark Up

Take concept testing to the next level with image and text highlighting! Asking respondents to highlight specific parts of images and text provides more precise feedback on concepts and products. Additional functionality such as comment boxes can be added to discover the why behind respondent selections.

See Demo

Learn More

July 2024

August 2024

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
			The Quirk's Event New York) *New York, NY*			
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Card Sort / Drag and Drop

Card sorts and drag and drops are interactive questions used for grouping and/or ranking an array of items. In some cases, the mechanics of dragging can be challenging on mobile, however innovations such as replacing dragging with clicking can be implemented to make sorting easier on mobile.

Drag the logo or click anywhere in the chart below to describe the quality and price of Company Name.

Group the restaurants together based on how you think about them. Then create labels for each group

Breakfast | **Lunch** | **Add Label**

Please enter the group name:

Dinner

Create Group   Cancel
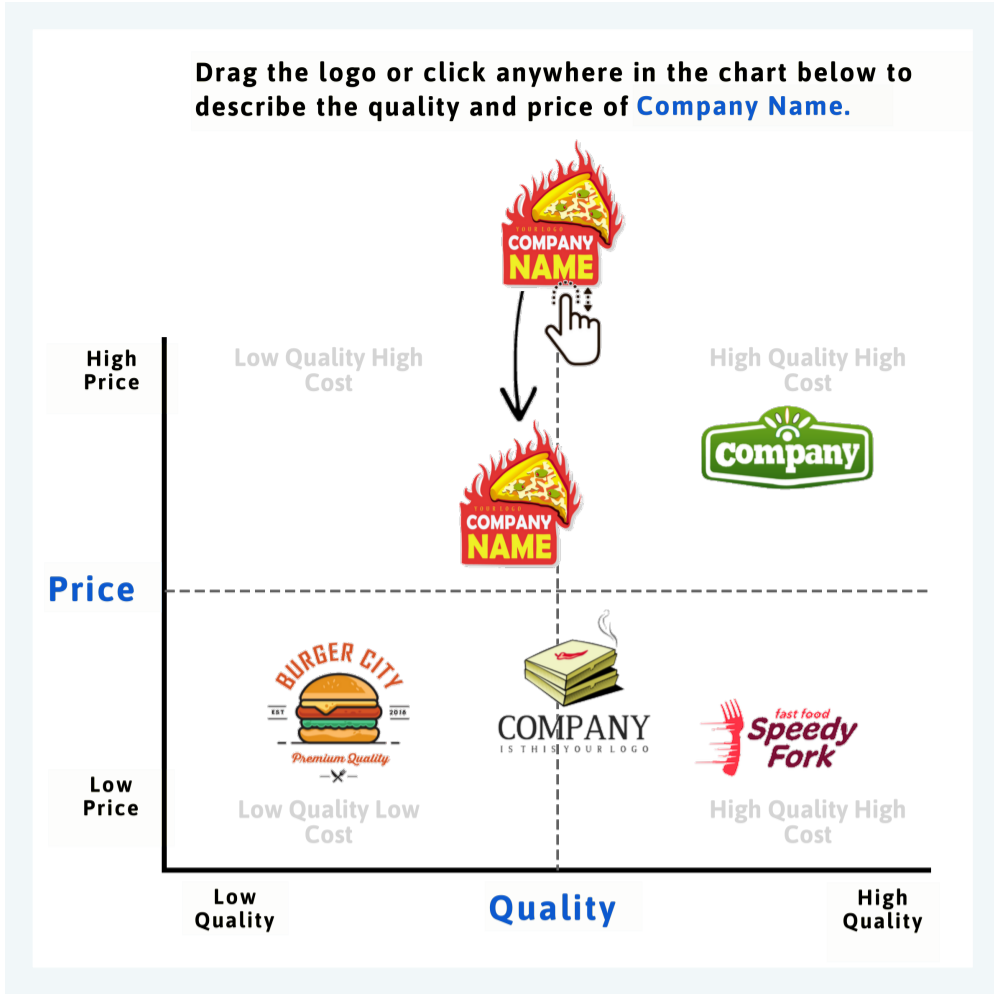
To create your pizzas, drag and drop the toppings onto the pizzas below. If you need to remove a topping, click the X next to the topping listed below the pizza. Use the buttons to filter the type of toppings shown to help find what you need. If you want to remove the sauce or cheese, use the toggles below.

