Forsta Visualizations June 2025 Release

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1.Introduction

This document describes new and improved features in the Forsta Visualizations 2025 June Release.
If you would like to know more about these features, please contact the support team at visualizationsSupport@forsta.com and they will be able to assist you.

Best Regards,
Forsta Team

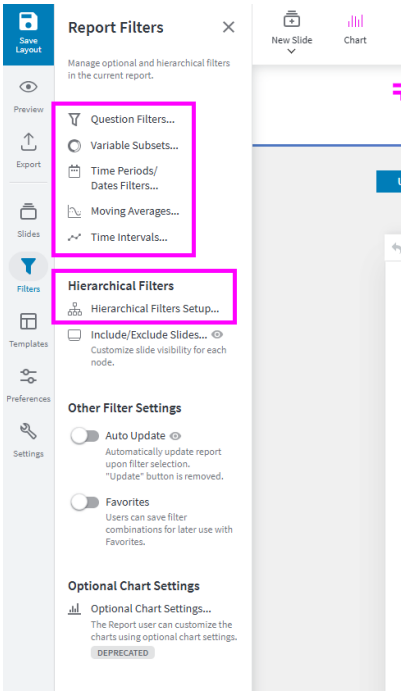
2.StoryTeller

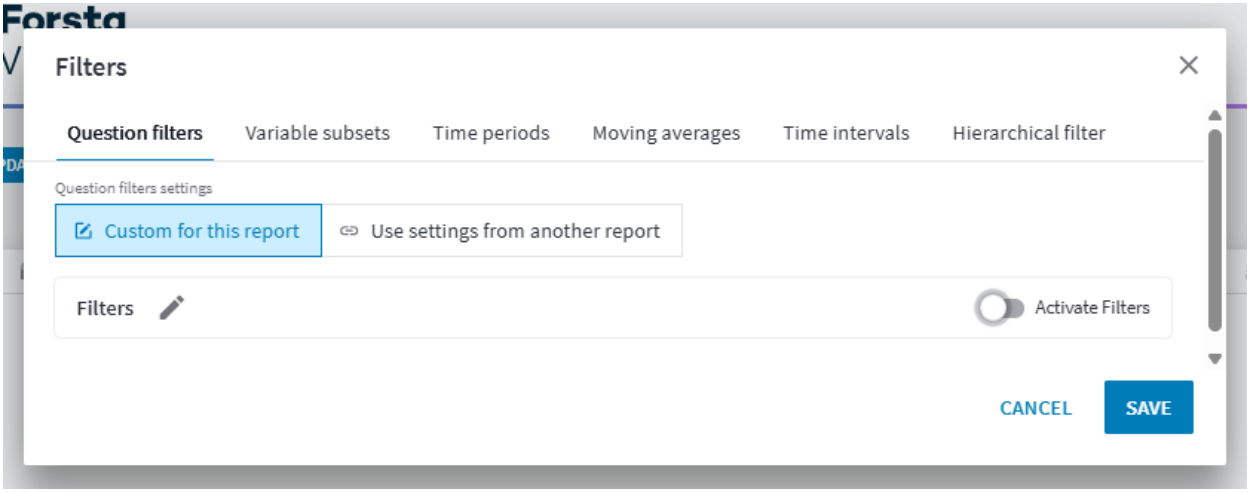
Updated user interface for Filter setup in StoryTeller

We are pleased to announce the next phase of enhancements to our StoryTeller UI, specifically focusing on the Filter setup panels. In this update, we have consolidated all optional filter options with the hierarchical filter setup screens into a single, unified location. This integration is designed to streamline the process of locating and adjusting the necessary settings. To use the new UI, enable “Use new StoryTeller setup layout” under Project settings -> Beta settings in your project.

NOTE! There are no new or removed features, but the position and/or how they look may have changed.

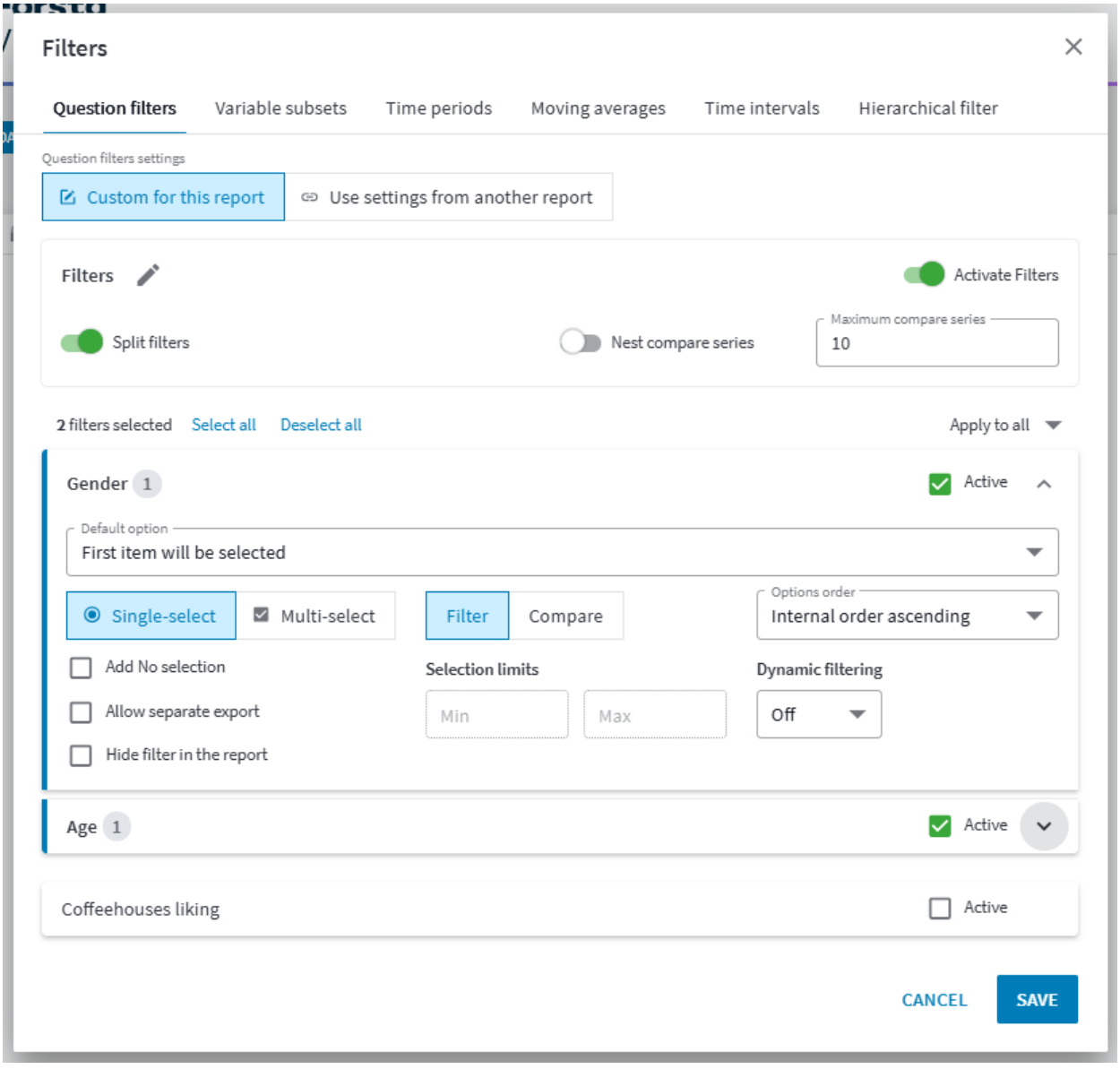
In the left panel, clicking on any of these links will take you to the new panel.



