dapresy

New features and updates in Dapresy Pro 6.0

Become a Reporting Artist with Dapresy Pro

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1 New features in Dapresy Pro version 6.0

This document describes how to use and implement new and enhanced features in both your new and existing projects in Dapresy Pro. All new features and enhancements are in the Tracking/Brand part of Dapresy Pro and are listed below:

- New dashboard reporting module: Storyteller
- Enhanced topline report
- Enhanced cross tabulation tool
- Word cloud support in open ended report
- Action and Planning support
- Tailor the interfaces in the dynamic tools
- Theming possibilities in user interface
- Minor enhancements
    - Data import - no need to have date, respondent id and weight
    - Unlimited number for filters in Chart Creator
    - New Chart type in Chart creator
    - Hide series with low base
    - Enhanced work workflow in Edit Questions and Texts
    - Search function in static report tree and in hierarchical unit tree
    - Upload passwords to report holders
    - Import scheduler: upload multiple files
    - New sort order feature questions/derived
    - New search in filters screen

Note: *If you do not have access rights to the screens/features mentioned in this document or if you want to know more about any features please contact the Dapresy Help Desk and they will be very pleased to advise you.*

2 Storyteller

StoryTeller allows you to create online dashboards or ‘storyboards’ that bring out the full narrative of the data with very little effort. You can use StoryTeller to present the full picture at a glance. On a single Web page, you can quickly place multiple charts, snippets of text, Video clips, images or almost anything else that will help to tell the story.

Please view the video below. To start using StoryTeller please contact Dapresy.

http://tinyurl.com/5sdt35k

3 Improved topline reporting

The automatically-generated topline report has been greatly enhanced to make it even easier to get a very quick first view of the results. The following updates are included:

- Mean and median of open numeric questions are reported
- Number of comments are reported for open ended variables
- Data can be filtered
- Data can be split up by a selected time interval (e.g. week or month)
- Chart can be exported to PowerPoint

Like earlier versions you do not need any setup for the toplines report, as soon as you have created the report in the screen “Create Reports” you can directly view the results in the preview mode.

To filter the data use the filter sheet (see image 1 below). The filters that appear in the list are the variables that have been defined as Filters in the project. To select a time interval (see image 2 below).

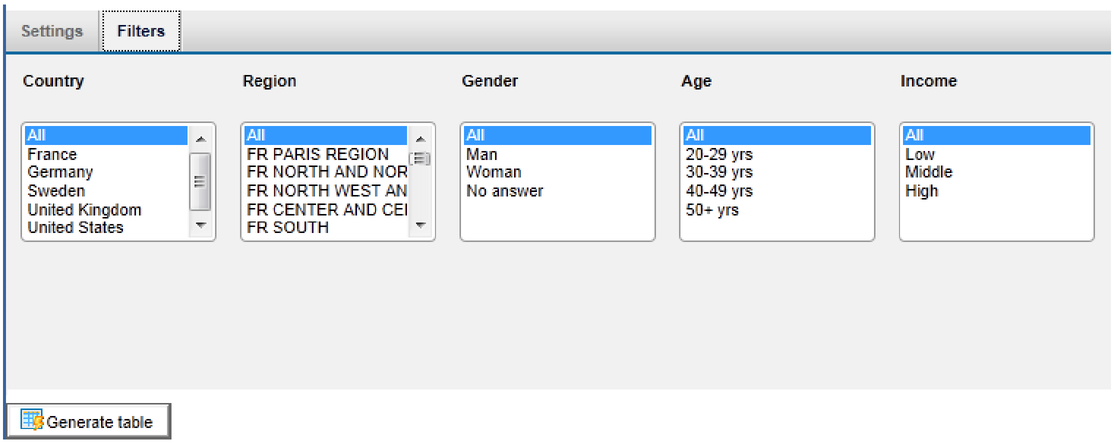


Image 1: Filters sheet in topline report

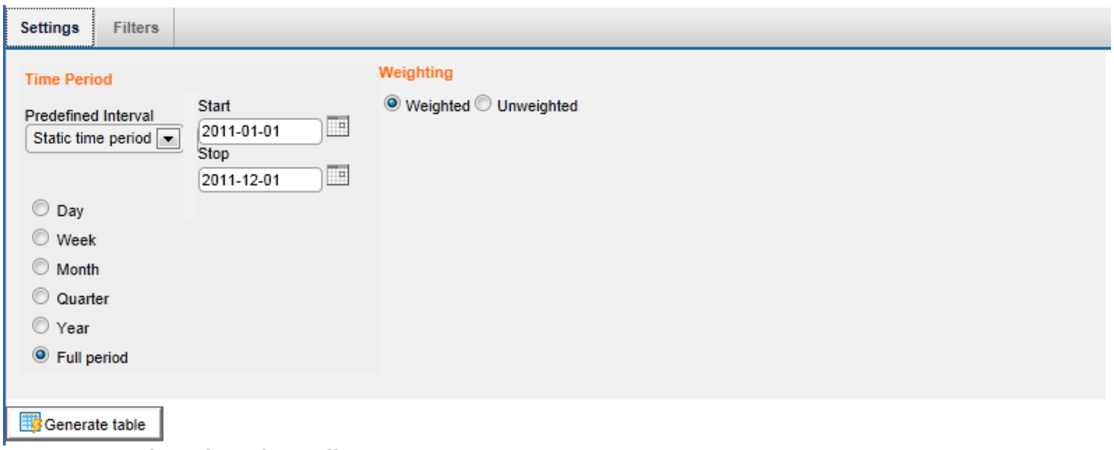


Image 2: Setting sheet in topline report

The download feature uses the same logic as in Chart Creator

1. Select the first chart
2. Click “Add to PPT”
3. Repeat step 1-2
4. Click Download Report

4 Improved cross tabulation tool

The existing cross tabulation tool has been enhanced with the following:

