DAPRESY PRO 8.1

TECHNICAL RELEASE NOTES

April 2013

Index

1 INTRODUCTION

This document describes new and improved features in Dapresy Pro version 8.1.

- Chapter 2 describes Storyteller reporting improvements
- Chapter 3 describes Storyteller Optional Filter improvement
- Chapter 4 describes general administration improvements
- Chapter 5 describes Table tool improvements

Please read the chapter regarding the pre-generation of optional filters carefully to be aware of the current limitations and rules.

If you want to know more about these features please contact Dapresy Global Support at: support@dapresy.com and they will be able to assist you.

Best Regards,

Dapresy Team 2013

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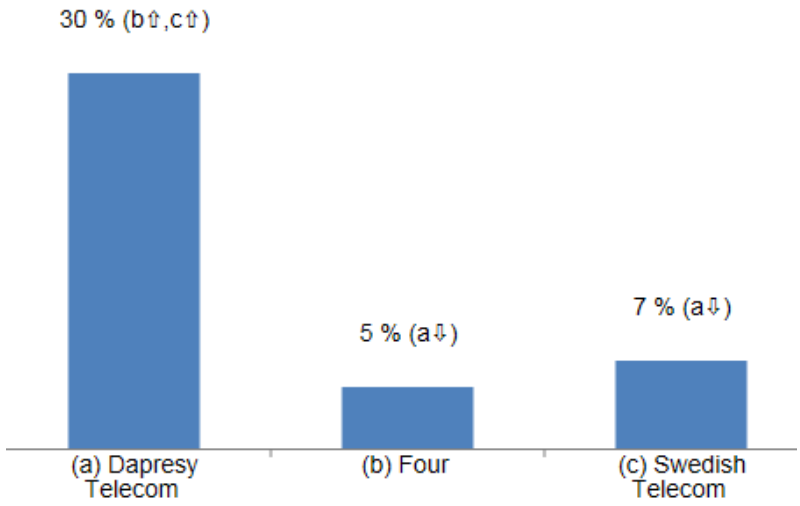
2 STORYTELLER REPORTING IMPROVEMENTS

2.1 IMPROVED SIGNIFICANCE TESTING VISUALIZATION - USE YOUR OWN SYMBOLS

The result of significance tests in Storyteller charts and tables were previously shown with the symbols + and -. A new settings makes it now possible to select any character to use instead of the + and -.

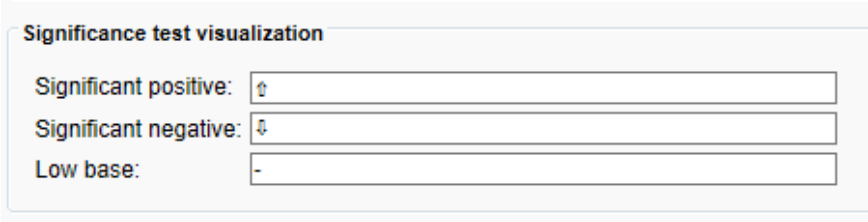
In the image below significance positive change is shown as ⇧ and significance negative change with a ⇩.



2.1.1 SETUP

The selection of symbols to use is done on a project level. The setting is found in the tab named “General” in the Project settings page in the administration interface.

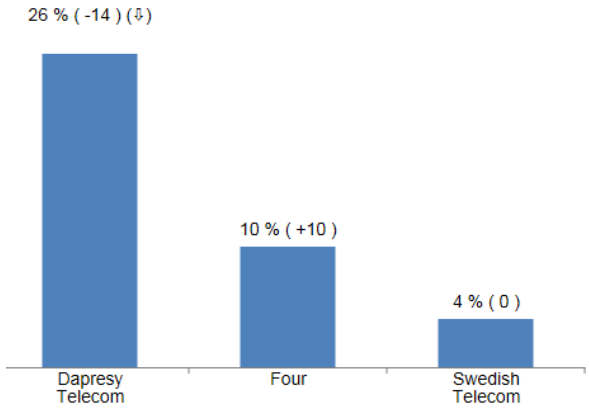
The image below shows the input fields for changing symbol.



2.2 PERFORM SIGNIFCANCE TEST AGAINST NON SHOWN RESULT

In the previous version of the Storyteller the significance test calculation was run in the last step of the process which limited the possibility to test a result against a non shown result. The logic has been updated so the significance test calculation is now run before both the “Benchmark” function and the “Top/Bottom” function. This improvement makes it possible to create charts and tables where the significance tests are performed against non shown values like in the example image below.

In the example chart below the significance testing is done against the previous month result that is not shown in the chart. (The Benchmark function is used to show the different in percentage unit against previous month.)

