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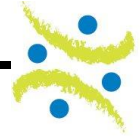
The Invoke Session Preview



Appendix Objectives

Upon completion of this appendix, you will understand the following:

- ✓ The Invoke Session Preview operation.



Overview



This appendix reviews the Invoke Session Preview.

The Invoke Session Preview

The Invoke Session Preview is a QA tool that allows you to proofread the session in a format similar to what participants will see during the actual session. This should give you a pretty good idea of what the questions will look like, as well as how the stimuli will appear.

Accessing the Invoke Session Preview

The Invoke Session Preview can be accessed from two locations:

1. The MyInvoke Portal – Materials tab – Preview URL

The screenshot shows the 'Materials' tab in the MyInvoke Portal. The 'Session Materials Information' section lists two sessions: 'test1' and 'test2', both marked as 'Valid'. A red oval highlights the 'Preview...' links for both sessions, which point to a URL: <http://online.invoke-solutions.com/wt/5.1...>. Below this, a 'Preview login info' section displays the 'User Name: Holly749' and 'Password: Gilliflower706'. A callout bubble points to this login information, and a separate red oval highlights the 'Preview login info' label and the 'User Name' and 'Password' fields.

2. From within the Invoke Studio application – Preview Button.



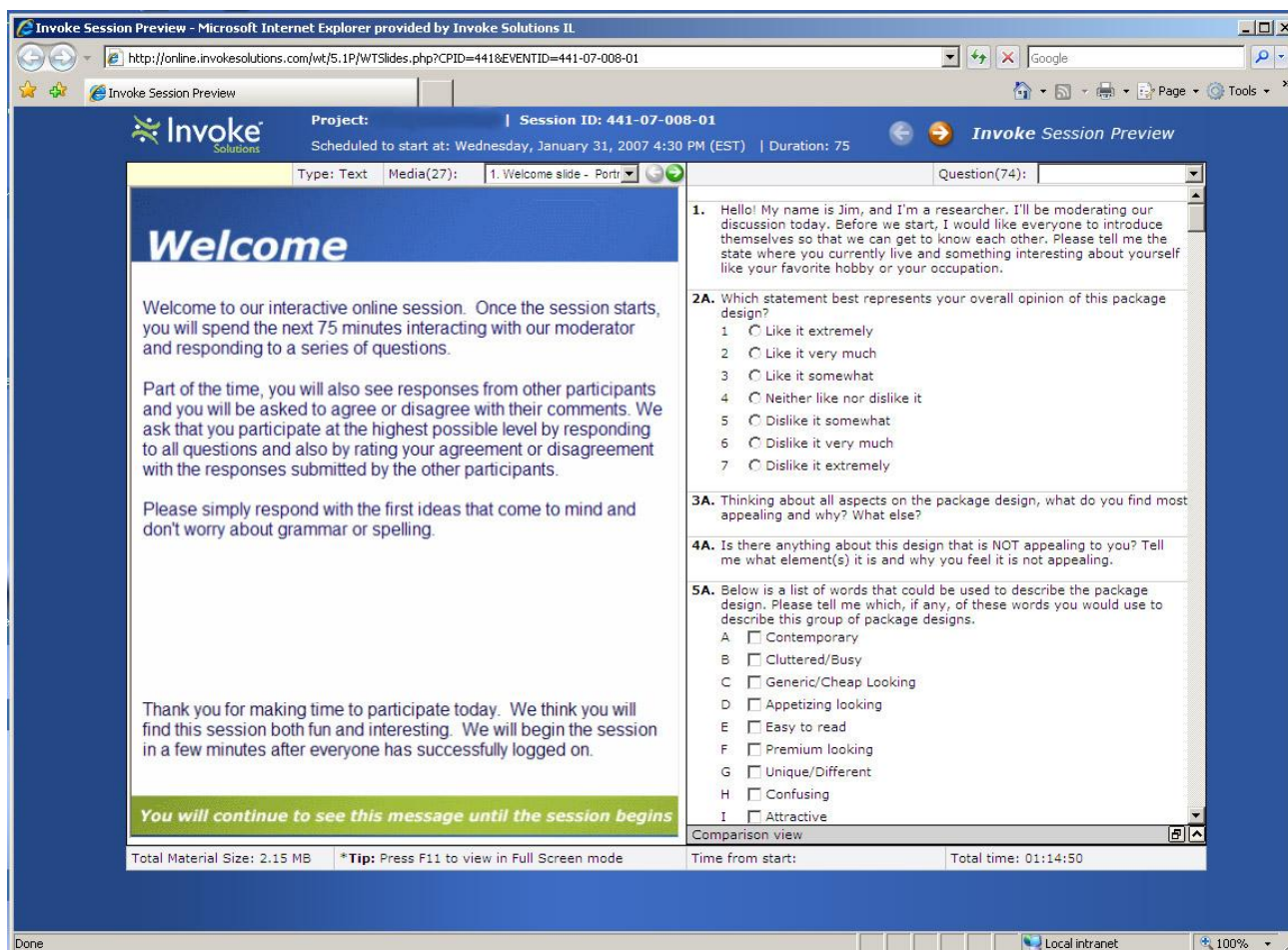


The Entire Preview Screen:

The Invoke Session Preview tool is designed similarly to the participant’s Invoke experience and lets the project stakeholders to proofread a session prior to its actual run.

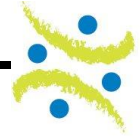
The screen is divided into two main sections, the Stimuli section on the left and the Questionnaire section on the right.

The top and bottom parts of the screen indicate various technical information regarding the content of the session.

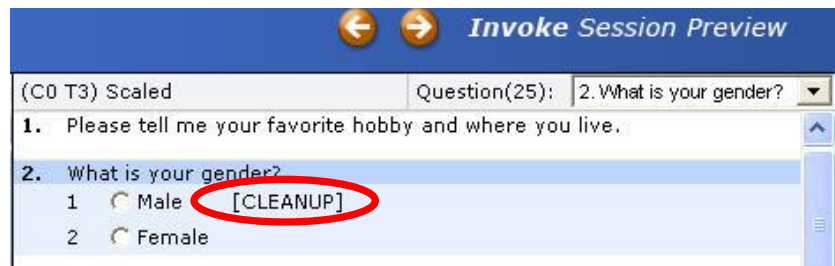