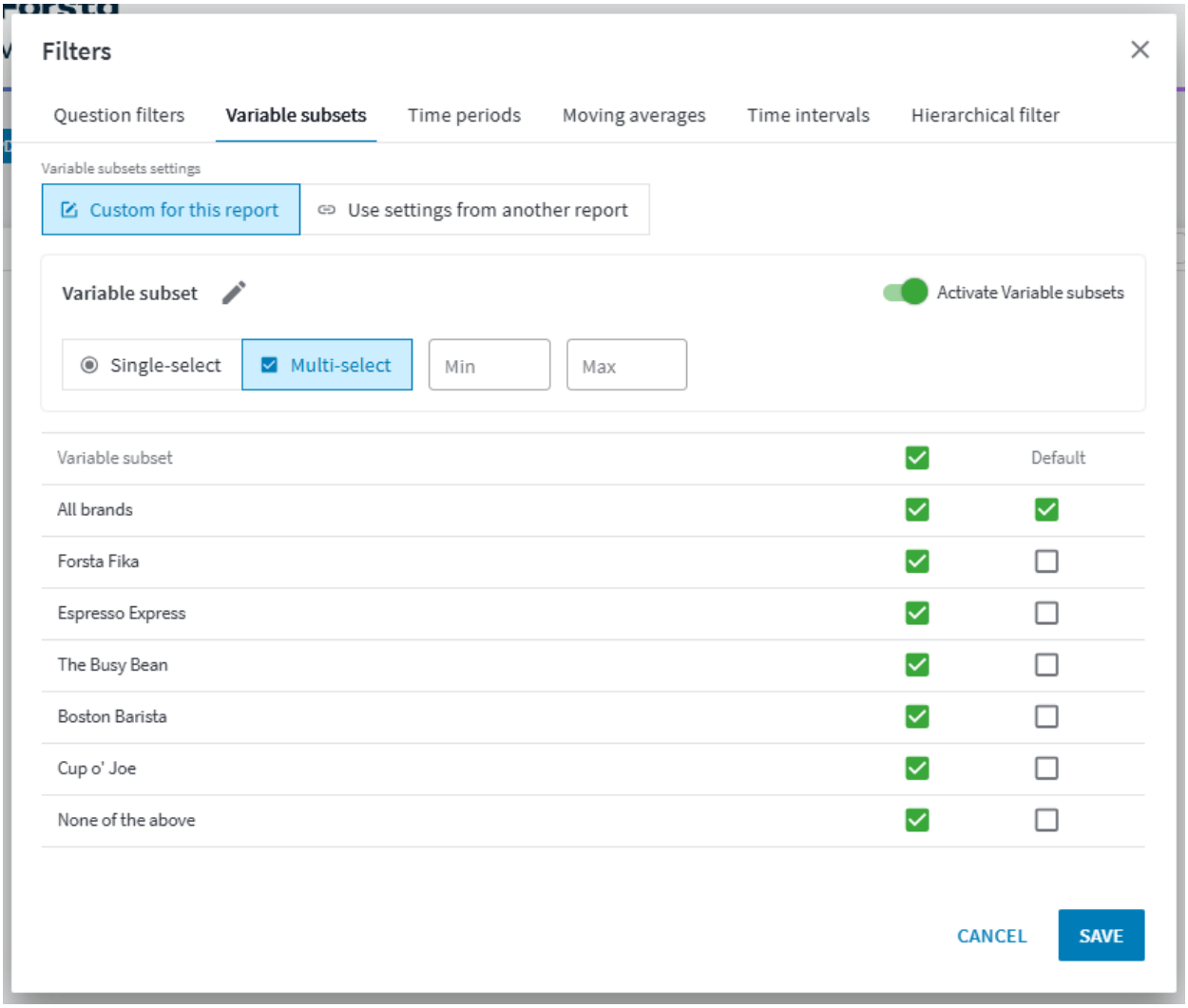


As seen, all options for global filters are now gathered in the same panel.

