



Survey Programming Capabilities

Examples of CMI's survey programming capabilities

Survey Capabilities



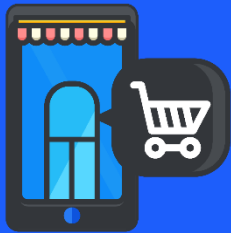
3 Dimension Grid

CMI can combined up to three different question types into one clean questionnaire layout.



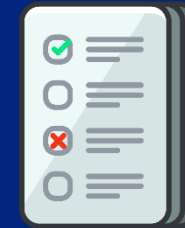
Realistic Conjoints

CMI builds industry leading complex conjoint designs that can visually mimic real-world choices.



Seamless Shopping Cart Integration

CMI seamlessly integrates into the purchase process, allowing for feedback directing in the shopping cart.



DIY Max Diffs

Easy to program. Mobile optimized. And real-time reporting that exports to your own branded PowerPoint template.



Dynamic Prompted Follow-ups

Based on pre-identified open-end word combinations, additional probing questions can be automatically shown to elicit deeper responses.



Mobile Ranking

Showcasing three different ways to program the same rank order question for mobile.

3 Dimension Grid Question

CMI can be combined up to three different question types into one clean questionnaire layout

Question 1:
Numeric open-end values

Thinking about store visits over the last 30 days

	No. of visits?	Rating of store during visit?					Last visited store
		1	2	3	4	5	
Walmart	1	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Costco	2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Sobeys	3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Safeway	4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Real Canadian Superstore	5	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 3:
Select only one

Question 2:
Scaled ratings

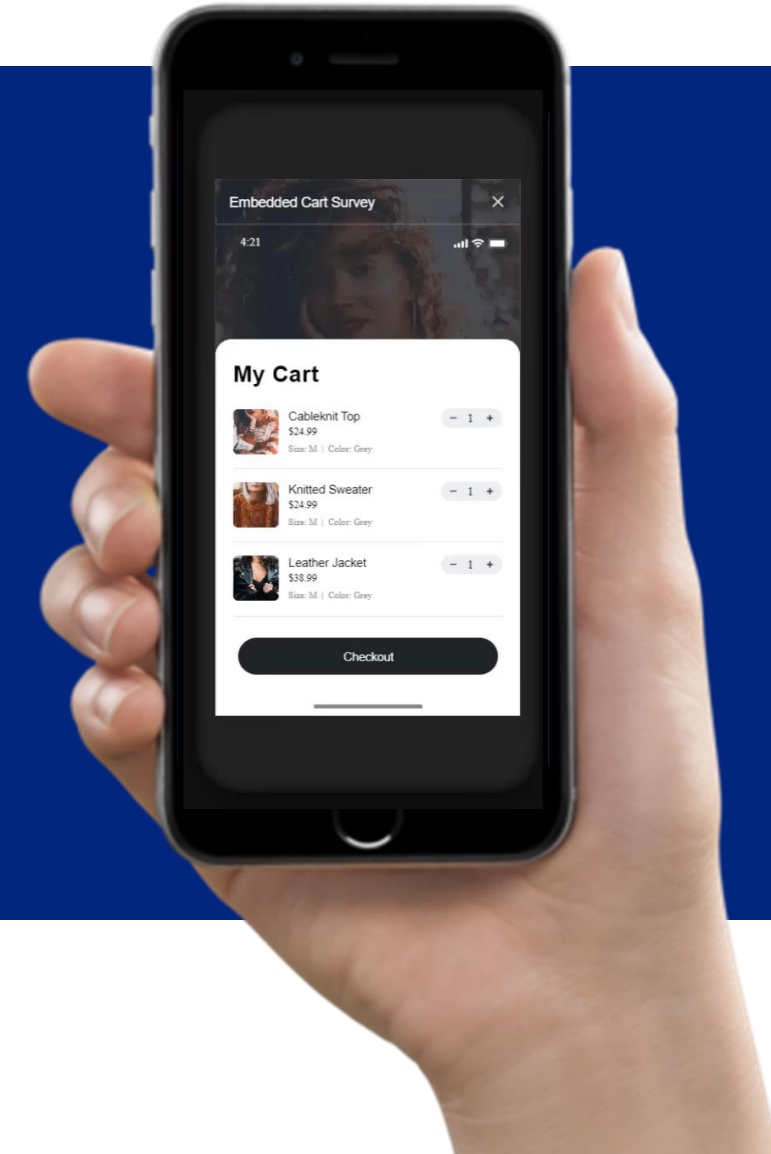
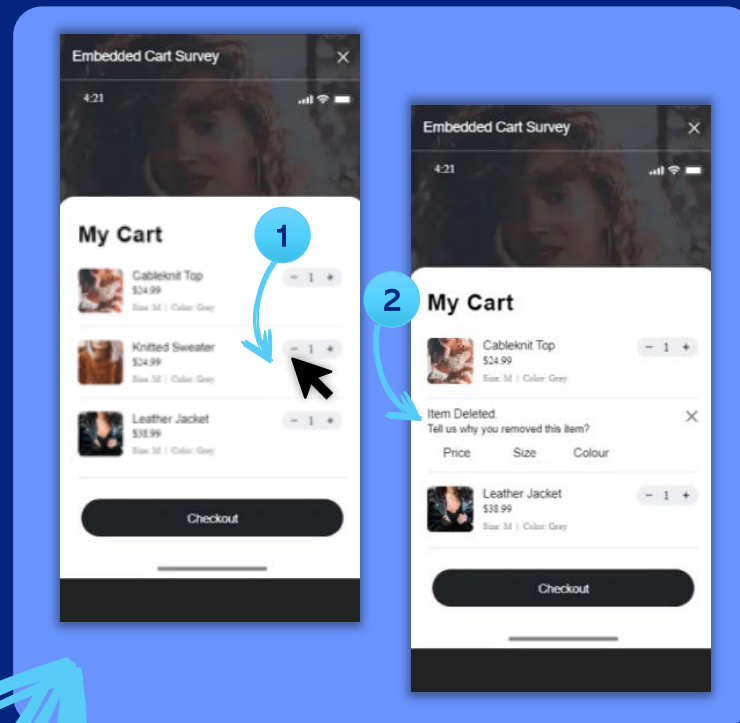
Seamless Shopping Cart Integration