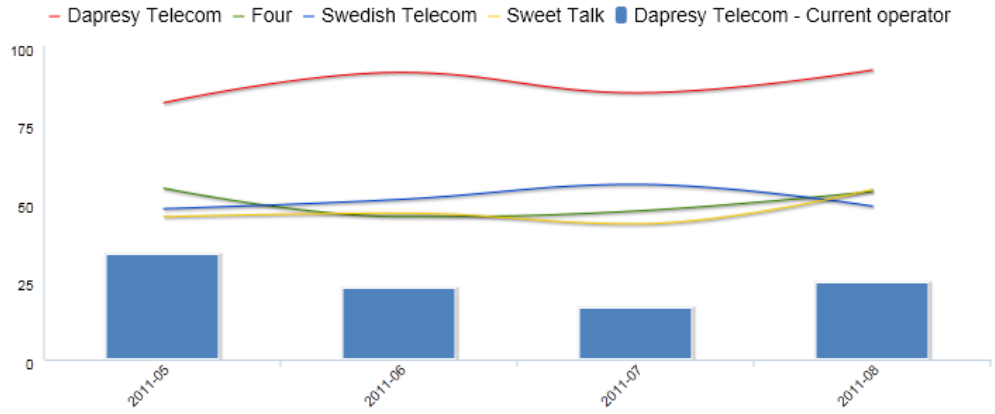


2.3 CHARTS WITH MULTIPLE SERIES – TURN LABELS ON/OFF PER SERIES

In charts using multiple series it is now possible to define per series the labels that should be shown. In the previous version these settings were applied on a chart level only and not per series. The following labels can be turned on/off in the additional series.

- Question texts
- Answer texts
- Filter texts
- Filter Comparison text

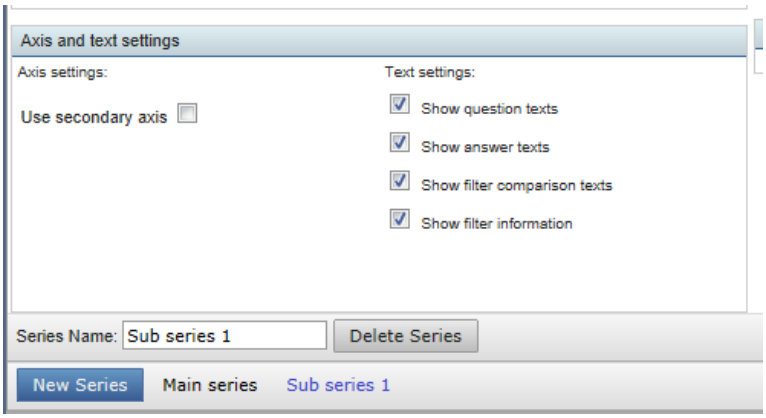
In the example image below the Question text is shown in the second series only and not in the main series.



2.3.1 SETUP

The labels to be shown in the additional series are selected same way as in the main series. The settings are placed in the “Axis and text settings” panel as shown in the image below.

The image below shows the new settings in the additional series.



2.4 IMPROVED BENCHMARK LOGIC IN CHARTS AND TABLES

The existing "Benchmark" function in the Storyteller charts and tables has been widely improved. The following improvements have been made:

1. The benchmark values can now be based on items in the Legend or in the Axis (in the previous version it was based on Legend items only)

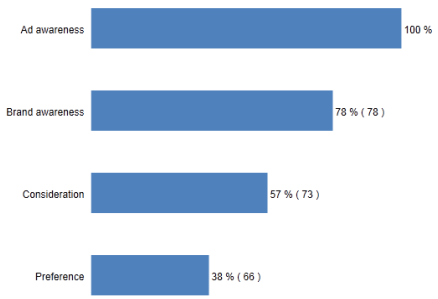
2. The user can select what calculation type to use when showing the difference between two values:
    a. Difference in percent units (the only calculation in the previous version)
    b. Percentage difference
    c. Conversion rates

3. The user can select if the comparison series should be hidden or not (in the previous version all the comparisons series were hidden automatically)

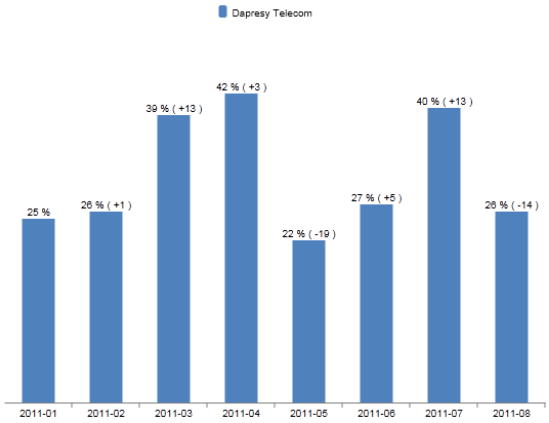
4. The user can select which values should be compared to each other:

    a. All previous data points (the only support in the previous version)
    b. The previous data point
    c. All next data points
    d. The next data point
    e. First data point
    f. Last data point

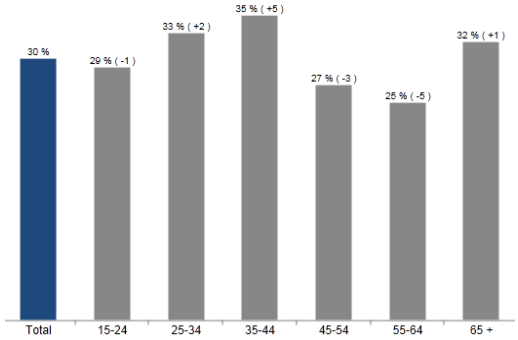
The image below shows a Brand Funnel with conversion rate.



The image below shows a time column where each week is compared to the previous week. The different is shown in percentage unit.