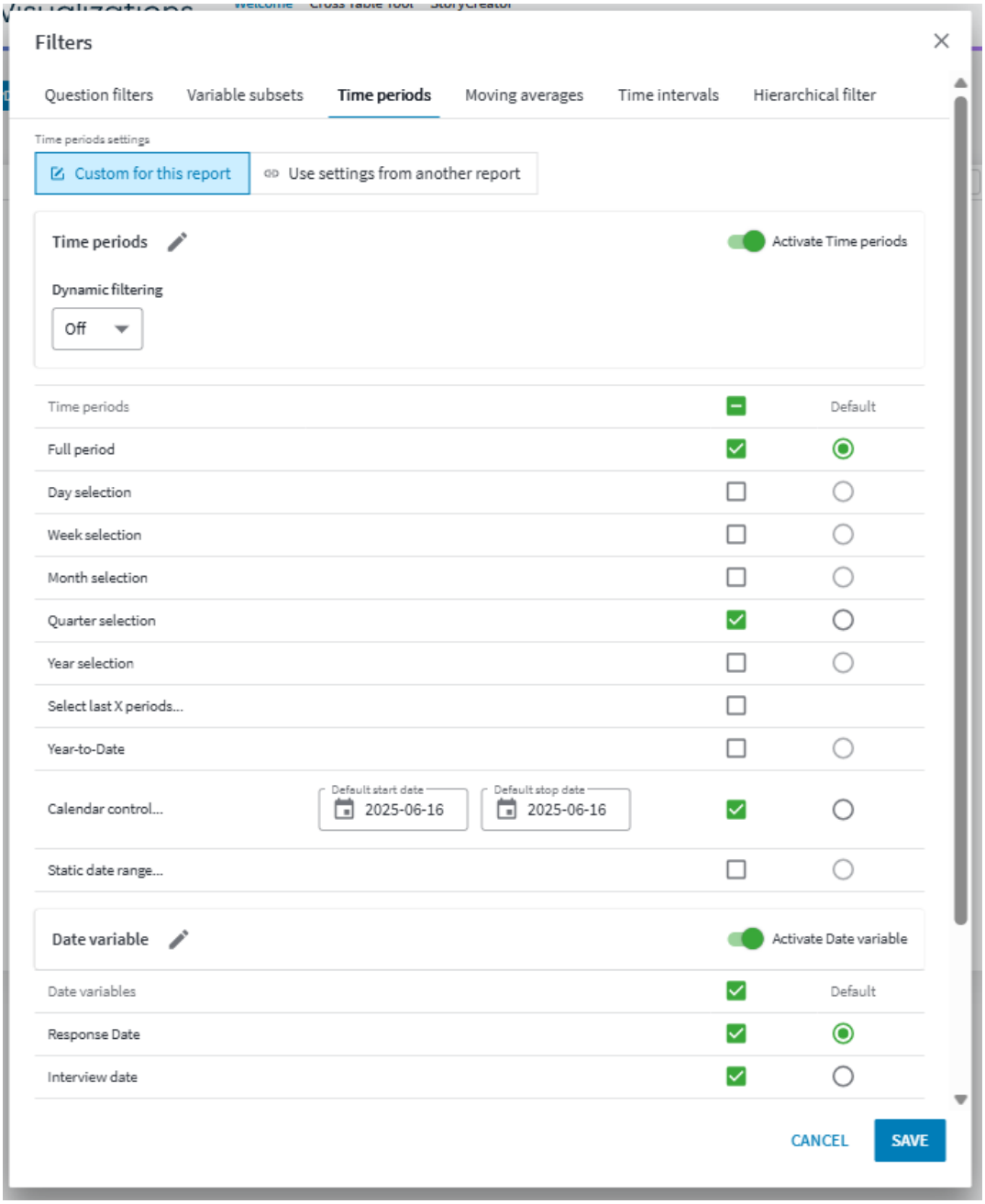
Question filters



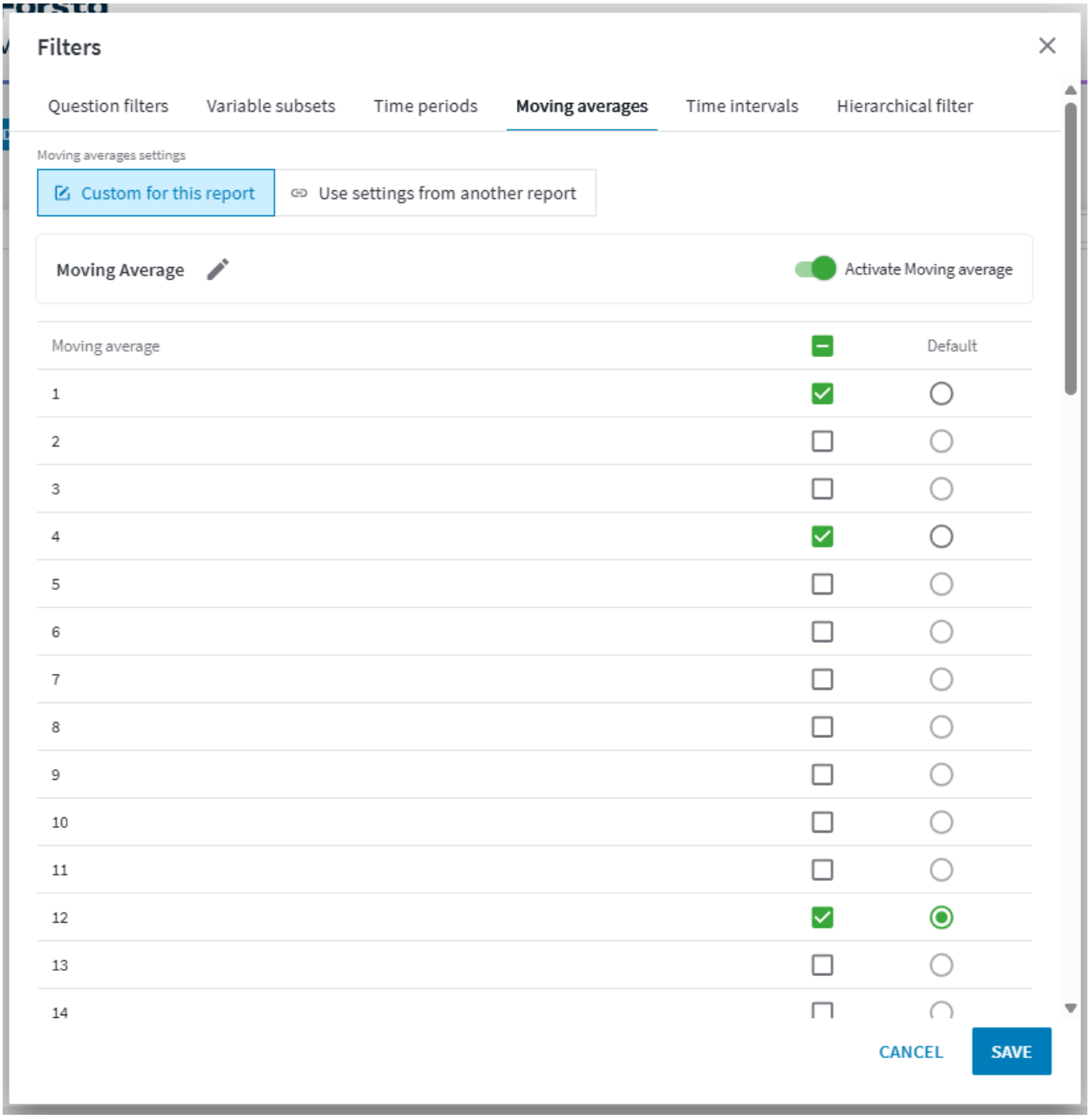
Variable subsets



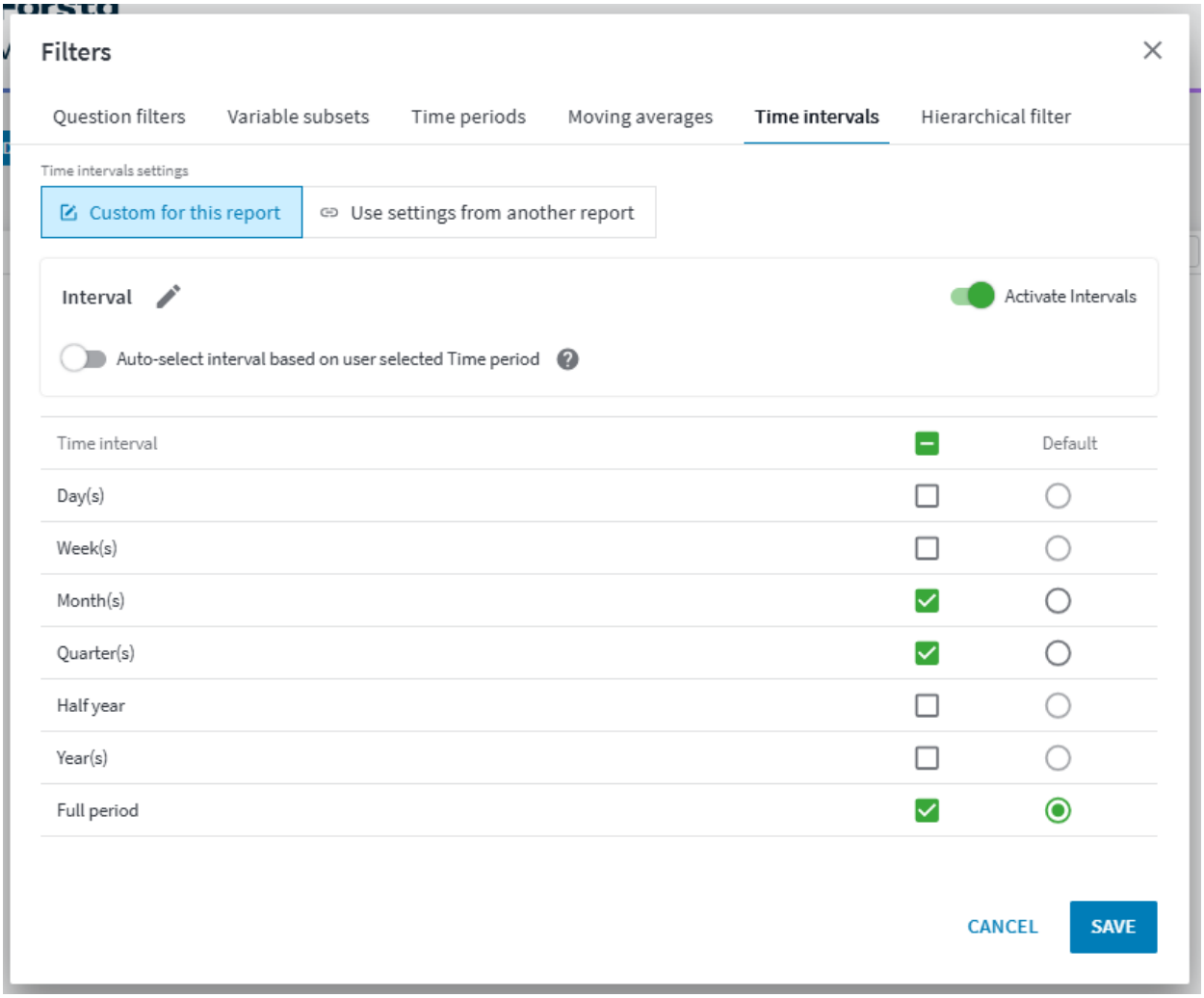
Time period


Filters
Question filters
Variable subsets
Time periods
Moving averages
Time intervals
Hierarchical filter
Time periods settings
Custom for this report
Use settings from another report
Time periods
Activate Time periods
Dynamic filtering
Off
Time periods
Default
Full period
Day selection
Week selection
Month selection
Quarter selection
Year selection
Select last X periods...
Year-to-Date
Calendar control...
Default start date
2025-06-16
Default stop date
2025-06-16
Static date range...
Date variable
Activate Date variable
Date variables
Default
Response Date
Interview date
CANCEL
SAVE