CMI seamlessly integrates into the purchase process, allowing for feedback directing in the shopping cart.



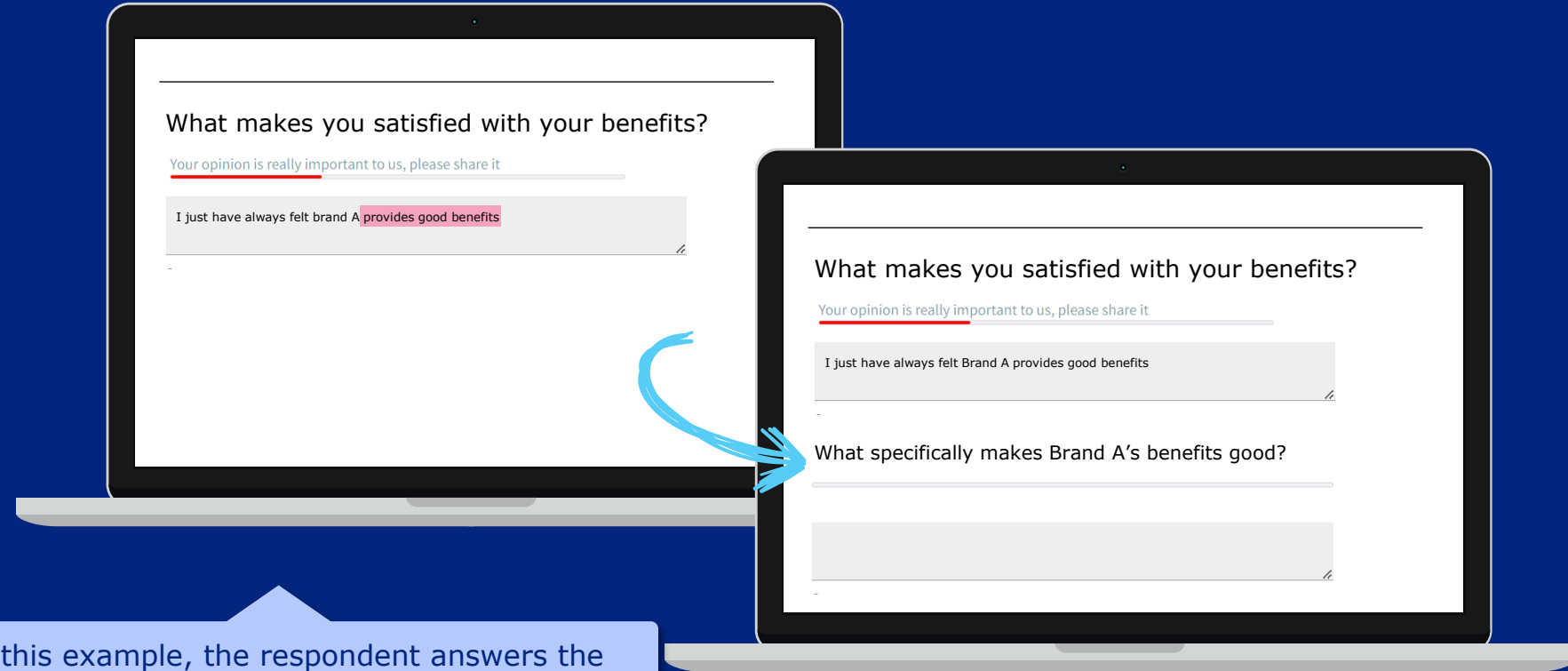
How it Works

1. Consumer removed an item from their shopping cart
2. A one question survey dynamically appears in the remove items place



Dynamic Prompted Follow-ups

Based on pre-identified open-end word combinations, additional probing questions can be automatically shown to elicit deeper responses.



In this example, the respondent answers the first open-end with "I just have always felt Brand A provides good benefits." Based on the word combinations "provides good benefits," a second open-end has appeared on the screen prompting a deeper answer.