In the image below the chart compares each Age group against the Total. The different is shown in percentage units.

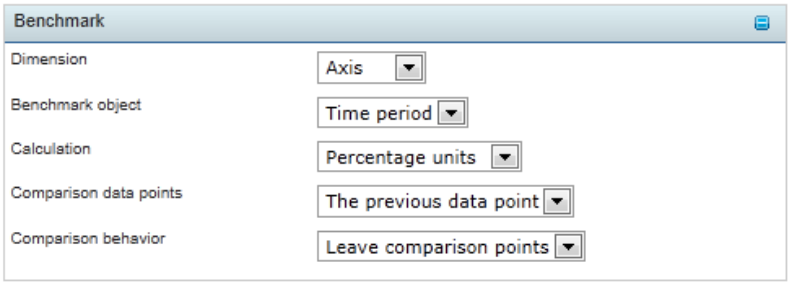


2.4.1 SETUP

The setup is done in the Settings tab in the Chart/Table setup window. The setup is performed in five steps.

1. Define if the Benchmark calculation should be based on Legend or Axis items
2. Define which item in Legend or Axis that should be used

3. Define Calculation type (see next chapter for details)
4. Define to which data point(s) the comparison should be performed
5. Define if the comparison data point should be hidden or not.



2.4.2 CALCULATION OPTIONS

- Difference in percentage units: VALUE Y – VALUE X
- Difference in percent shares: (VALUE Y – VALUE X)/VALUE X
- Conversion rate: VALUE Y/VALUE X*100

2.5 IMPROVED TABLE LAYOUT OF BENCHMARK AND SIGNIFICANCE VALUES

Significance result and Benchmark result can be included in the Table object as shown in the images below. In the previous version those values were shown on the same row as the original value (as shown in the first image below) but as row breaks did appear in some cells the tables looked messy in some cases.

In the new version the Significance results and Benchmark result are either shown in the same row (the previous logic) or in a second row, the Administrator defines the behavior during the setup of the table.

The image below shows the old layout.

	(a) Dapresy Telecom	(b) Four	(c) Swedish Telecom	(d) Sweet Talk	(e) Telecom for You
Spontaneous brand awareness - Top of mind	30.5% (b+,c+,d+,e+)	5.2% (a-,d-,e-)	6.6% (a-,d-)	13.1% (a-,b+,c+,e+)	8.1% (a-,b+,d-)
Spontaneous brand awareness - In mind	90% (b+,c+,d+,e+)	50.4% (a-,e-)	50.3% (a-,e-)	49.1% (a-,e-)	60.7% (a-,b+,c+,d+)
Spontaneous advertising awareness - Top of mind	6.5% (b-,d-,e-)	9.2% (a+,d-)	7.5% (d-,e-)	13.6% (a+,b+,c+,e+)	10.6% (a+,c+,d-)
Spontaneous advertising awareness - In mind	72.9% (b+,c+,d+,e+)	19.4% (a-,c+,d-,e-)	14% (a-,b-,d-,e-)	24% (a-,b+,c+,e-)	37.1% (a-,b+,c+,d+)

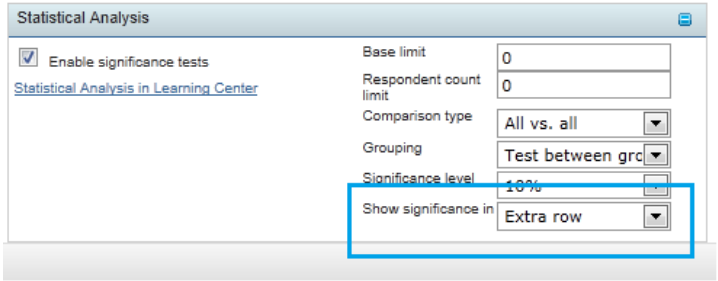
The image below shows one example of the new layout, the significance values are shown in a second row.

	(a) Dapresy Telecom	(b) Four	(c) Swedish Telecom	(d) Sweet Talk	(e) Telecom for You
Spontaneous brand awareness - Top of mind	30% (b+,c+,d+,e+)	5% (a-,d-,e-)	7% (a-,d-)	13% (a-,b+,c+,e+)	8% (a-,b+,d-)
Spontaneous brand awareness - In mind	90% (b+,c+,d+,e+)	50% (a-,e-)	50% (a-,e-)	49% (a-,e-)	61% (a-,b+,c+,d+)
Spontaneous advertising awareness - Top of mind	7% (b-,d-,e-)	9% (a+,d-)	7% (d-,e-)	14% (a+,b+,c+,e+)	11% (a+,c+,d-)
Spontaneous advertising awareness - In mind	73% (b+,c+,d+,e+)	19% (a-,c+,d-,e-)	14% (a-,b-,d-,e-)	24% (a-,b+,c+,e-)	37% (a-,b+,c+,d+)

2.5.1 SETUP

In the table setup screen the Administrator defines the behavior of the Benchmark and Significance result as shown in the image below. The default value is “Same row”.