See Demos

August 2024

September 2024

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

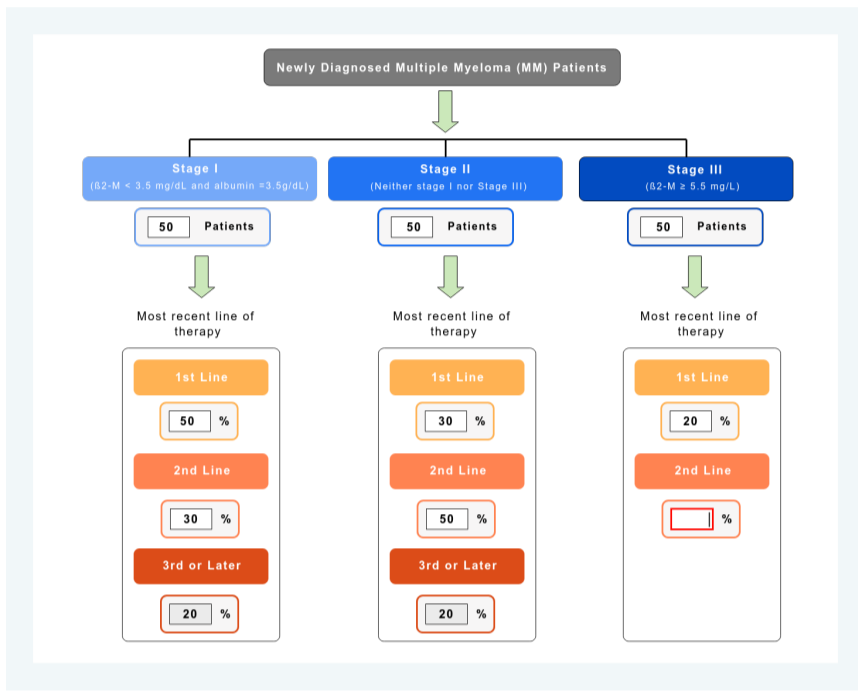| Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Click the buttons below mix and match different can colors, graphics, and logos to create a design that is most appealing to you!

Can Color

Can Label

BEER
PREMIUM QUALITY
ALC. 5%
LONDON 1836 ENGLAND
Jibunu

Graphic 1

Graphic 2

Custom Questions & Exercises

Looking for something outside the box? Jibunu's highly skilled programmers can bring your ideas to life! These questions involve custom coding ranging from making small enhancements to existing/standard question types to creating new questions and exercises from scratch.