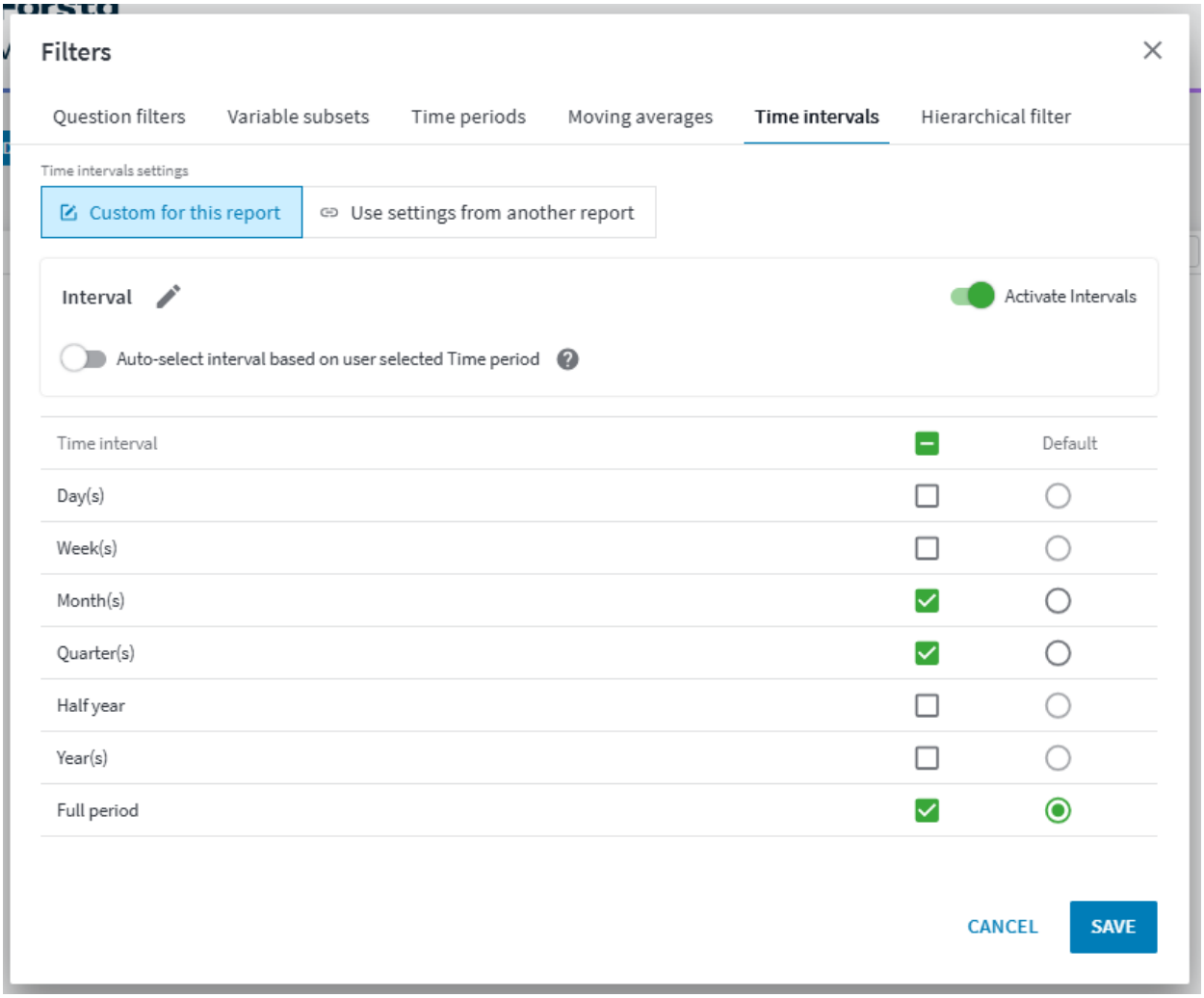
Moving average



Time intervals



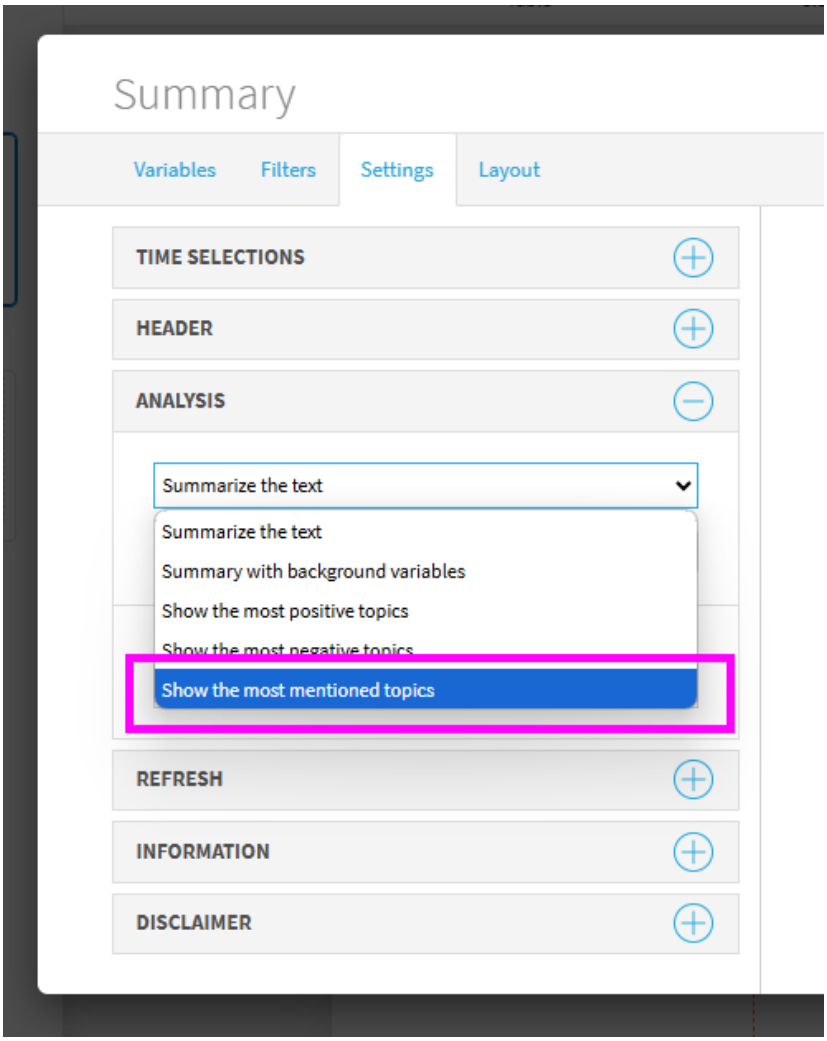
Hierarchical filter



Summary object - Most mentioned topic prompt

We have now introduced the prompt to show “most mentioned topic” within our Summary object.

This enhancement allows you to view the most mentioned topics, regardless