- Increased productivity by moving some controls
- Support for open numeric questions
- Support for ranking values
- Sorting in tables
- Show top/bottom results
- Base/column total position
- Significance test can be saved to static tables

4.1 Open numeric variables

If the project contains open numeric variables, such as how much money the respondent spent, they can now be reported in the cross tabulation tool. The variables can be used as rows only. When an open numeric is used, the calculation selection area appears (see image 3 below).

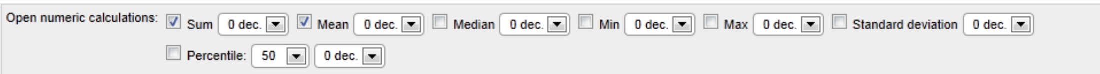


Image 3: Calculation selection area

The following calculation types are supported:

- Sum
- Mean
- Median
- Min
- Max
- Standard deviation
- Percentile

To include open numeric questions, use the same screen and logic as when adding categorical questions to the cross tabulation tool.

4.2 Ranking

You can now rank a column of data. To add rank just check the option shown in the image 4 below.

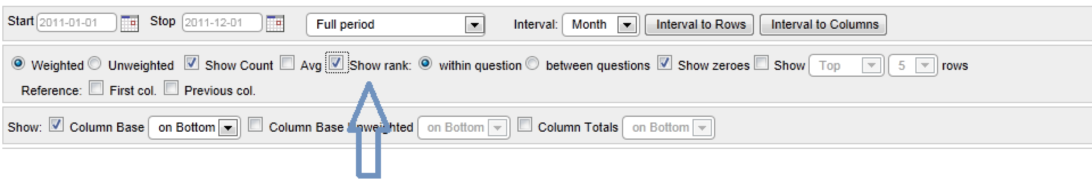


Image 4: Rank a column of data

Ranking can be within questions or between questions (the later option should be used when ranking mean values or for instance top box values between several questions),

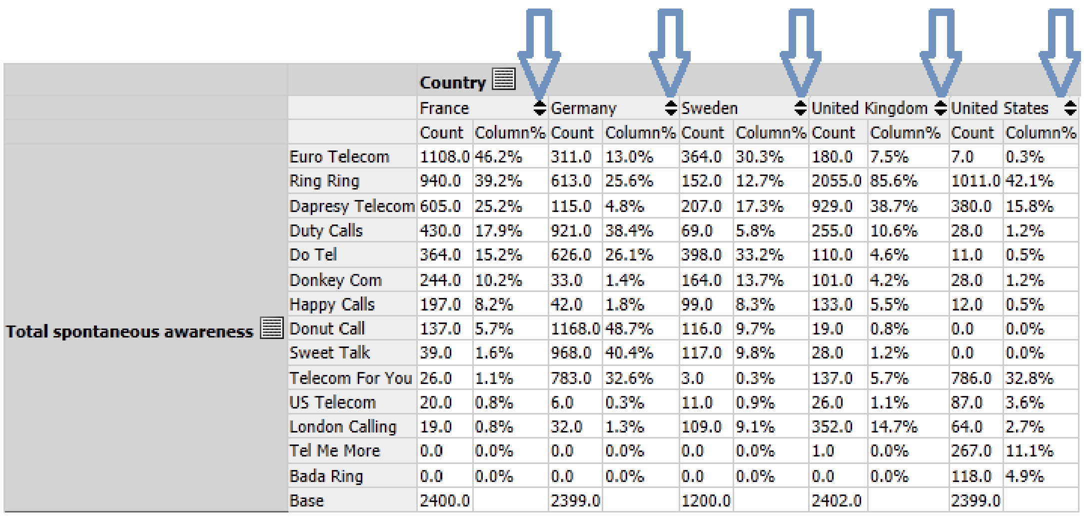
If the column percentage is shown, the rank is based on those values, if only the count is shown, the rank is based on the count values.

The ranking is based on non-rounded values.

Note: In the cell formatting feature the rank appears as an option which makes it possible to colour cells with a certain rank. So, for example, you could give the most popular brands a green background and the least popular brands a red background

4.3 Sorting

The columns can now be sorted ascending or descending, simply click the column header of a desired column.

