

What is Custom Development?

Custom 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.

Benefits of Custom Development

Custom development allows you to bring your ideas to life. With custom development you don't have to settle for cookie-cutter, one size fits all tools.

You have the power to create solutions tailor-made for **your** research, **your** client, and **your** audience improving your efficiency and scalability, while differentiating your products and services!



Examples of things that can be custom(ized)

Data Collection

- Online Diaries/Discussion Boards
- Implicit Testing Exercises
- Virtual Shelves and Shopping
- Message/Concept Testing Tools
- Gamified Surveys
- Conversational/Chat Bot Surveys

Data Reporting

- Pre-populated Reports
- Matching Software Package Data Formats
- Restructuring Existing Data
- Automated Emails Sequences and Reports
- Brand Tracking Dashboards
- Advanced Segmentation Algorithms

Why Jibunu?

With decades in the research industry, Jibunu has an unmatched combination of technical know how, and a unique understanding of researchers needs and processes.

JIBUNU
IS THE ONLY
CUSTOM
MARKET
RESEARCH
SOFTWARE
DEVELOPER IN
THE WORLD



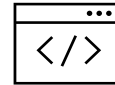
We take time to understand your needs and goals and manage the development life cycle from inception to execution.

Industry Experience

- ✓ 20+ years of research software experience
- ✓ Worked on over 5,000 research instruments
- ✓ Unique understanding of researchers needs



Technical Capability



- ✓ Platform built for data collection
- ✓ .NET framework for reliability and flexibility
- ✓ Team of research software developers

Makes Jibunu the smartest choice for your custom development in the research space

What Researchers Say About Jibunu



Decision Analytics Associate
at Large Management
Consulting Firm

The portal was designed extremely well, and the quality of work exceeded my expectations.



Senior Research Manager
at Large Analytics Firm

Every project manager I've worked with has been extremely communicative and has worked hard to make sure our timing needs are met.



Vice President, Research at
Health Information and Services Provider

First of all, I would say you have the best people and great technology. My team and I can relax a bit knowing Jibunu team have been taking care of the programming and fielding.

The people care about your business and want to do a great job for you. The pricing is very reasonable and in line with what we can afford.

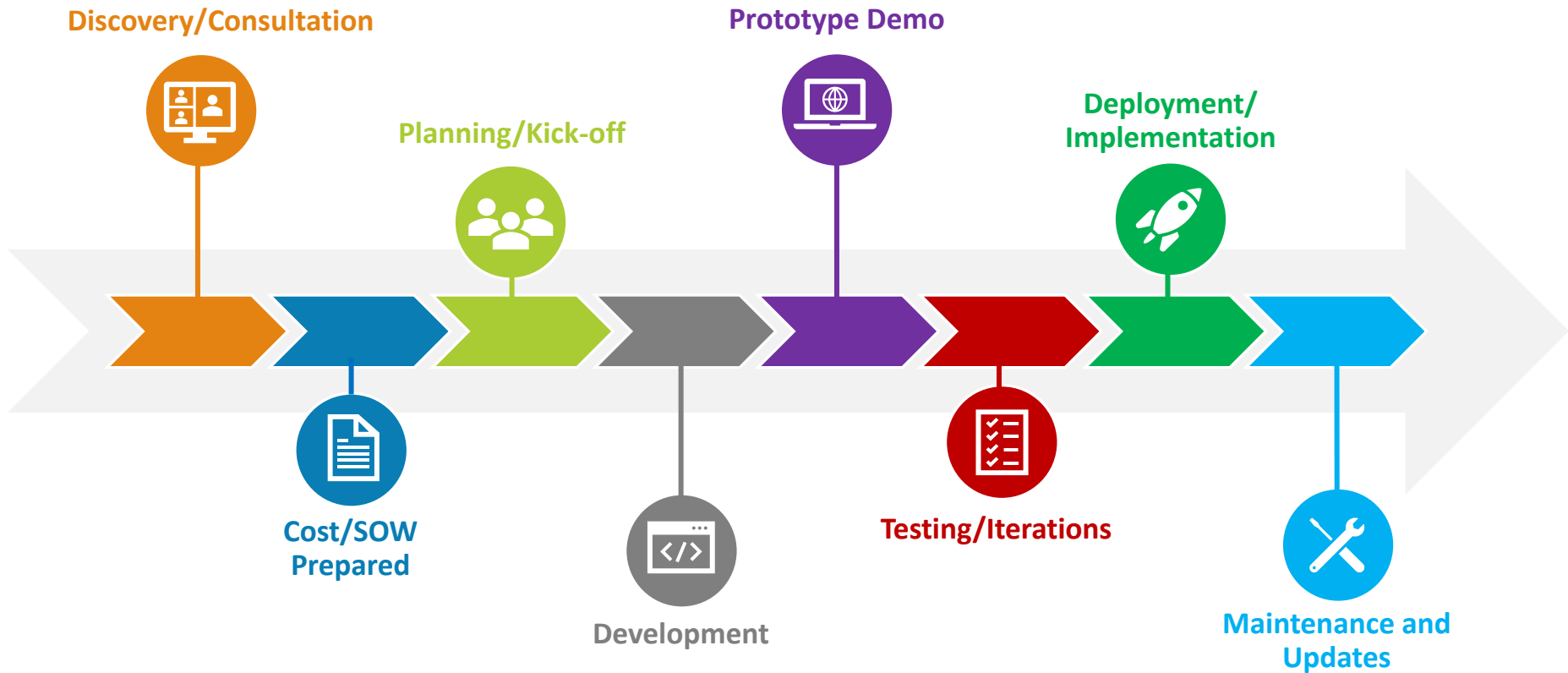


Associate Research Director at
Midsize Market Research Firm



Founder at
Small Research Firm

Custom Development Process



Client Success Story: Concept Test Report Portal

The Problem: **Concept Tests Lacked Efficiency**

The Solution: **Develop Survey Template and Portal**

Success Story Snapshot

The largest toy manufacturer in North America partnered with Jibunu to increase the efficiency of their concept tests.