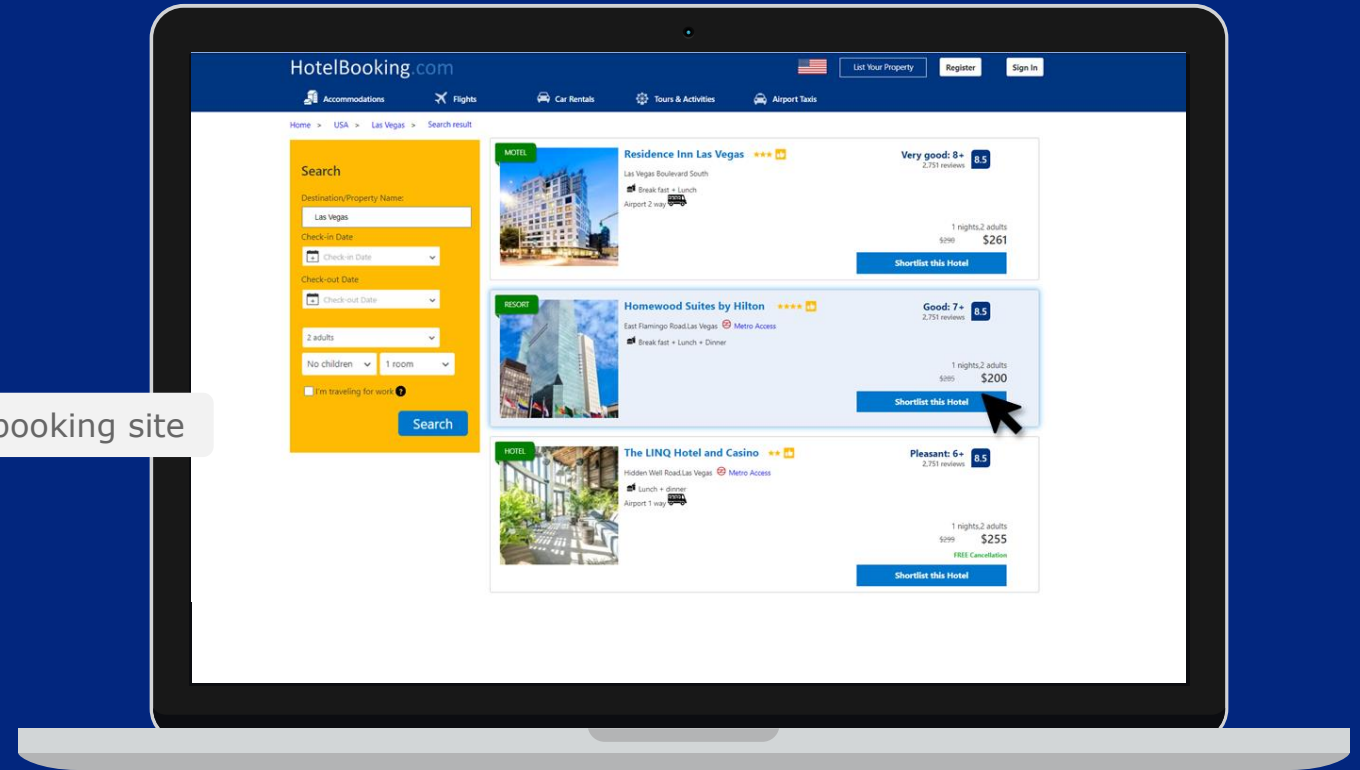
Realistic Conjoints

CMI builds industry leading complex conjoint designs

Our conjoints can visually mimic real-world choices

In this example, the conjoint visually mimics a realistic hotel booking site

This allows for choices to be made in natural scenario



DIY MaxDiff

Easy to program & execute max diffs



- ✓ **Easy programming.** With the quick click of copy paste from a word survey into the survey programming system, you can build a max diff.
- ✓ **Automatically mobile optimized.** Once attributes are inserted, the max diff is ready to go and automatically mobile, tablet, and desktop optimized.
- ✓ **Real-time reporting.** As responses come in, the max diff automatically updates and allows for real-time reporting and export to your branded PowerPoint template.