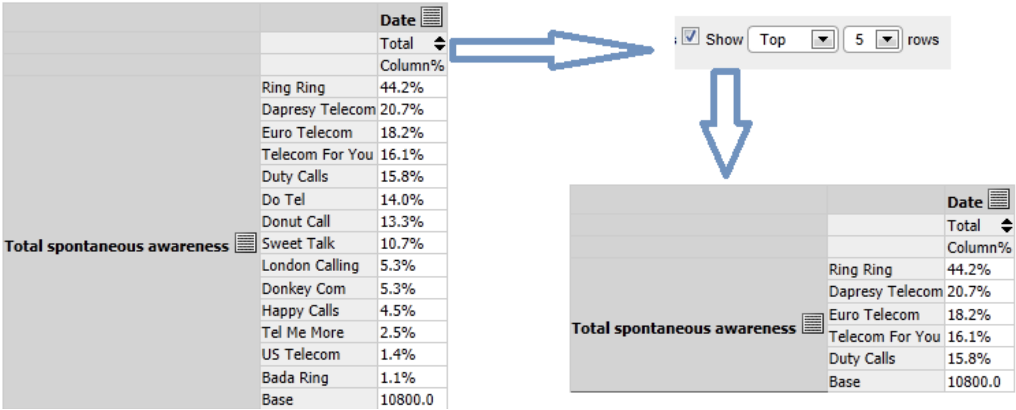


		Country									
		France		Germany		Sweden		United Kingdom		United States	
		Count	Column%	Count	Column%	Count	Column%	Count	Column%	Count	Column%
Total spontaneous awareness	Euro Telecom	1108.0	46.2%	311.0	13.0%	364.0	30.3%	180.0	7.5%	7.0	0.3%
	Ring Ring	940.0	39.2%	613.0	25.6%	152.0	12.7%	2055.0	85.6%	1011.0	42.1%
	Dapresy Telecom	605.0	25.2%	115.0	4.8%	207.0	17.3%	929.0	38.7%	380.0	15.8%
	Duty Calls	430.0	17.9%	921.0	38.4%	69.0	5.8%	255.0	10.6%	28.0	1.2%
	Do Tel	364.0	15.2%	626.0	26.1%	398.0	33.2%	110.0	4.6%	11.0	0.5%
	Donkey Com	244.0	10.2%	33.0	1.4%	164.0	13.7%	101.0	4.2%	28.0	1.2%
	Happy Calls	197.0	8.2%	42.0	1.8%	99.0	8.3%	133.0	5.5%	12.0	0.5%
	Donut Call	137.0	5.7%	1168.0	48.7%	116.0	9.7%	19.0	0.8%	0.0	0.0%
	Sweet Talk	39.0	1.6%	968.0	40.4%	117.0	9.8%	28.0	1.2%	0.0	0.0%
	Telecom For You	26.0	1.1%	783.0	32.6%	3.0	0.3%	137.0	5.7%	786.0	32.8%
	US Telecom	20.0	0.8%	6.0	0.3%	11.0	0.9%	26.0	1.1%	87.0	3.6%
	London Calling	19.0	0.8%	32.0	1.3%	109.0	9.1%	352.0	14.7%	64.0	2.7%
	Tel Me More	0.0	0.0%	0.0	0.0%	0.0	0.0%	1.0	0.0%	267.0	11.1%
	Bada Ring	0.0	0.0%	0.0	0.0%	0.0	0.0%	0.0	0.0%	118.0	4.9%
	Base	2400.0		2399.0		1200.0		2402.0		2399.0	

Image 5: Sort columns

4.4 Top/bottom X results are available.

The top/bottom row feature is used for showing the top or bottom of lists, for example the top five or top three brands or bottom *n* brands. So, when selecting, for instance, “Show top 5 rows” the top five rows in the table are shown. Before using the function make sure you have sorted the table on the desired column.



		Date
		Total
		Column%
Total spontaneous awareness	Ring Ring	44.2%
	Dapresy Telecom	20.7%
	Euro Telecom	18.2%
	Telecom For You	16.1%
	Duty Calls	15.8%
	Do Tel	14.0%
	Donut Call	13.3%
	Sweet Talk	10.7%
	London Calling	5.3%
	Donkey Com	5.3%
	Happy Calls	4.5%
	Tel Me More	2.5%
	US Telecom	1.4%
	Bada Ring	1.1%
	Base	10800.0

		Date
		Total
		Column%
Total spontaneous awareness	Ring Ring	44.2%
	Dapresy Telecom	20.7%
	Euro Telecom	18.2%
	Telecom For You	16.1%
	Duty Calls	15.8%
	Base	10800.0

Image 6: Show top 5 rows in table

4.5 Base and column total position

Now it is possible to choose whether the base size and the column total appear at the top or bottom of the table (see image 7 below).

Image 7: Position of base in table

4.6 Significance tests to static tables

Significance tests can now be saved to static tables from cross tabulation tool. Cells with significance difference will be colored and when you save tables colored cells will be saved in static tables as well.

		Gender			
		Man		Woman	
		Count	Column%	Count	Column%
Total spontaneous awareness	Sweet Talk	460.0	10.1%	692.0	11.1%
	US Telecom	58.0	1.3%	92.0	1.5%
	Do Tel	567.0	12.4%	942.0	15.1%
	Telecom For You	647.0	14.2%	1088.0	17.5%
	Ring Ring	2064.0	45.2%	2707.0	43.4%
	Dapresy Telecom	899.0	19.7%	1337.0	21.5%
	Tel Me More	100.0	2.2%	168.0	2.7%
	Donkey Com	235.0	5.1%	335.0	5.4%
	Duty Calls	652.0	14.3%	1051.0	16.9%
	London Calling	257.0	5.6%	319.0	5.1%
	Euro Telecom	726.0	15.9%	1244.0	20.0%
	Happy Calls	193.0	4.2%	290.0	4.7%

Image 8: Significance test in static tables

5 Word cloud and summary list support

The existing open ended report has now been enhanced with two new summary functions to get a rapid overview of the comments: Word cloud and a summary list.

Both new features show the most popular words in the open ended comments. The user can select the number of words to be included in the list and how they should be presented, as a cloud or as a summary list.