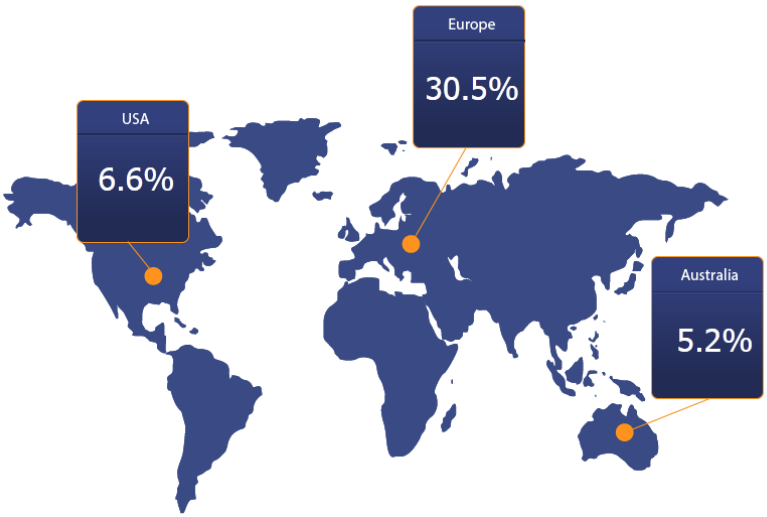
The image below shows the setup of the Significance tests.



2.6 SUPPORT OF BIGGER TEXT SIZES IN CHARTS AND TABLES

Now the text size can be up to 100 points in all Storyteller objects, in the previous version the maximum text size was 20 in charts and tables. The main purpose of the improvement is to be able to create infographics like in the example image below.

The image below shows an infographic example, the numbers comes from tables object and the text size 32 has been used.



2.7 RESPONDENT TABLE SUPPORTING RIGHT-TO-LEFT LANGUAGES

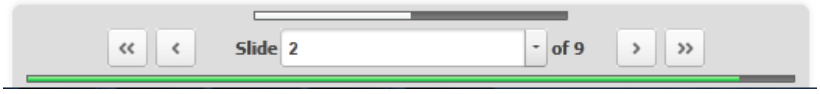
The Respondent table module in the Storyteller is now supporting a correct visualization of Arabic, Hebrew and other right-to-left languages.

No setting is needs to be done to get a correct alignment. If a cell in the Respondent table contains Arabic (or any other right-to-left language) the text will automatically be aligned right and written right-to-left.

2.8 IMPROVED LOADING BAR

Storyteller has been improved to include, two loading bars. One loading bar shows the status of the current slide and one shows the status of the complete report.

The image below shows the new loading bar. The top loading bar shows the status of the current slide and the bottom loading bar shows the status of the complete report.



Note: In Internet Explorer 7 and 8 only the current slide loads.

3 STORYTELLER OPTIONAL FILTER IMPROVEMENT

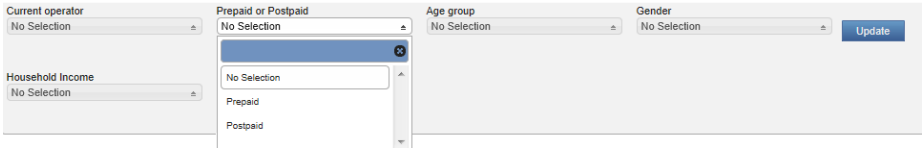
3.1 SINGLE SELECTION SUPPORT IN VARIABLE SUBSET AND SIDE BY SIDE FILTERS

Two minor improvements have been made in the Optional filters.

- Filters shown side by side can be limited to single selection within each Filter. The previous version Filters side by side could only be used with multiple selections.

- The Variable subset selection can be limited to Single selection (in the previous version it could not be limited to single selection, multiple selection was always applied)

The example image below shows side by side Filters with single selections.



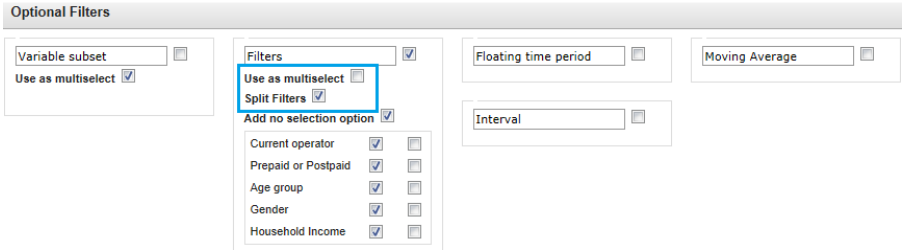
3.1.1 SETUP

The setup is done in the Optional Filter setup screen.

Single selection in Filters

To get side by side Filters with single selection in each Filter use the settings shown in the image below in the Optional Filter setup window.

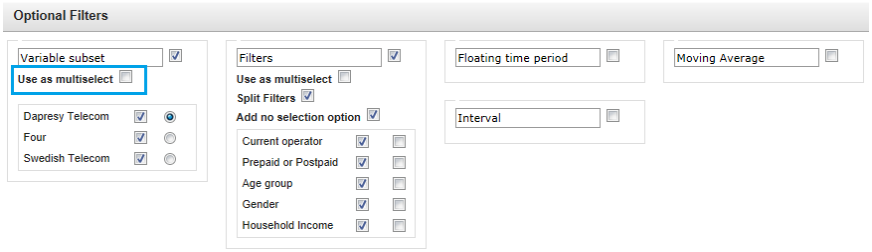
The image below shows the settings for applying single selections in side by side filters.