Demo Video

How to Guide
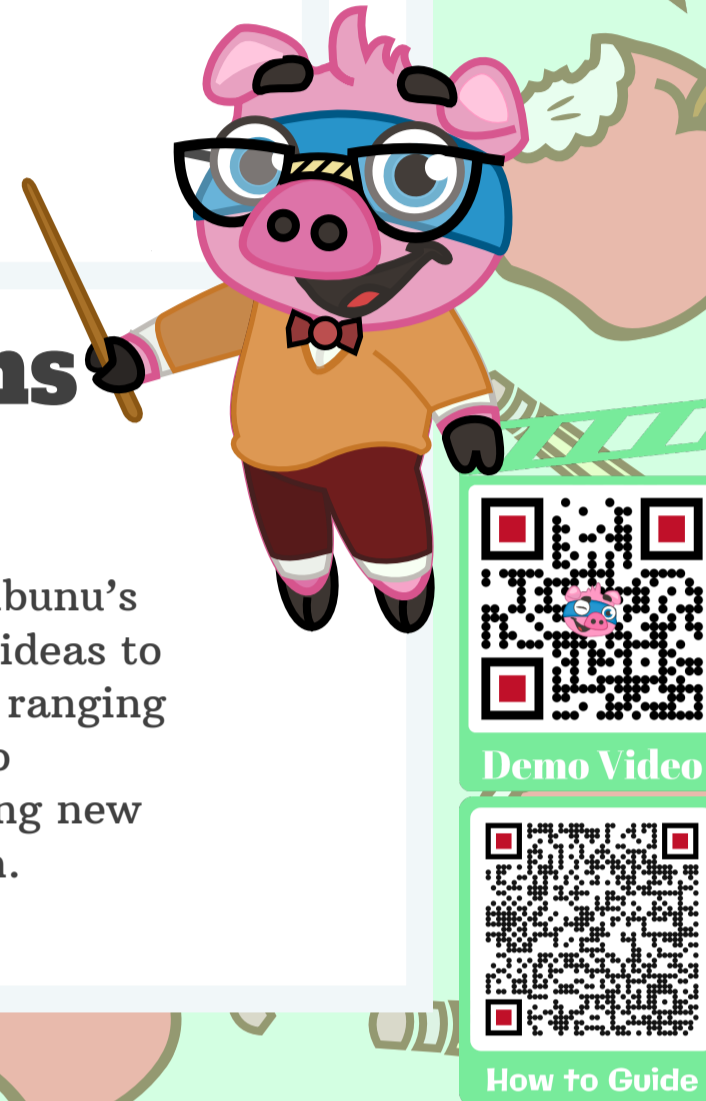
September 2024

October 2024

Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
	ESOMAR Congress *Athens, Greece*					
15	16	17	18	19	20	21
		Corporate Researchers Conference *New York, NY*				
22	23	24	25	26	27	28
29	30	1	2	3	4	5

In this activity, two images and a brand logo will appear on the screen.

Select the image you feel best represents your feelings on the brand shown.

You will have 5 seconds to make a selection. Go as fast as you can while being accurate.

Implicit Association Testing

Popularized by Nobel Prize winner and economist Daniel Kahneman it is said we have two modes of thought. "System 1" is fast, instinctive, and emotional and "System 2" is slower, more deliberate, and more logical. You can conduct research on System 1 through implicit association survey exercises. These timed exercises are used to measure unconscious associations between concepts which influence decision making and perception of brands and products.

In this activity, a word will appear on the screen with a pair of brand logos below it.

Use the 'E' and 'I' computer keys to categorize the brand you most associate the word with as fast as you can.

Please use the **'E'** computer key for words you associate with **Speedy Fork** and the **'I'** computer key for words you associate with **Burger City**.

Speedy Fork   **Burger City**

Quality

Swipe right if you associate the food with being healthy or swipe left if you associate it with being unhealthy

Heathy   **UnHeathy**

Halloween Quiz

October 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
6	7	8	9	10	11	12
		TMRE *Orlando, FL*		**MRMW Europe 2023** *Berlin, Germany*		
13	14	15	16	17	18	19
20	21	22	23	24	25	26
		Future of Pharma Marketing Summit *Toronto, ON*				
27	28	29	30	31	1	2

Contradictory Answers

How often do you eat meat?

- ● Never
- ○ Less than once a week
- ○ 1-3 days a week
- ○ 4-6 days a week
- ○ Everyday

In the past 7 days, which of the following foods have you eaten?

- ☐ Cereal
- ☑ Waffles
- ☑ Chicken
- ☐ Fruit
- ○ None

Straight-line

	Very Dissatisfied	Moderately Dissatisfied	Neutral	Moderately Satisfied	Very Satisfied
	○	○	○	○	●
	○	○	○	○	●
	○	○	○	○	●
	○	○	○	○	●
	○	○	○	○	●

Pattern

	Very Dissatisfied	Moderately Dissatisfied	Neutral	Moderately Satisfied	Very Satisfied
	●	○	○	○	○
	○	●	○	○	○
	○	○	●	○	○
	○	○	○	●	○
	○	○	○	○	●

Bad Data Flags

Create a flagging system to identify and/or terminate bad data. There is often trial and error while figuring out which thresholds work, what red herring questions are more effective, and which techniques work for you overall. However once established, building data quality checks into your survey will make data cleaning easier and save you time on the backend.

How satisfied or dissatisfied are you with company name in the following areas?