Tags	Popularity
täckning	801
service	503
dyrt	499
fungerar	398
säkert	377
trygghet	357
säkerhet	318
inte	295
nöjd	263
stabilt	235

Image 9: Word cloud and Summery list

The user can select the minimum number of characters a word should have to be included in the list, this is to prevent insignificant words such as ‘is, are, am,1,2,3, appearing in the word cloud or list.

The word cloud can be exported to PowerPoint and the summary list to PDF.

To produce your word cloud in your corporate colors, please contact Dapresy for more information.

Tip: When looking at a word cloud you can click in the cloud to filter all open ended comments by that selected word.

Setup

To add the summary functions to the open-ended report you need to enter the “Setup repor screen”. Just check the option shown in the image 10 below and the function will appear in your open ended report. You can also define which settings should be default when a user enters the open-ended report.

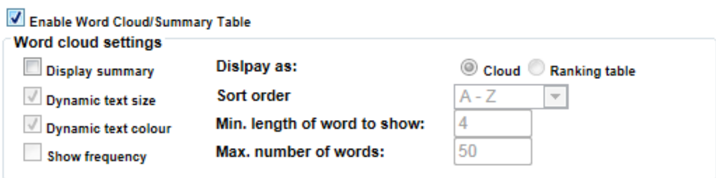


Image 10: Add word cloud/summary table to open-ended report

5.1 Exclusion list

You can exclude common words that are irrelevant either in project level or report level. For example, if your question is about people's opinions of different telephone companies, you may wish to exclude the word 'telephone'.

Words excluded at the project level will be excluded from all reports in the project, words excluded in report level will just be excluded from the current report.

To exclude words enter the following screen*: > Project Administration > Report Objects > Word Cloud Exclusion List*

Just enter the words to exclude in either the project level list or the report level list. Each row should just contain one word or an exact set of words to be excluded.

Note: From the Report Holder view (see image 11 below) you can exclude words by clicking "Exclude words", point and click in the cloud and the save. The exclusions will be added to the current report exclusion list in *> Project Administration > Report Objects > Word Cloud Exclusion List*

Image 11: Exclude words

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6th floor, Winchester House,
259-269 Old Marylebone Road,
London NW1 5RA,
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+44 (0) 20 7616 4080

Dapresy Sweden
Gamla Rådstugugatan 1A,
602 24 Norrköping,
Sweden
+ 46 (0)76 019 89 42

Dapresy Berlin
Goethestrasse 85
DE-10623 Berlin
Germany
+49 (0) 30 893 60-697

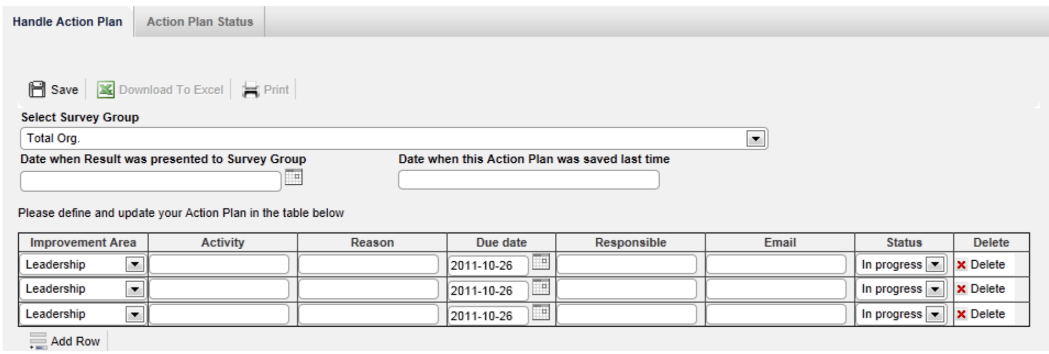
6 Action and Planning module

The Action and Planning tool is now available to all users of Dapresy Pro. Previously, it was only part of the Employee module, which was used for employee surveys. You use Action and Planning to assign actions or targets to particular people or departments. This feature is especially useful for customer satisfaction surveys where research findings are used as a part of a cycle of continuous incremental improvement.

Action and Planning can be used when hierarchical filters are activated (which are included in customer satisfaction and mystery shopping surveys).

In the Action and Planning tool the user/manager of a unit defines an action plan. You enter actions as text and each action is connected to an improvement area. The manager defines what shall be done, why, when and its status.

It is also possible to download statistics and overviews of all actions for the entire company.



