



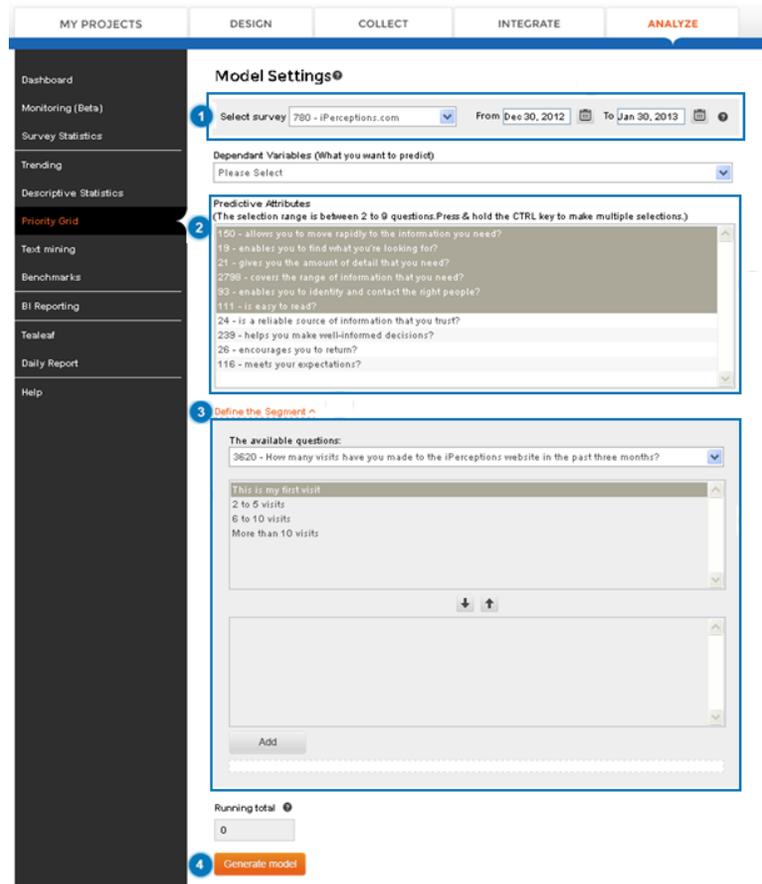
iPerceptions - Priority Grid

PRIORITY GRID

Identify top priorities in order to generate relevant site or content improvements to your site with the iPerceptions Priority Grid.

The Priority Grid examines the relationship between Attribute and Overall Experience questions in your survey. A Bayesian Averaging Multiple Linear Regression Model indicates which attributes have had a significant impact on Overall Experience, and gauges the strength of their impact. The Priority Grid then identifies the key drivers in Overall Experience.

To generate a Priority Grid follow the instructions below.



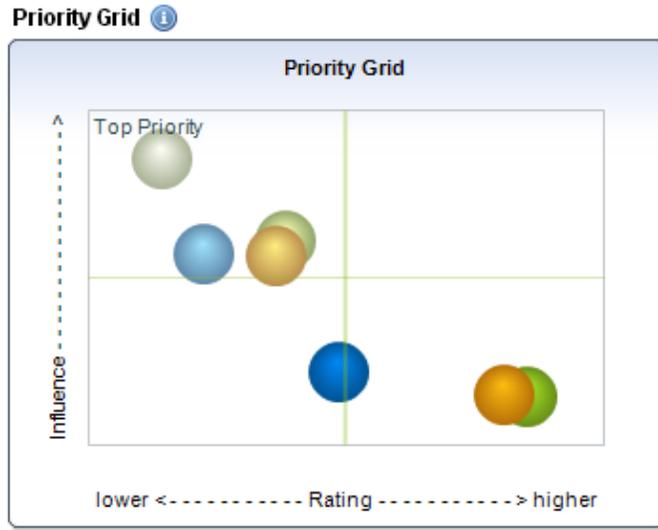
The screenshot shows the 'ANALYZE' tab of the iPerceptions interface. The 'Model Settings' section is active and contains the following elements:

- Step 1:** A dropdown menu for 'Select survey' set to '780 - iPerceptions.com' and date range 'From Dec 30, 2012 To Jan 30, 2013'.
- Step 2:** A section for 'Predictive Attributes' with a list of attributes:
 - 150 - allows you to move rapidly to the information you need?
 - 19 - enables you to find what you're looking for?
 - 21 - gives you the amount of detail that you need?
 - 2798 - covers the range of information that you need?
 - 93 - enables you to identify and contact the right people?
 - 116 - is easy to read?
 - 24 - is a reliable source of information that you trust?
 - 233 - helps you make well-informed decisions?
 - 26 - encourages you to return?
 - 116 - meet your expectations?
- Step 3:** A section for 'Define the Segment' with a dropdown for 'The available questions' set to '3620 - How many visits have you made to the iPerceptions website in the past three months?'. Below it is a list of answer options: 'This is my first visit', '2 to 5 visits', '6 to 10 visits', and 'More than 10 visits'. There are up/down arrows and an 'Add' button.
- Step 4:** A 'Generate model' button at the bottom right.

- 1 **Project/date:** Select project and define a date range.
- 2 **Predictive Attributes:** Select up to nine attributes to be included in the model. These attributes will be evaluated on their capacity to influence the dependent variable, and their average rating will be calculated.
- 3 **Define the Segment:** To run the model on a specific segment of visitors, choose the question and answers you would like to use to define the segment. If not, skip to Step 4.
- 4 **Generate model:** Click to create the Priority Grid

PRIORITY GRID IN ACTION

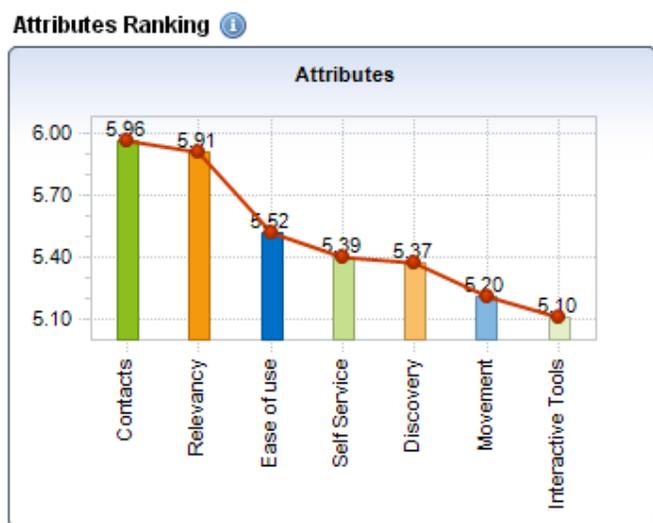
Generating the model produces a Priority Grid, which plots attributes according to their rating and influence on Overall Experience. The Priority Grid examines how well you are doing relative to the attributes which matter most to your visitors.



- Vertical axis: Relative influence for each statistically significant attribute identified by the model.
- Horizontal axis: Average ratings for these attributes on a 0 to 10 scale.
- Color points represent each attribute that had a significant impact on Overall Experience.

ATTRIBUTES RANKING IN ACTION

This graph highlights the gaps, strengths and weaknesses of your attributes for the selected segment compared to the total sample. View and compare the average rating for each of the Predictive Attributes within the Priority Grid, as well as compare them to the total sample (Red Line).



WHAT-IF CALCULATOR

The what-if calculator predicts the level of change that would be shown by the dependent variable if a certain change was to be seen in one of the significantly influential site Attributes (Readability, Movement and Breadth, in the example given).

For example, if Readability were improved by 1 point, then we could expect the dependent variable (“Overall Experience”) to improve by 5.50%, based on the level of influence that was calculated for Readability during this exercise.

Model ⓘ

	Attribute	Influence	Significance	Rating
?	Readability	0.34	1	6.58
?	Movement	0.2	0.97	6.24
?	Breadth	0.28	1	6.24

Attributes statistically eliminated by model

?	Discovery	0.01	0.14	6.31
?	Contacts	0.03	0.31	6.14
?	Depth	0.01	0.07	6.12

What if calculator ⓘ

What If	% Change	New Rating
1	15.20%	7.58
0	0.00%	6.24
0	0.00%	6.24

Predicted Change



5.50%

Predicted Change

Based on today's visit, how would you rate your website experience overall?



Please contact your iPerceptions consultant for more information.

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