of their sentiment (positive or negative). This provides a more comprehensive overview of the topics being discussed.

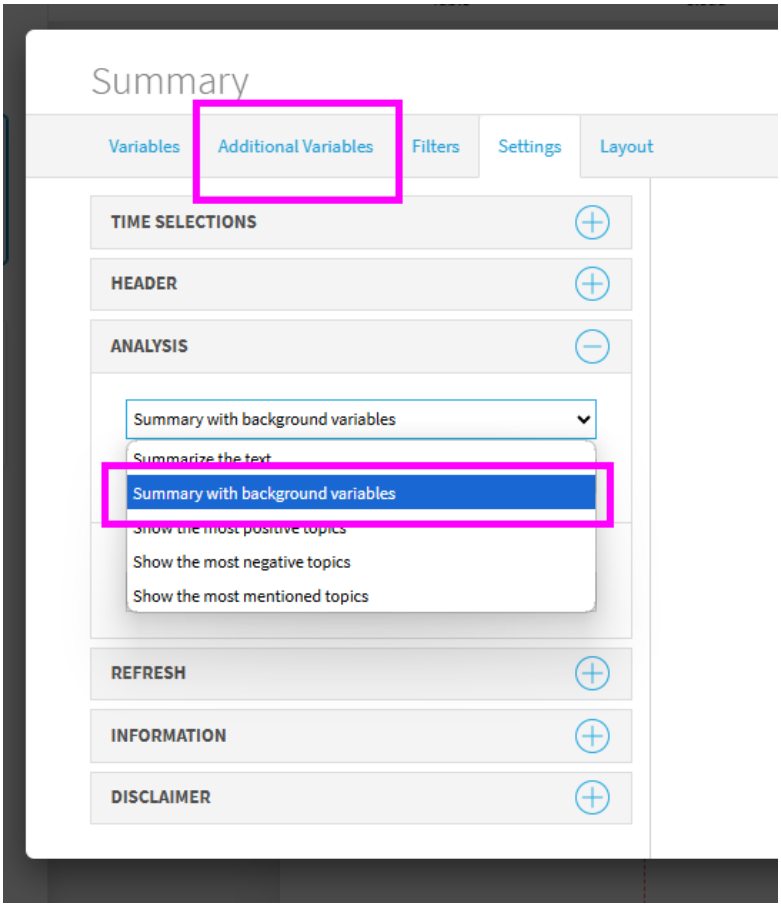


As seen here, “most mentioned” is a mix of both positive and negative topics.

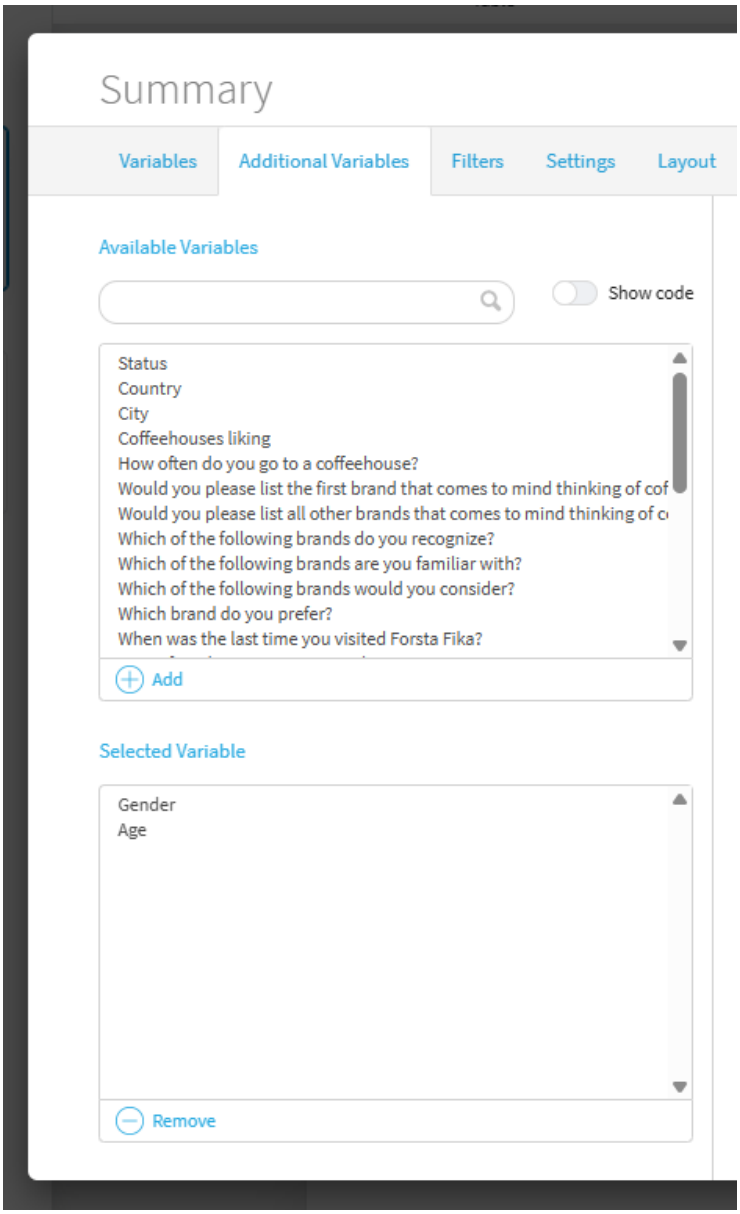
Summary object - Add categorical questions as additional information