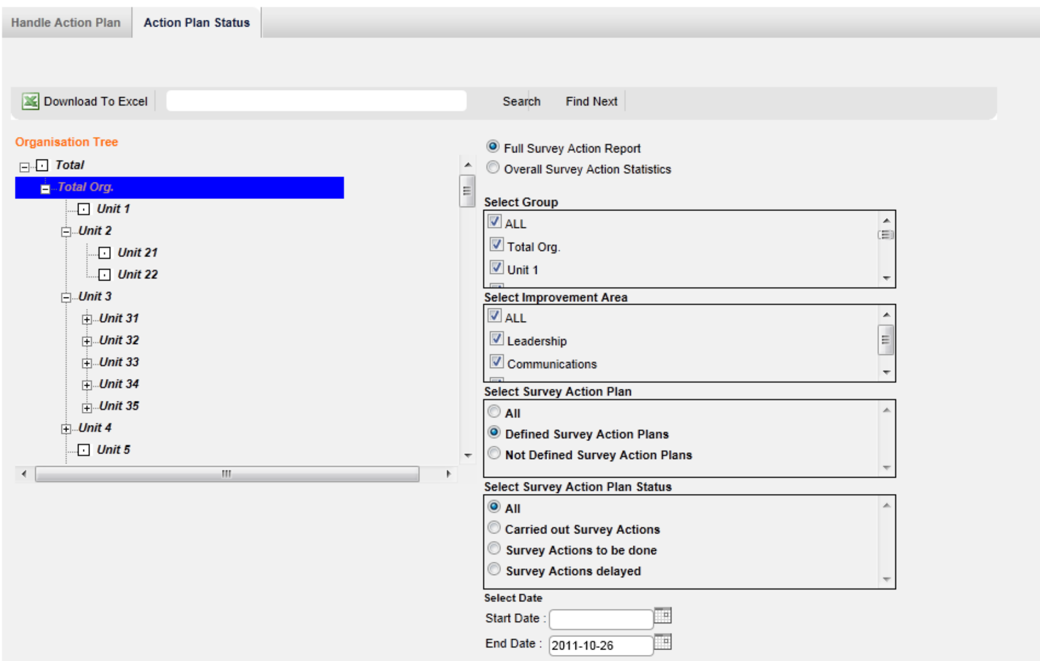


Image 12: Action and planning screens

Setup of Action and Planning Tool

To setup the Action and Planning tool first create an Action and Planning report in the screen “create report” (same logic as when creating other report types). Then enter the screen *> Project Administration > Portal Design > Setup Action and Planning* to define the improvement areas to appear in the Action and Planning Tool (see image 13 below). Also the name of the columns in the Action and Planning tool can be renamed in this screen.

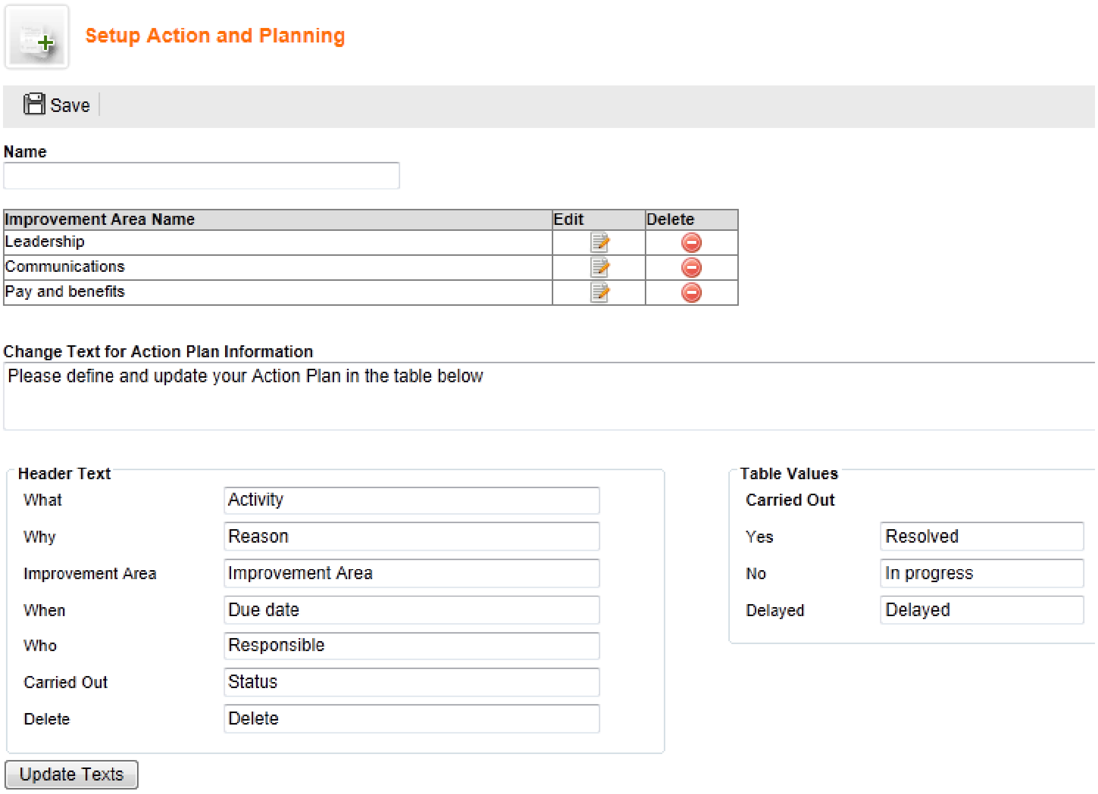


Image 13: Action and planning set up screen

7 Tailor the interfaces in the dynamic tools

Now it is possible to hide functionalities, tabs or buttons in different report types. To hide items go to page *> Project Administration > Status/Approval/Distribute > Project Settings* and select "Enable 'Advanced mode'".