Single selection in Variable subset

To access Single selection in Variable subset use the Optional Filter setup window.

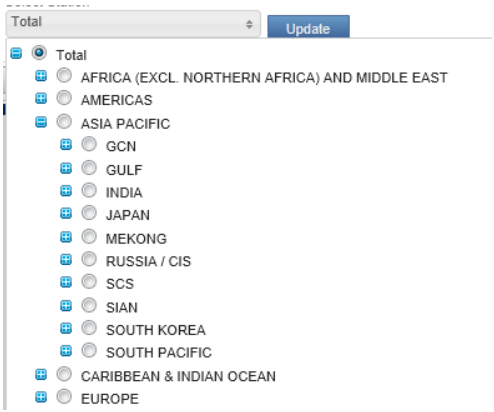
The image below shows the settings for applying single selections in the Variable subsets. If the check box "Use as multiselect" is unchecked it will only be possible to select one variable subset at the time in the report.



3.2 HIERARCHICAL FILTER IN TREE VIEW

In the previous version of the Storyteller the Hierarchical Filter selection could be shown in a list box or in multiple selection boxes. A new “Tree view” option has been added which is great to use when having larger organizations in many levels as the branches in the tree makes it easy to find the desired units. The new Tree view supports both single and multiple selections of units.

The image below shows the new tree structure visualization with single selection.



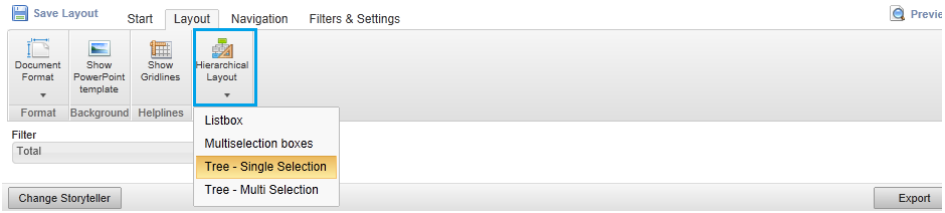
An end user with limited access sees only the branches that are relevant for them. The Administrator defines users access rights.

The image below shows the same structure as the image above but the logged in user only has access rights to Japan and no other units.

3.2.1 SETUP

The setup is done in the existing Hierarchical Layout button as shown in the image below.

The setting can be found in the Layout tab as shown in the image below.



4 GENERAL ADMINISTRATION IMPROVEMENTS

4.1 PRE-GENERATION USABILITY UPDATES

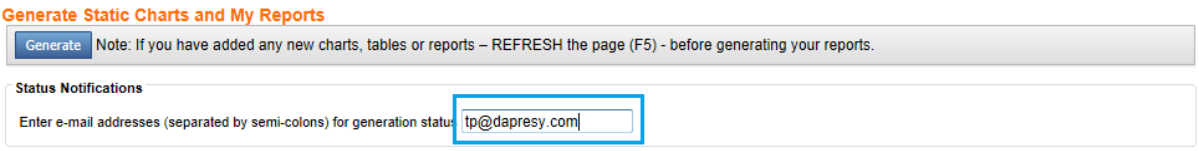
The usability in the pre-generation screen has been improved:

- It is now possible to get an email when the pre-generation is completed
- A started pre-generation can be stopped
- It is now possible to leave the pre-generation screen during the pre-generation and work in other projects

4.1.1 SETUP - EMAIL

To get an email when the pre-generation is completed enter the email addresses in the field shown in the image below.

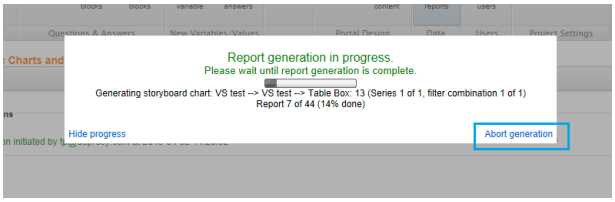
The image below shows the input field for adding email addresses.



4.1.2 SETUP – ABORT PRE-GENERATION

To abort a started pre-generation click the "Abort Generation" button in the pre-generation view. When aborting the pre-generation the current object will be completed so it could take up to a couple of minutes before the pre-generation is stopped.

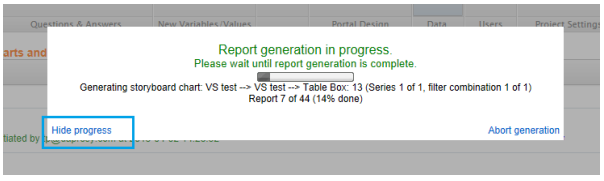
The image below highlights the abort option in the Pre-generation window



4.1.3 SETUP – LEAVE SCREEN DURING PRE-GENERATION

To leave the pre-generation screen during a pre-generation click the "Hide progress" button as shown in the image below. When clicking this button the pre-generation will continue but you now have the ability to work in other projects. To view the pre-generation status again click the "Show generation progress" button as shown in the second image below.

The image below highlights the Hide Progress option in the pre-generation window



The image below highlights the Show generation progress button in the Generate screen.