Together they developed a survey template and an accompanying portal to organize the data in an easily accessible and understandable format for company stakeholders.

The survey template and Portal enabled the manufacturer to be more agile with their concepting testing while providing quick yet meaningful insights for future product launches.



[Read Full Case Study](#)



Client Success Story: Online Shopping Simulation

The Problem: **Ecommerce Missed Revenue Opportunities**

The Solution: **Develop Upsell Shopping Simulation**

Success Story Snapshot

Isurus teamed up with Jibunu to create a custom online shopping simulation, to provide a data-driven upselling strategy for their client.

The simulation would test different upselling approaches by employing variations of text, images, videos, and upgrade offers to determine which experience provided the best outcome.

Client Testimonial

“Their custom programming capabilities enabled us to build and test exactly what we envisioned”

– VP and co-founder of Isurus Market Research and Consulting



[See Process and Impact](#)

Client Success Story: VoC Data for Insights Platform

The Problem: **Lack of customer insights in real-estate development**

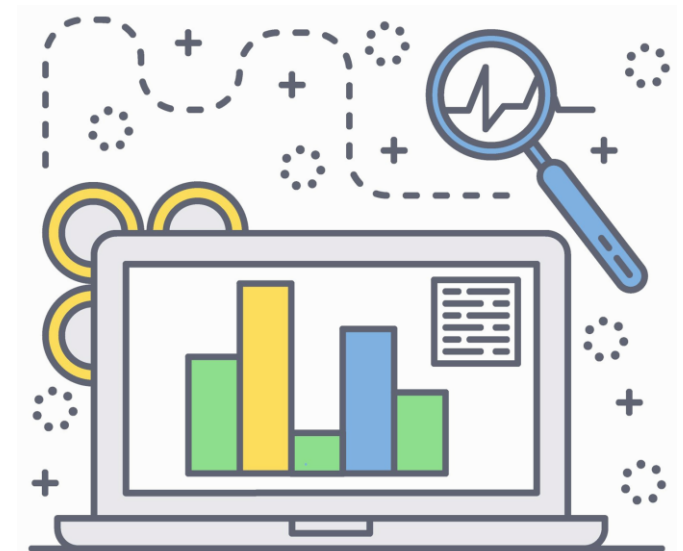
The Solution: **Create tenant preference benchmark survey**

Success Story Snapshot

RCKRBX, the first real estate SaaS company was building out their platform to identify target tenants, understand their preferences, and predict project performance.

They partnered with Jibunu to program their benchmark survey to collect the primary data on tenant preferences for building amenities, services, and features that would power the platform.

The collaboration between RCKRBX and Jibunu demonstrates the synergy of combining survey programming expertise with forward thinking data science and insights models to power data-driven customer-centric solutions.



[See Results/Impact](#)

Client Success Story: Joy Barometer Survey Scorecard

The Challenge: **Find out where you currently are on your Joy Journey**

The Solution: **The Joy Barometer Survey**

Success Story Snapshot

Valo Foresight and The Art and Science of Joy worked with Jibunu to develop a tool to help people to live more joy-filled lives.

Upon completing a series of questions, the tool generates an individualized Joy Scorecard featuring graphs for visualization and the option to download, save, and print the scorecard.

Client Testimonial

“The solution they developed perfectly met our needs. They went above and beyond my expectations”

– Co-founder of the Art and Science of Joy



A recipe for a joy-filled life

[See Full Case Study](#)



About Jibunu

Jibunu is a pioneer of technology-enabled research services. Since 2003, we have been known for superior survey programming and research tool development.

If you have any questions or would like to schedule a discovery/capabilities call visit <https://www.jibunu.com/contact-us/> or email salesteam@jibunu.com



Survey Programming

Survey programming is not just another service we offer, it is what we have specialized in for 20+ years!

- Complex logic and branching
- Large Scale Trackers
- Medical Studies/Patient Charts
- Concept Testing
- Discrete Choice/ Max Diff
- Complex Multi Language
- Segmentation Algorithms
- and much more!

Custom Development

Bringing your ideas to life should be a fun and collaborative. We help you balance the art and the technology behind making your dreams a reality.

- Virtual Shelves and Menus
- Custom Exercises
- User Experience Simulations
- Custom Dashboards and Reporting
- In House Efficiency Tools
- Automated Survey Solutions
- Anything You Can Dream Of

Market Research Tools

Don't get restricted by one size fits all technology. We offer a variety of **customizable** research tools

- Video Response Capturing
- Conversational/Chat Bot Surveys
- Online Discussion Boards and Portals
- Digital Collage Builder
- Secure Content Hosting
- Interview Scheduler

[View Capabilities Sheet](#)