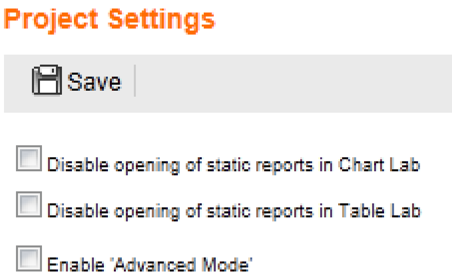
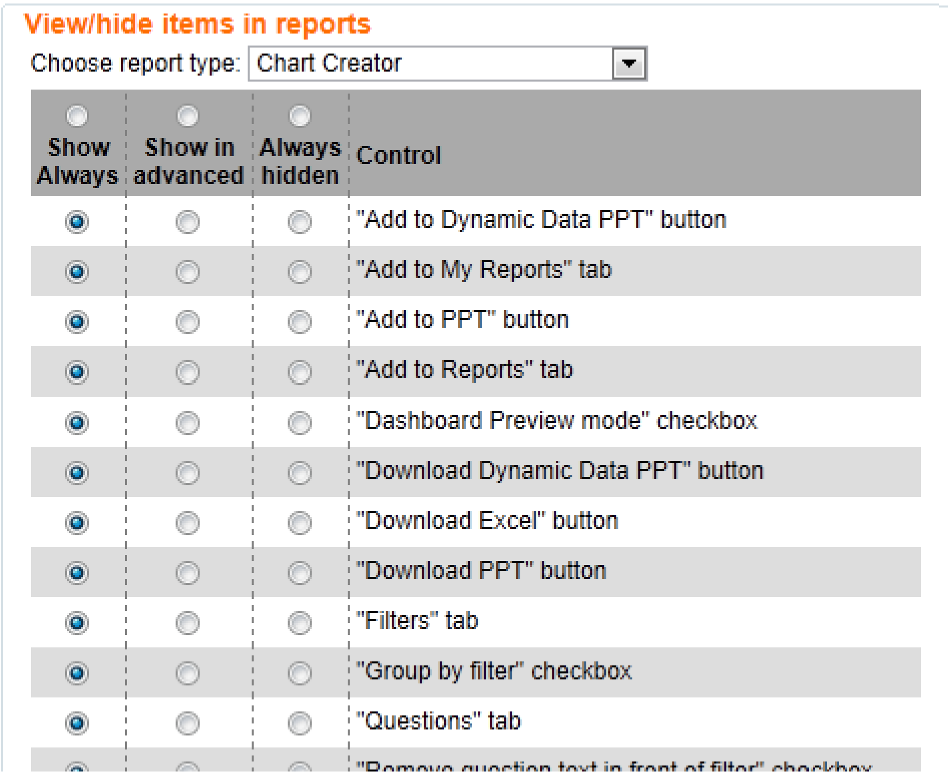


Image 14: Project settings part of page

The table with all items that are possible to hide is shown below. Items can be hidden only for report holders.



View/hide items in reports

Choose report type: Chart Creator

Show Always	Show in advanced	Always hidden	Control
◉	○	○	"Add to Dynamic Data PPT" button
◉	○	○	"Add to My Reports" tab
◉	○	○	"Add to PPT" button
◉	○	○	"Add to Reports" tab
◉	○	○	"Dashboard Preview mode" checkbox
◉	○	○	"Download Dynamic Data PPT" button
◉	○	○	"Download Excel" button
◉	○	○	"Download PPT" button
◉	○	○	"Filters" tab
◉	○	○	"Group by filter" checkbox
◉	○	○	"Questions" tab

Image 15: Hide items in pages

Note: If item is already hidden in the skin then it's not possible to change it on this page.

8 Theming possibilities in user interface

Users with basic web design skills (HTML and CSS) can now make or change their own themes directly. You can change colors, fonts, and layout. However you can also add images, and add JavaScript code, in the HTML section to create the perfect theme.

To add HTML/CSS classed enter the project setting screen *> Project Administration > Status/Approval/Distribute > Project Settings*

Note: If you do not have the knowledge but need to style the project please contact Dapresy as incorrectly inputted values can interfere with the user interface for report holders.

9 Other enhancements

9.1 Data import

When importing data, it was not possible to leave the following variables blank in the previous version:

1. RespondentID
2. ResponseDate
3. Weight

Now these three variables can be blank (missing value) in the imported file. The system will add today's date as response date and the weight will be 1.0.

9.2 Unlimited number of filters in Chart Creator

In the previous version of Dapresy Pro only 20 filters could be used in Chart Lab. Now this limit has been removed so an unlimited number of filters can be present in a Chart Creator. Although only 20 can be used simultaneously when filtering the data in a chart.

9.3 Hide series with low base

Now it is possible to show base size warnings in charts or hide series with low bases. The user decides the base size limit by typing it directly on the page. There is also an option to allow the user to decide if the base should be weighted or not. This function is supported both in dynamic and static charts.

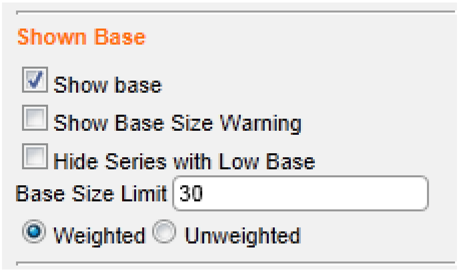


Image 16: Base size

9.4 Enhancements in Edit Questions and Texts

Search functions have been added to all columns in the screen to make it easier to find the variable you require.

In the tab for setting colors and question types, multiple editing is now also possible, which makes it very easy to find and change question types for hundreds of questions in a few clicks. See the image 16 below.