Note: While pre-generating a report you are not supposed to import data, activate data, compute variables, group answers or work in the setup mode of the report that is being pre-generated. The function has been implemented for making it possible to work in other projects while you are pre-generating another project.

4.2 IMPROVED PRE-GENERATION OF VARIABLE SUBSETS

In the previous version of the Storyteller it was possible to pre-generate reports using Variable subsets if less than 5 subsets were used, if 5 or more were used the report could not be pre-generated. The logic of the pre-generation has been improved so unlimited number of Variable subsets can be pre-generated.

4.2.1 SETUP

No changes has been done in any user interfaces and no new controls have been added. The change is made in the system logic only.

4.2.2 VARIABLE SUBSET LOGIC

The new improved pre-generation logic supports pre-generation of unlimited number of subsets without long pre-generation time as each chart/table only is being pre-generated once with all possible series (Variable subsets), the result is not generated once for each possible combination of selected Variable subsets. When the Report user selects one or several subsets in the report the non selected subsets are being hidden in the chart/table.

Based on the above the Variable subsets are not being applied to Filters in charts and tables unless the Compare function is used (only available in charts). If the Compare function is used the Variable subset is applied to the Filter selections.

If the logic above was not used it would not be possible to pre-generate the results for Variable subsets. The number of Filter combinations to generate would be huge if a report contains, for instance, 10 subsets as any number and any combination of those can be selected by the Report user. This results that Variable subset is only applied to Filters when Compare is used.

4.3 IMPROVED PRE-GENERATION OF COMBINED OPTIONAL FILTERS

The previous version of the Storyteller did not support pre-generation of combined optional filters and it did not support the possibility to select which optional filters/items to pre-generate. The logic has been improved so both support for selecting which optional filters to pre-generate and pre-generation of combined optional filters are now supported.

4.3.1 SETUP

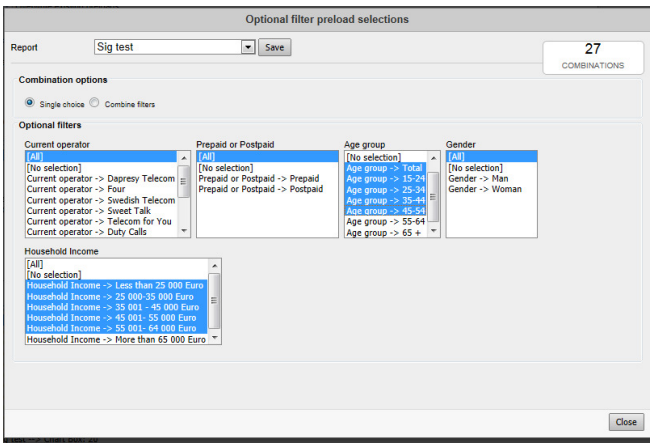
The selection of which optional filters and items (Time interval, Time period and Moving average) to pre-generate is done in the pre-generation screen in a new pop-up window.

The following steps are being performed during the setup:

1. Define what to pre-generate. The link is shown in the bottom of the pre-generate screen.
2. Select the report to define settings.
3. Select- the pre-generation logic, Single choice (non combined filter selection, the previous logic) or the new Multiple choice logic (combined filter selections)
4. Select which filter options that should be pre-generated.

In the top right corner in the definition screen the number of combinations to be pre-generated is being shown, read chapter 4.3.2 for viewing the limitations and read chapter 4.3.3 for viewing logic of calculating the number of combinations.

The image below shows the setup window.



Note 1: The Single selection logic is used as default (the behavior used in the previous version), this means that all existing projects will be pre-generated with same logic before and after the upgrade to version 8.1.

Note 2: The setup selections are being stored in the project database so next time the same report should be pre-generated the settings do not need to be defined again. As the settings for each report is being stored the settings are also being used by the Import scheduler when it is used.

4.3.2 LIMITATIONS

Limitations are present as a very huge number of combinations to pre-generate can easily be created if using many filters. The limitations of the number of combinations that can be pre-generated are based on the following components:

1. Number of optional filter combinations
2. Number of Hierarchical Filters
3. Number of questions to pre-generate*
4. Number of respondents in the project

*An index question is counted as many times as the number of ingoing questions.

The formula for calculating the number of needed calculations is the following:

- Number of combinations of optional Filters **X** Number of selected Hierarchical Filters **X** Number of Questions to pre-generate.

The matrix below shows the current limitations. If the number of calculations from the formula above exceeds the limit a pre-generation cannot be started. A workaround is to pre-generate in several batches.

Number of respondents	Maximum number of calculations
1-10 000	10 000 000
10 001-100 000	1 000 000
>100 000	100 000

Example:
In a project with 3000 respondents the user selects to pre-generate a report with 288 optional filters. Except from the optional filters 100 Hierarchical Filter units are present.

The user selects 4 chart objects and 2 table objects with the following number of ingoing questions.

- Chart 1-3: 1 question in each chart
- Chart 4: an Index question is shown which is based on 12 questions
- Table object 1: 4 questions
- Table object 2: 8 questions

In this example the number of calculations is: 288 X 100 X (1+1+1+12+4+8)=777 600.

The pre-generation can be started as the limit is not exceeded.