Mobile optimized layout

Survey programming interface

When choosing a vacation which of the following is the most important and which is the least important to you?

Please select one from each column

Most Important		Least Important
<input type="radio"/>	Spa	<input type="radio"/>
<input type="radio"/>	Nightlife	<input type="radio"/>
<input type="radio"/>	Beach	<input type="radio"/>
<input type="radio"/>	Room Configuration	<input type="radio"/>

Continue »

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3 examples of programming the same question

Q. Please select up to three important features when purchasing a new television from most important to least important.

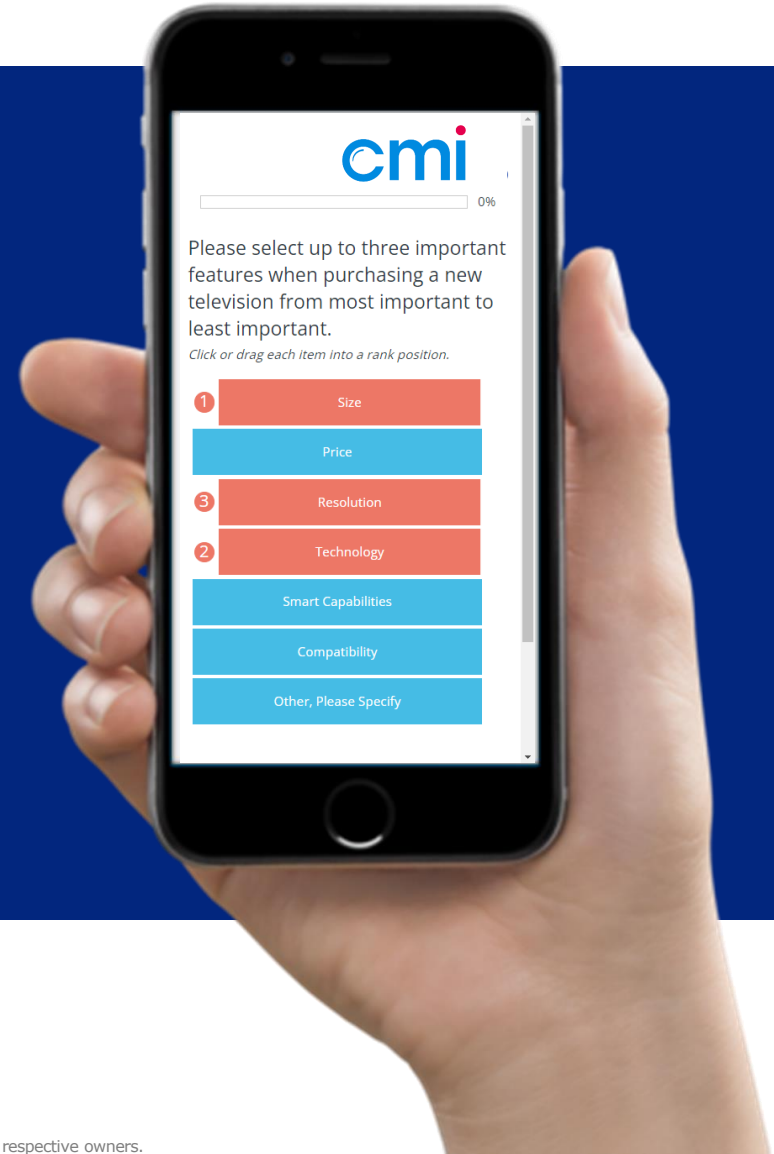
- Size
- Price
- Resolution
- Technology
- Smart Capabilities
- Compatibility
- Other, Please specify: _____