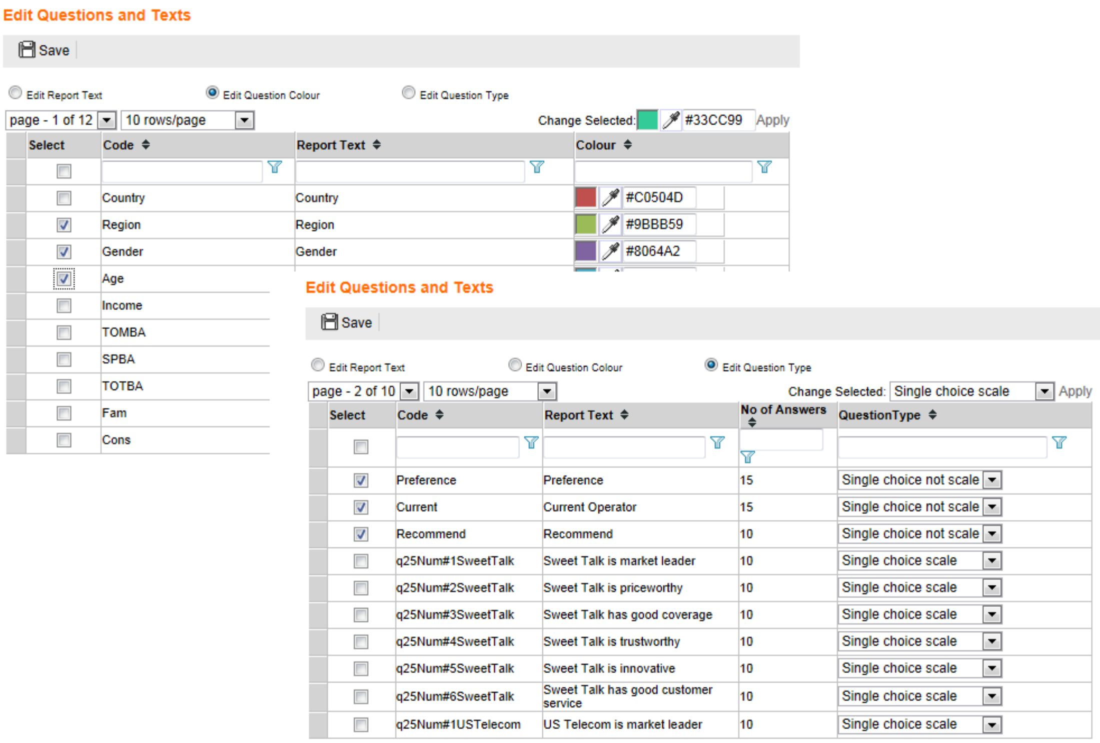


Image 17: Edit questions and texts

9.5 New chart type in Chart Creator

A new chart type in Chart Creator (and Static charts) have been implemented; “Positive negative bars”, see image below. The setup logic is exactly the same as when suing the existing chart “Positive negative columns”.

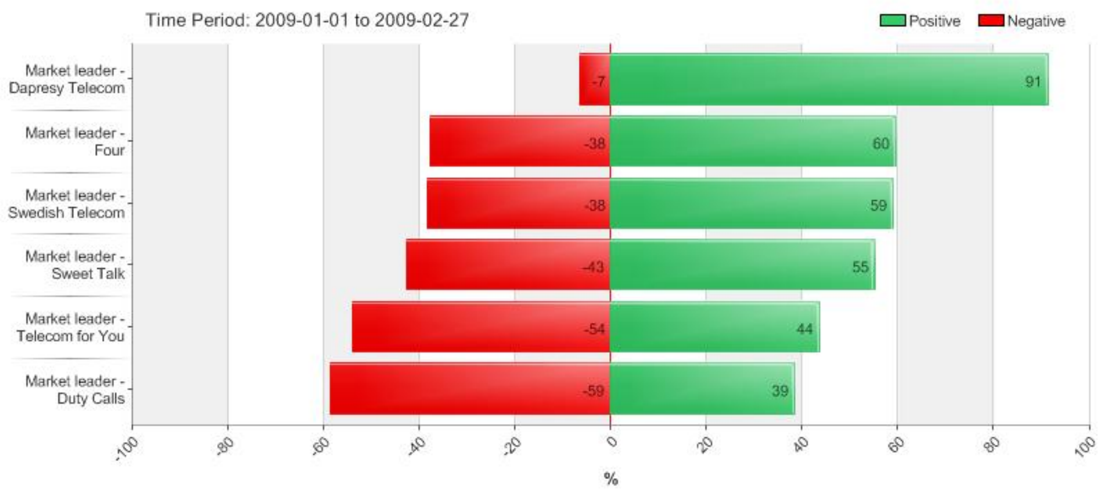


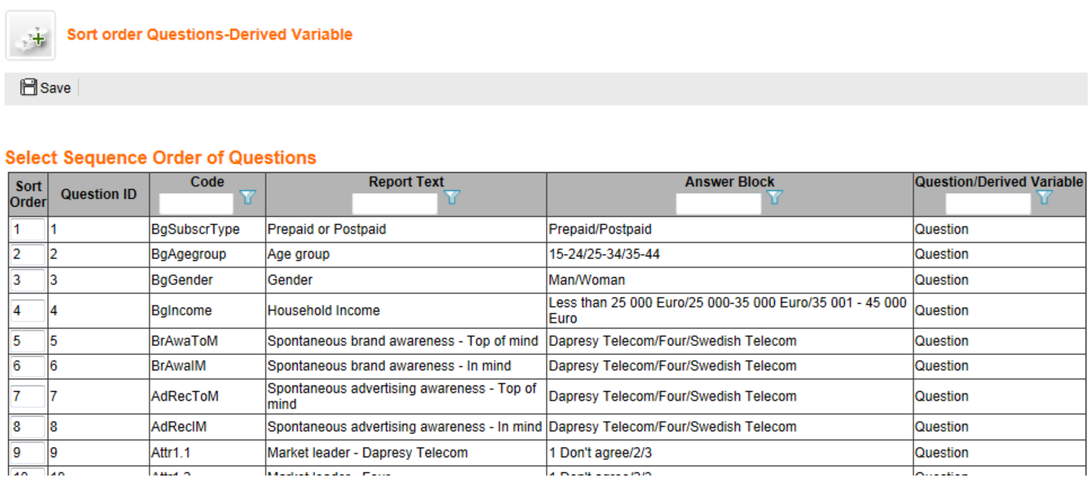
Image 18: Positive negative bars chart type