Question details such as Cleanup definitions and the application of ‘Shuffle Answers’ are referenced in the Session Preview to allow for thorough proofreading.

If the ‘Shuffle Answers’ option has been applied to a question, it will be re-stated in the Session Preview so the proofreader has confirmation of that.



When a Cleanup question is presented in the Session Preview, there is a clear label of [CLEANUP] next to the answer choices that will exclude participants data in the Cleaned reports who chose that answer choice.

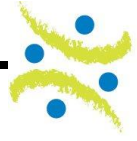




Main method of operation – Invoke Session Preview:

The simplest method of using the preview tool is by clicking on the Orange arrows on the upper right hand corner of the screen to navigate back and forth through the session. Occasionally, you may need to click several times to advance to the next question because of “invisible” programming notes that we insert for our own clarification in the programming interface. A few clicks on the right arrow should continue to advance you along, however.



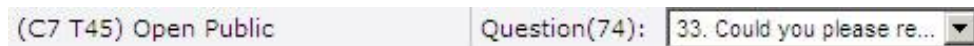


Advanced method of operation – Invoke Session Preview:

Another method of using the Invoke Session Preview tool is a non sequential method in which one can jump directly to a specific location in the session by using the two dropdown menus (the questionnaire dropdown menu and the stimuli dropdown menu).

The questionnaire dropdown menu:

This dropdown menu lets you go directly to one of the questions in the session by clicking on the down arrow and selecting the desired question out of the list.



Once a question was selected, its details will appear on the left hand side of the dropdown box. The details include the Concept number and Title number that were assigned to the question as well as the type of the question.

The stimuli dropdown menu:

The dropdown menu lets you go directly to one of the stimuli items of the session by clicking on the down arrow and selecting the desired stimuli out of the list.