Ranking Option 1

Click in the order of ranking, or

Drag and drop to reorder

If 'other, specific' is selected, a secondary question appears requiring them to answer

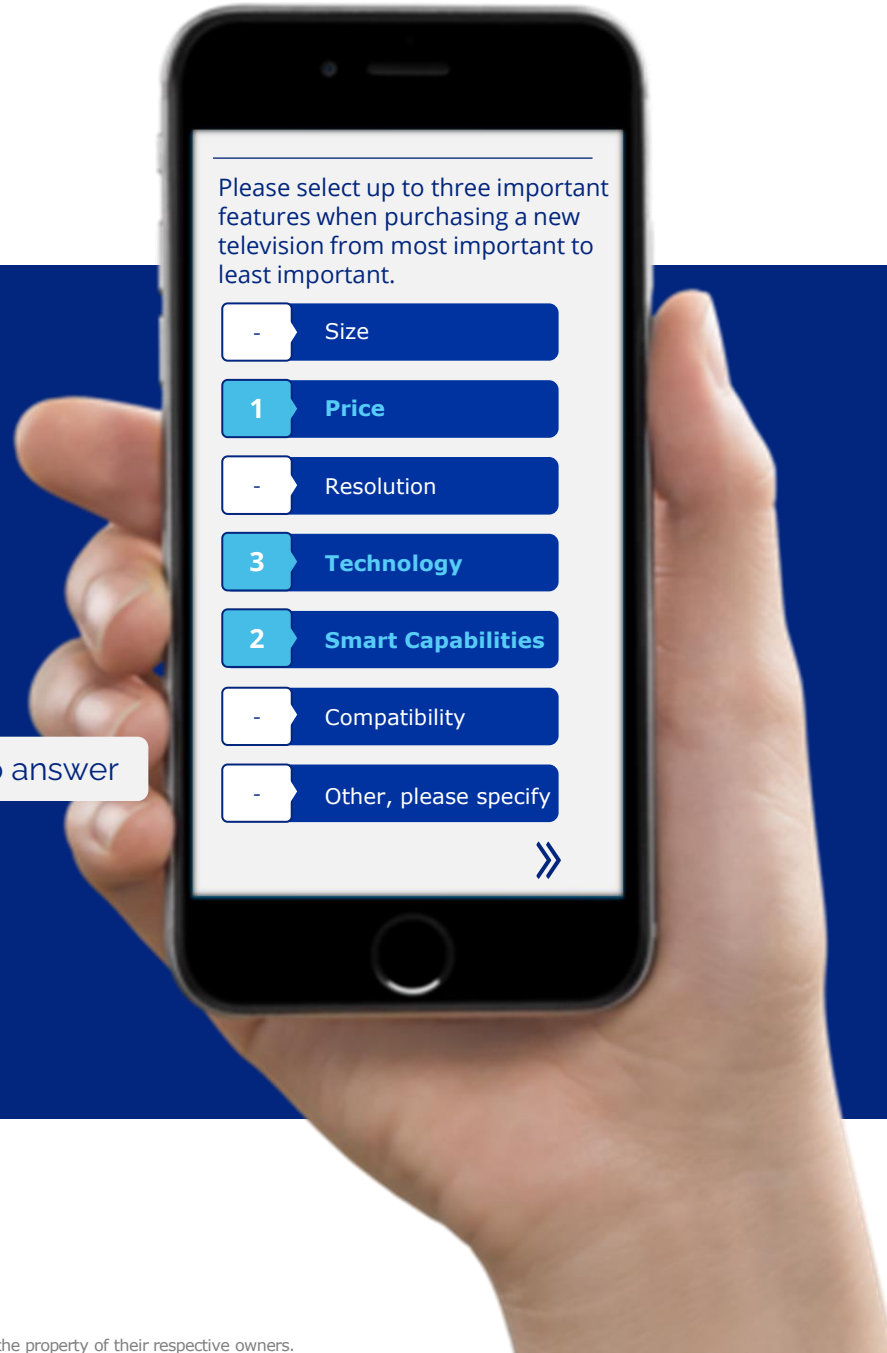


Ranking Option 2

Click in the order of ranking

Once clicked, the item will turn colors and the ranking will appear

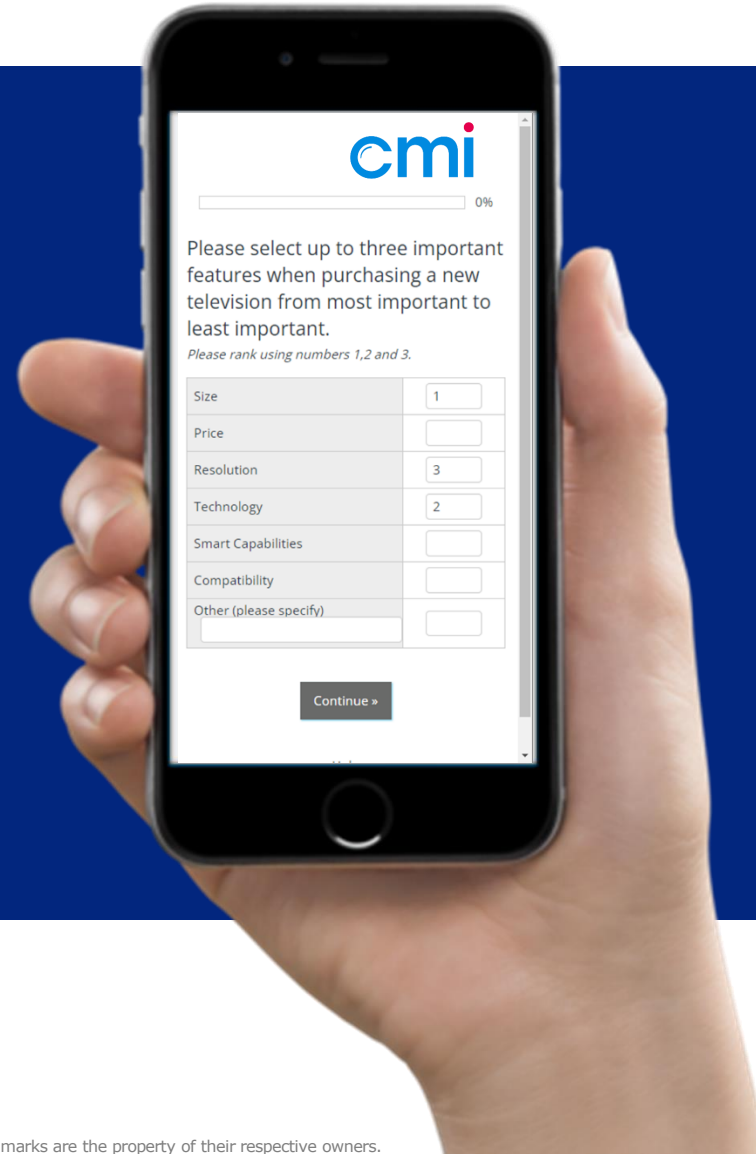
If 'other, specific' is selected, a secondary question appears requiring them to answer



Ranking Option 3

Write in the rank number

Once clicked, the item will turn colors and the ranking will appear



cm	
0%	
Please select up to three important features when purchasing a new television from most important to least important. <i>Please rank using numbers 1, 2 and 3.</i>	
Size	<input type="text" value="1"/>
Price	<input type="text"/>
Resolution	<input type="text" value="3"/>
Technology	<input type="text" value="2"/>
Smart Capabilities	<input type="text"/>
Compatibility	<input type="text"/>
Other (please specify)	<input type="text"/>
<input type="button" value="Continue >"/>	

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