We are now introducing a new feature within our Summary object that allows for the creation of more detailed summaries by incorporating additional questions from your survey. This enhancement enables the AI to consider various background questions, such as age, gender, brand familiarity, or any other categorical questions, providing a comprehensive summary of open-ended responses.

This is a new option in the dropdown for analysis. Once selected, a new tab will be available in the header.



The new tab allows you to include additional categorical questions. Simply mark the desired questions and click “Add” to move them to the “Selected” area.



With this feature, the AI can generate a summary based on the selected open-ended question, enriched with demographic information such as age and gender for each respondent.

In the example below, the left Summary incorporates gender and age information for each respondent to create a tailored summary, while the right Summary represents an overview of the entire sample.

What do you think about Forsta Fika?
Gender and Age is added as additional variables

The feedback from respondents highlights several key themes regarding their experiences at the coffeehouse. Overall, sentiments are mixed, with many praising the food quality and service while expressing concerns about cleanliness and value. Notably, younger respondents (19 or younger) frequently mentioned cleanliness issues, while older respondents (60 or older) often appreciated the atmosphere but noted high prices. Female respondents tended to emphasize the need for improved service and cleanliness more than their male counterparts. Actionable insights include enhancing cleanliness standards and reassessing pricing strategies to improve perceived value, particularly for younger patrons.

The output provided is based on an AI-generated analysis of the comments and may not always reflect the content with complete accuracy.

What do you think about Forsta Fika?
No additional variables

The survey responses reveal a mixed sentiment towards the coffeehouse experience. While many customers praised the taste of the food and coffee, as well as the cleanliness and friendly service, several noted significant issues with service speed, value for money, and overall atmosphere. Cleanliness, particularly regarding glasses and floors, was frequently highlighted as needing improvement. Additionally, high prices were a common concern, leading to dissatisfaction with perceived value. Overall, while the coffeehouse has strong potential, addressing service and cleanliness issues could enhance customer satisfaction and encourage more positive recommendations.

The output provided is based on an AI-generated analysis of the comments and may not always reflect the content with complete accuracy.