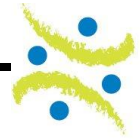


Once a stimuli was selected, its details will appear on the left hand side of the drop down box. The stimuli details include the number of the stimuli and its type.



The Comparison View

- You can compare questions between concepts and between sessions. The matrix in which these comparisons are made is called the Comparison view.
- The programmed comparison view is viewable in the Invoke Session Preview tool and during the live session within the Dashboard.
- The Comparison View matrix can be seen on the bottom right hand corner of the screen.
- Each row in the comparison view represents a metric that is being compared across concepts and/or sessions.
- Each column in the comparison view represents one of the concepts being compared.
- The content of each cell in the comparison view matrix, while viewed in the session preview screen, represents the question number mapped to the specific metric and concept.
 - If a letter is added to the number it indicates the usage of concept rotation in this metric.
 - If a decimal point followed by a number is added to the question number (i.e. 24.2) it represents a grid question attribute.
- To view the entire concept name, place the mouse cursor over the partial name and the full name will appear next to it.
- When the mouse cursor hovers above one of the metrics, the top/bottom box definition will also appear.




The matrix can be minimized to appear as follows:



When open it will show the Concepts that are being compared in the first row of the table and the question titles in the first column of the table.

Metric \ Concept	Airpo...	Journ...	Than...	Its no...	Multi t...
Appeal	12A	12B	12C	12D	12E
Compelling	14A	14B	14C	14D	14E
Clarity	16A	16B	16C	16D	16E
Appropriate	15A	15B	15C	15D	15E
Believability	18	24	30	36	42

The Comparison View grid can be undocked from its default location at the bottom right hand side of the screen by clicking on the doublebox button  to be viewed entirely without scroll bars.

Metric \ Concept	Airpo...	Journ...	Than...	Its no...	Multi t...
Appeal	12A	12B	12C	12D	12E
Compelling	14A	14B	14C	14D	14E
Clarity	16A	16B	16C	16D	16E
Appropriate	15A	15B	15C	15D	15E
Believability	18	24	30	36	42



Invoke Session Preview - Microsoft Internet Explorer provided by Invoke Solutions IL

http://online.involesolutions.com/wt/5.1P/WTSlides.php?CPID=371&EVENTID=371-07-002-01


Project: [redacted] | Session ID: 371-07-002-01

Scheduled to start at: Tuesday, January 30, 2007 8:00 PM (EST) | Duration: 75

Type: Text | Media(16): | 3. Voting slide - Portrait

Voting

Occasionally you will see other participants' responses with the following icons next to them:



First answer the question and then r
other participants and tell us if you a
response by clicking on the button n

Your answer to each question and your feedback to other participants' responses are very valuable, so please don't hold back your opinions!

Total Material Size: 11.88 MB *Tip: Press F11 to view in Full Screen mode

Time from start: Total time: 01:14:15

Comparison View

Metric	Concept	Airpo...	Journ...	Than...	Its no...	Multi t...
Appeal		12A	12B	12C	12D	12E
Compelling		14A	14B	14C	14D	14E
Clarity		16A	16B	16C	16D	16E
Appropriate		15A	15B	15C	15D	15E
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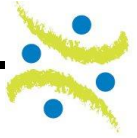
1. Hello! Thanks for joining us! My name is Rafael, and I'll be moderating our discussion today. Your point of view really matters and I want to hear it so please be as open and honest as you can be. Before we start I would like everyone to say hi, tell me the state where you currently live, and something interesting about yourself like your plans for holiday break or favorite hobby.

2. Please tell me your age.
 A. 21-24
 B. 25-34
 C. 35-44

5. Who is responsible for making decisions about which company to use when purchasing [redacted] Would you say that: (Select one answer)
 A. You make the decisions by yourself
 B. You make the decision jointly with someone else in your household

6. Which of these is your current [redacted] carrier?
 A. Farm
 B. Farmers [redacted]
 C. [redacted]

Local intranet 100%



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