4.3.3 LOGIC FOR CALCULATING NUMBER OF COMBINATIONS

The following chapters describe how to calculate the number of optional filter combinations. The first chapter described the previous Single choice logic and the second described the new Multiple Choice logic.

4.3.3.1 SINGLE CHOICE

When this option is selected the result is being pre-generated for each single Filter selection and not for any combined filter selections. But like in the previous version (8.0) all combinations between a single filter selection and other optional items like Hierarchical Filter, Time interval, Time period and Moving average can be pre-generated.

Example: A report contains the following optional filter and other optional items:

- **Age group**: No selection, 15-24, 25-34, 35-44, 45-55, 56-65 (5 options)
- **Gender:** No selection, Male, Female (2 options)
- **Floating time period:** Last 4 weeks, last 12 weeks (2 options)
- **Interval:** Month, Full period (2 options)

Based on the optional filters above the number of combinations to be pre-generated is calculated as the following:

- N of Gender combinations= 2 Genders X 2 Intervals X 2 Time periods = 8
- N of Age group combinations = 5 Age groups X 2 Intervals X 2 Time periods = 20
- Total Number of combinations: 20+8=28 combinations

As shown above no combined Filter combinations are being pre-generated, each Filter is only combined with the other optional items (Floating Time period and Interval).

4.3.3.2 COMBINED FILTERS SELECTIONS

The second option should be used for pre-generation combined filter selections.

Example: A report contains the following optional filter and other optional items:

- Age group: No selection, 15-24, 25-34, 35-44, 45-55, 56-65 (6 options)
- Gender: No selection, Male, Female (3 options)
- Floating time period: Last 4 weeks, last 12 weeks (2 options)
- Interval: Month, Full period (2 options)

Based on the optional filters above the number of combinations that needs to be pre-generated is calculated as the following:

- N of combinations= 6 Age groups x 3 Genders X 2 Intervals X 2 Time periods = 72

As shown above combined Filter combinations are being pre-generated, each Filter is combined with the other Filters and other optional items (Floating Time period and Interval).

4.3.4 NOTE

Pre-generation of combined filter combinations within one Filter box is not supported as that will increase the number of combinations to pre-generate dramatically. If multiple selections are done within a Filter box the result is always being calculated on the fly.

4.4 LOCKS IN IMPORT, ACTIVATE AND PRE-GENEARTION SCREENS

The logic in the screens Import, Activate and Generate has been improved so the same action cannot be started multiple times at the same time in a project as that affects the performance very negative. In the previous version the same action could be started twice in the following scenario:

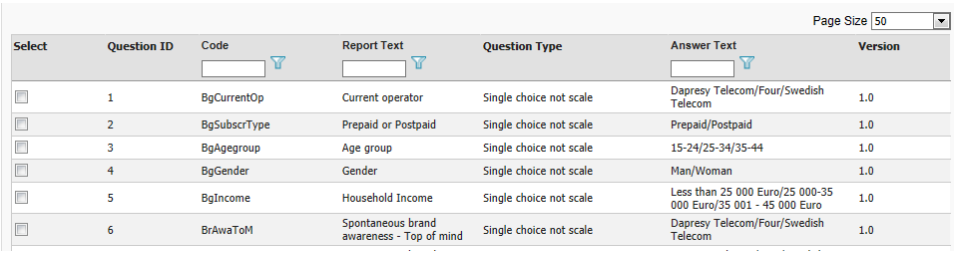
1. The administrator enters the Pre-generate data screen and starts a generation.
2. The administrator loses the connection to the system (due to for instance bad internet connection).
3. The administrator logs in and starts the pre-generation again.

As both the pre-generation started in point 1 and point 3 above are running conflicts could appear in the database. To avoid this scenario the screens for Importing data, Activating data and Pre-generating reports are now locked if a previous action still is running. The lock is automatically being removed as soon as the transaction is completed.

4.5 IMPROVED USABILITY IN “MERGE VARIABLE” AND “INDEX” PAGES

For better usability Search and Paging has been implemented in the administration pages “Merge variables” and “Index”.

The image below shows both the paging and the search controls in the Merge variable screen.



4.6 IMPROVED PERFROMANCE IN COMPUTE VARIABLE SCREEN

The performance in Compute variable has been improved. The last step when saving the Computed variables is now faster and shorter loading time is needed. The change does also effect the Activation of data process as the Computed variables needs to be filled with data when activating data.

4.7 IMPROVED CASE DATA EXPORTS

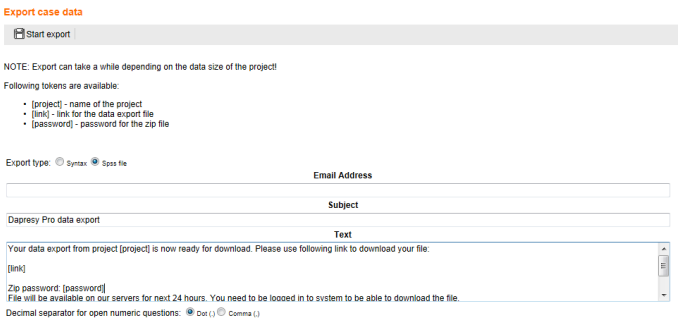
The logic of the case data export has been updated to be able to handle larger data files and also a higher security level. In the previous version the case data was being sent in an email to a defined email address and in many cases the data file was too big to send in emails. Now, in version 8.1, a link is being sent out in an email and the user downloads the file, the user needs to be logged in to Dapresy Pro to be able to download it.