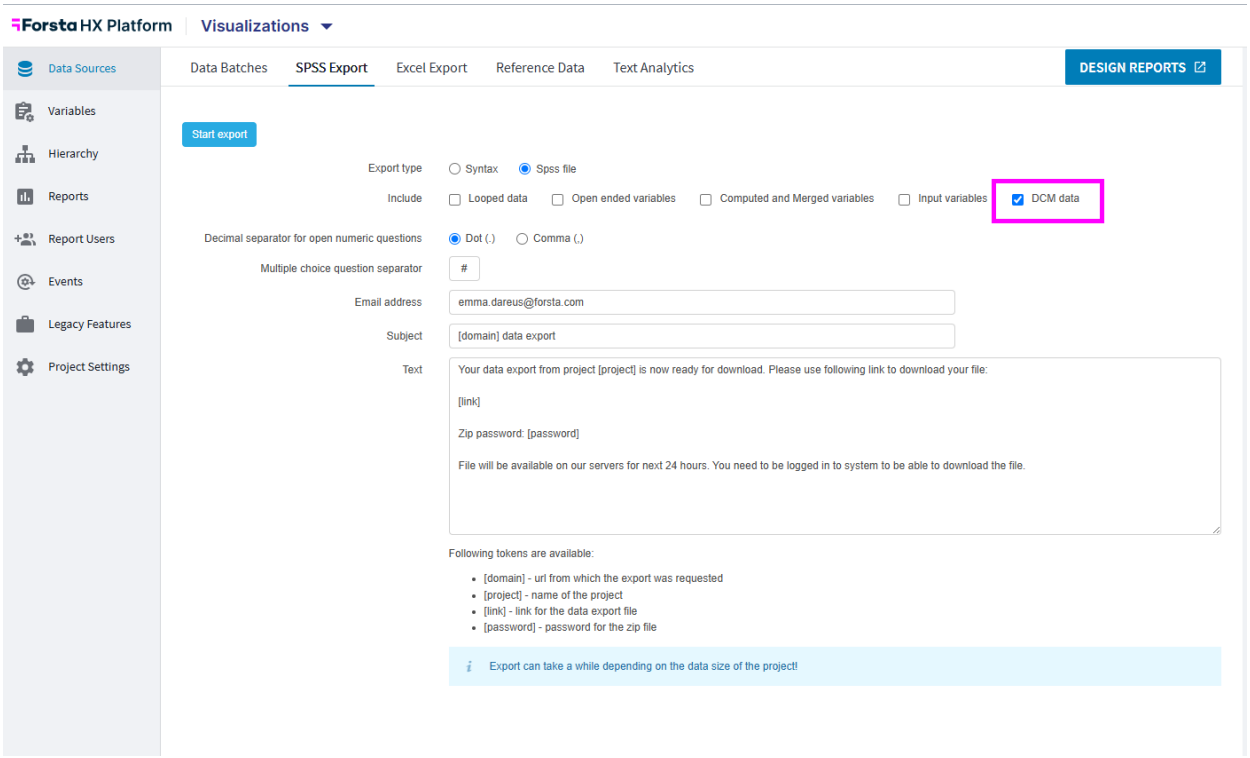
3.Data management

DCM Raw data export

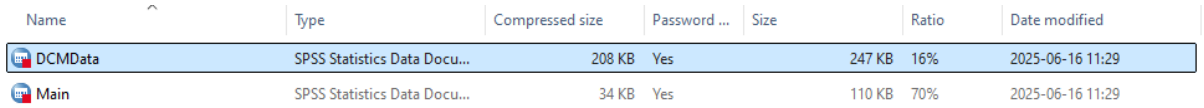
We have now enabled the option to download raw data for your Discrete Choice Model (DCM) test executed in Forsta Surveys (Decipher) and imported to Forsta Visualizations.

The data can be exported both within your survey to Excel, and from your project to SPSS. The data exported to SPSS is only the respondent level raw data for level. It's the "Zeroed Utilities" that is available in Forsta Visualizations. If any additional raw data is needed, this has to be exported from Forsta Surveys (Decipher).

To export your data, enter "SPSS Export", make sure to check the box "DCM" and add all other necessary information as you normally do within an export.



In the export, you will now get 2 files, Main data and DCM data.



Name	Type	Compressed size	Password ...	Size	Ratio	Date modified
DCMData	SPSS Statistics Data Docu...	208 KB	Yes	247 KB	16%	2025-06-16 11:29
Main	SPSS Statistics Data Docu...	34 KB	Yes	110 KB	70%	2025-06-16 11:29

Both of the files uses the same password, which is delivered to you via email.

The questions will be named after the question code from your survey, along with the attribute name and the level name.

In the example below, Q1 is the name of the question in your survey, Brand is the attribute, and Forsta Telecom the Level.

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	RespondentID	Numeric	19	0		None	None	19	Left	Unknown	Input
2	q1_Brand_ForstaTelecom	Numeric	25	11	Forsta Telecom	None	None	25	Left	Unknown	Input
3	q1_Brand_Four	Numeric	25	11	Four	None	None	25	Left	Unknown	Input
4	q1_Brand_SweetTalk	Numeric	25	11	Sweet Talk	None	None	25	Left	Unknown	Input
5	q1_Brand_TelecomForYou	Numeric	25	11	Telecom for You	None	None	25	Left	Unknown	Input
6	q1_PricePerUserPerMonth_Free	Numeric	25	11	Free	None	None	25	Left	Unknown	Input
7	q1_PricePerUserPerMonth_$7	Numeric	25	11	$7	None	None	25	Left	Unknown	Input
8	q1_PricePerUserPerMonth_$12	Numeric	25	11	$12	None	None	25	Left	Unknown	Input
9	q1_PricePerUserPerMonth_$15	Numeric	25	11	$15	None	None	25	Left	Unknown	Input
10	q1_PricePerUserPerMonth_$20	Numeric	25	11	$20	None	None	25	Left	Unknown	Input
11	q1_PricePerUserPerMonth_$25	Numeric	25	11	$25	None	None	25	Left	Unknown	Input
12	q1_MaxNumberOfUsers_1	Numeric	25	11	1	None	None	25	Left	Unknown	Input
13	q1_MaxNumberOfUsers_2	Numeric	25	11	2	None	None	25	Left	Unknown	Input
14	q1_MaxNumberOfUsers_5	Numeric	25	11	5	None	None	25	Left	Unknown	Input
15	q1_MaxNumberOfUsers_15	Numeric	25	11	15	None	None	25	Left	Unknown	Input
16	q1_MaxNumberOfUsers_200	Numeric	25	11	200	None	None	25	Left	Unknown	Input
17	q1_MaxNumberOfUsers_Unlimited	Numeric	25	11	Unlimited	None	None	25	Left	Unknown	Input
18	q1_IncludedStorage_2gb	Numeric	25	11	2GB	None	None	25	Left	Unknown	Input
19	q1_IncludedStorage_100gb	Numeric	25	11	100GB	None	None	25	Left	Unknown	Input
20	q1_IncludedStorage_250gb	Numeric	25	11	250GB	None	None	25	Left	Unknown	Input
21	q1_IncludedStorage_1tb	Numeric	25	11	1TB	None	None	25	Left	Unknown	Input
22	q1_IncludedStorage_2tb	Numeric	25	11	2TB	None	None	25	Left	Unknown	Input
23	q1_IncludedStorage_3tb	Numeric	25	11	3TB	None	None	25	Left	Unknown	Input
24	q1_IncludedStorage_5tb	Numeric	25	11	5TB	None	None	25	Left	Unknown	Input
25	q1_FileUploadLimit_1	Numeric	25	11	1	None	None	25	Left	Unknown	Input
26	q1_FileUploadLimit_4	Numeric	25	11	4	None	None	25	Left	Unknown	Input
27	q1_FileUploadLimit_60	Numeric	25	11	60	None	None	25	Left	Unknown	Input
28	q1_FileUploadLimit_Unlimited	Numeric	25	11	Unlimited	None	None	25	Left	Unknown	Input
29	q1_FilePlaybackSizeLimit_2gb	Numeric	25	11	2GB	None	None	25	Left	Unknown	Input
30	q1_FilePlaybackSizeLimit_100gb	Numeric	25	11	100GB	None	None	25	Left	Unknown	Input
31	q1_FilePlaybackSizeLimit_150gb	Numeric	25	11	150GB	None	None	25	Left	Unknown	Input
32	q1_FilePlaybackSizeLimit_250gb	Numeric	25	11	250GB	None	None	25	Left	Unknown	Input
33	q1_FilePlaybackSizeLimit_500gb	Numeric	25	11	500GB	None	None	25	Left	Unknown	Input