9.6 Enhancements in Import scheduler

Enhancements in the import scheduler have been done. Now it’s possible to do a multiple file import (all files matching * wildcard will be uploaded). Also the email addresses now supports multiple email addresses (separated with a semicolon).

9.7 New sort order feature Questions/derived

New improved sort order feature in page *> Project Administration > Report Objects > Sort order > Sort order Questions-Derived Variable.* Now it is possible to type sort order you require.

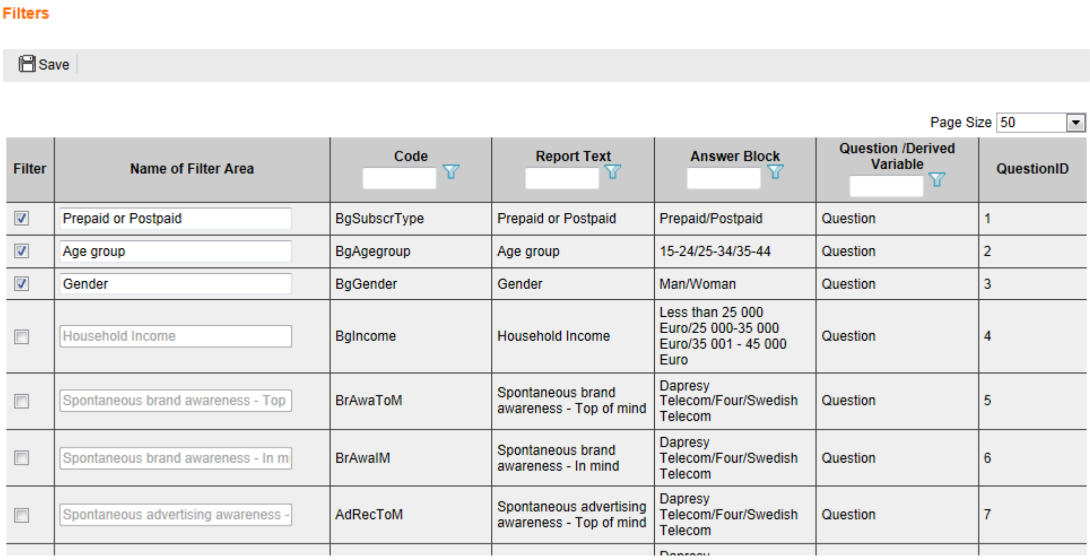


Sort Order	Question ID	Code	Report Text	Answer Block	Question/Derived Variable
1	1	BgSubscrType	Prepaid or Postpaid	Prepaid/Postpaid	Question
2	2	BgAgegroup	Age group	15-24/25-34/35-44	Question
3	3	BgGender	Gender	Man/Woman	Question
4	4	BgIncome	Household Income	Less than 25 000 Euro/25 000-35 000 Euro/35 001 - 45 000 Euro	Question
5	5	BrAwaToM	Spontaneous brand awareness - Top of mind	Dapresy Telecom/Four/Swedish Telecom	Question
6	6	BrAwaIM	Spontaneous brand awareness - In mind	Dapresy Telecom/Four/Swedish Telecom	Question
7	7	AdRecToM	Spontaneous advertising awareness - Top of mind	Dapresy Telecom/Four/Swedish Telecom	Question
8	8	AdRecIM	Spontaneous advertising awareness - In mind	Dapresy Telecom/Four/Swedish Telecom	Question
9	9	Attr1.1	Market leader - Dapresy Telecom	1 Don't agree/2/3	Question

Image 19: Sort order page

9.8 New search in Filters screen

Improved search in > *Project Administration* > *Report Objects* > *Filters.*



Filter	Name of Filter Area	Code	Report Text	Answer Block	Question /Derived Variable	QuestionID
☑	Prepaid or Postpaid	BgSubscrType	Prepaid or Postpaid	Prepaid/Postpaid	Question	1
☑	Age group	BgAgegroup	Age group	15-24/25-34/35-44	Question	2
☑	Gender	BgGender	Gender	Man/Woman	Question	3
☐	Household Income	BgIncome	Household Income	Less than 25 000 Euro/25 000-35 000 Euro/35 001 - 45 000 Euro	Question	4
☐	Spontaneous brand awareness - Top	BrAwaToM	Spontaneous brand awareness - Top of mind	Dapresy Telecom/Four/Swedish Telecom	Question	5
☐	Spontaneous brand awareness - In m	BrAwaIM	Spontaneous brand awareness - In mind	Dapresy Telecom/Four/Swedish Telecom	Question	6
☐	Spontaneous advertising awareness -	AdRecToM	Spontaneous advertising awareness - Top of mind	Dapresy Telecom/Four/Swedish Telecom	Question	7

Image 20: Filters page