4.7.1 SETUP

The case date export function is located in the same screen as before (Export Case Data). When sending out an email tokens can be used to tailor made the email content like in the Report User Invites screen. When sending out the email the link and the password are needed as they are used when downloading the file.

When downloading the file the user must be logged into Dapresy Pro (as a Report User or an Administrator) to start the download. If the user is not logged in they will not be able to download the file.

The image below shows the screen for sending out emails.



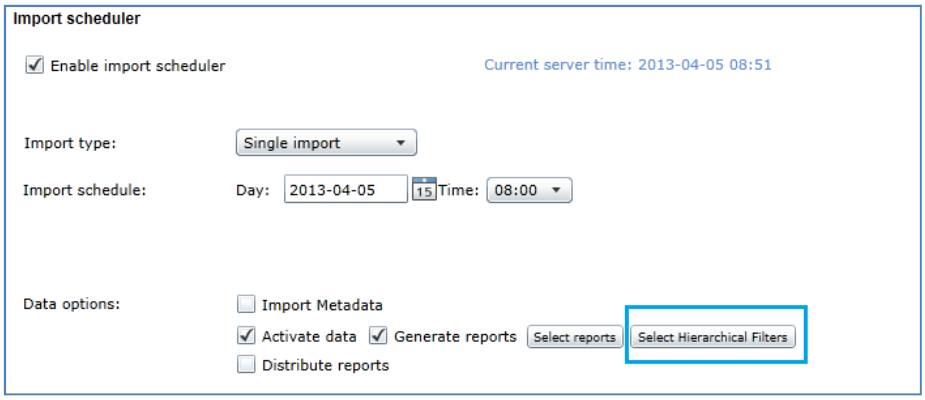
4.8 IMPROVED IMPORT SCHEDULER – SELECT WHICH H-FILTERS TO PRE-GENERATE

The Import Scheduler function used for automatic data imports has been improved in Hierarchical filter projects. It is now possible to define which hierarchical units that should be pre-generated automatically, in the previous version all hierarchical filter units were pre-generated.

4.8.1 SETUP

In the Import Scheduler screen a new control has been added which shows up in Hierarchical Filter projects only (see the image below). The control is being enabled if the option “Generate reports” is selected. To select which units to be pre-generated during the automatic data import click the “Select Hierarchical Filters” button and a new window will appear where the selection is made.

The image below shows the “Select Hierarchical Filters” button in the Import Scheduler screen.

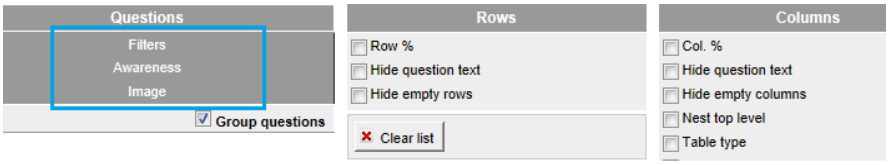


5 CROSS TABLE TOOL IMPROVEMENTS

5.1 SORTING OF QUESTION BLOCKS

Support has been added for selecting how Question blocks should be sorted in the Table Tool. In the previous version they were sorted by the alphabet automatically but now the Administrator defines if they should be sorted by the alphabet or by the internal sort order (the user defined sort order). This new setting allows it to make more user friendly reports.

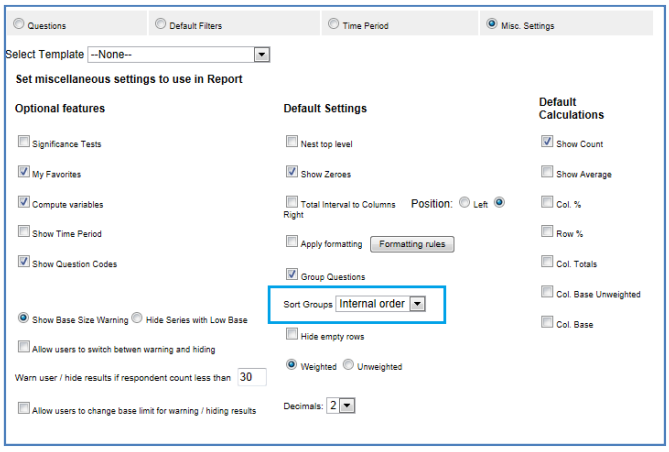
The image below shows a Table tool with three Question Blocks, the user defined sort order is used instead of a alphabetically sort order.



5.1.1 SETUP

The new setting is placed in Setup Tab Content screen as shown in the image below. The default option is the "Internal order".

The image below shows where to find the new setting in the setup screen.



Note: In all existing projects the settings is defined to "Alphabetically" so the Question Blocks will be sorted in the same way as in the previous version by default.

5.2 BASE SIZE WARNING SUPPORT IN NUMERIC QUESTIONS

The existing function "Base size warning" and "Warn for low base" were in the previous version only applied to categorical questions but is now applied to both categorical and numeric questions.

5.2.1 SETUP

No changes in user interfaces have been done, the same controls and logic as before are being used.