	Very Dissatisfied	Moderately Dissatisfied	Neutral	Moderately Satisfied	Very Satisfied
Price	○	○	○	●	○
Quality of work	○	○	●	○	○
Please select 'Very Satisfied' here	○	○	●	○	○
Communication	○	○	○	●	○

Music Video

Preventing Bad Data

November 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13 — QUAL360 Asia-Pacific 2023 Singapore	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Click/Time Tracking

Click and time tracking variables provide additional insights. For example, track how long it takes for respondents to complete questions and exercises, or track which products were clicked on in a shopping exercise. Additionally, time variables can be used to ensure a respondent spends a certain amount of time reviewing concepts or other materials before continuing.
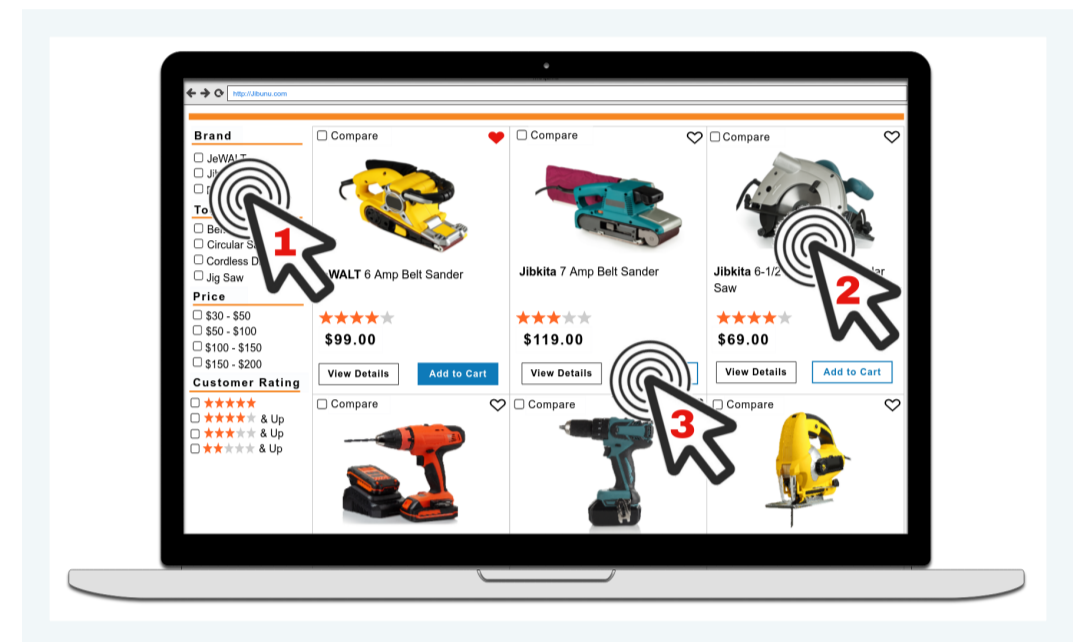

	Product X	Product Y
Indication	Disease or condition for which your product/therapy will be indicated	
Efficacy	Proposed efficacy endpoints for your product/therapy mPFS 8 months CR 12% CRi 6% ORR 61% OS 15 months mDoR 7 months A 40% decrease in pain score in 30% of patients	Proposed efficacy endpoints for your product/therapy mPFS 12 months CR 25% CRi 13.50% ORR 86% OS 24 months mDoR 15 months A 70% decrease in pain score in 50% of patients

[Show Safety & Tolerability after 10 seconds]

Safety & Tolerability	Potential safety risks associated with your product/therapy Neutropenia 48% Anemia 16% Thrombocytopenia 40%	Potential safety risks associated with your product/therapy Neutropenia 35% Anemia 22% Thrombocytopenia 50%

[Show Side Effects after 15 seconds]

Side Effects	Low lymphocyte, red blood cell, neutrophil, and platelet counts.	Low platelet counts, low white blood cell counts, diarrhea, low red blood cell counts, peripheral neuropathy, and fatigue

[Show Dosing after 20 seconds]

Dosing	Intravenous (IV) infusion at 16mg/kg of body weight • Weeks 1-8: 16 mg/kg IV infusion once weekly • Weeks 9-24: 16 mg/kg IV infusion every 2 weeks • Week 25 onward until disease progression: 16 mg/kg IV infusion every 4 weeks	Administered orally in 20 mg capsule • Weeks 1-2: taken once every other day for 3 doses per week, of each 21 day cycle • Week 3: Rest Patients are typically treated up to 8 cycles

[Do not allowing continuing until 45 seconds have past]

Holiday Quiz

December 2024

January 2025

Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4