

Forsta Visualizations November 2025 Release



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1.Introduction

This document describes new and improved features in the Forsta Visualizations November 2025 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



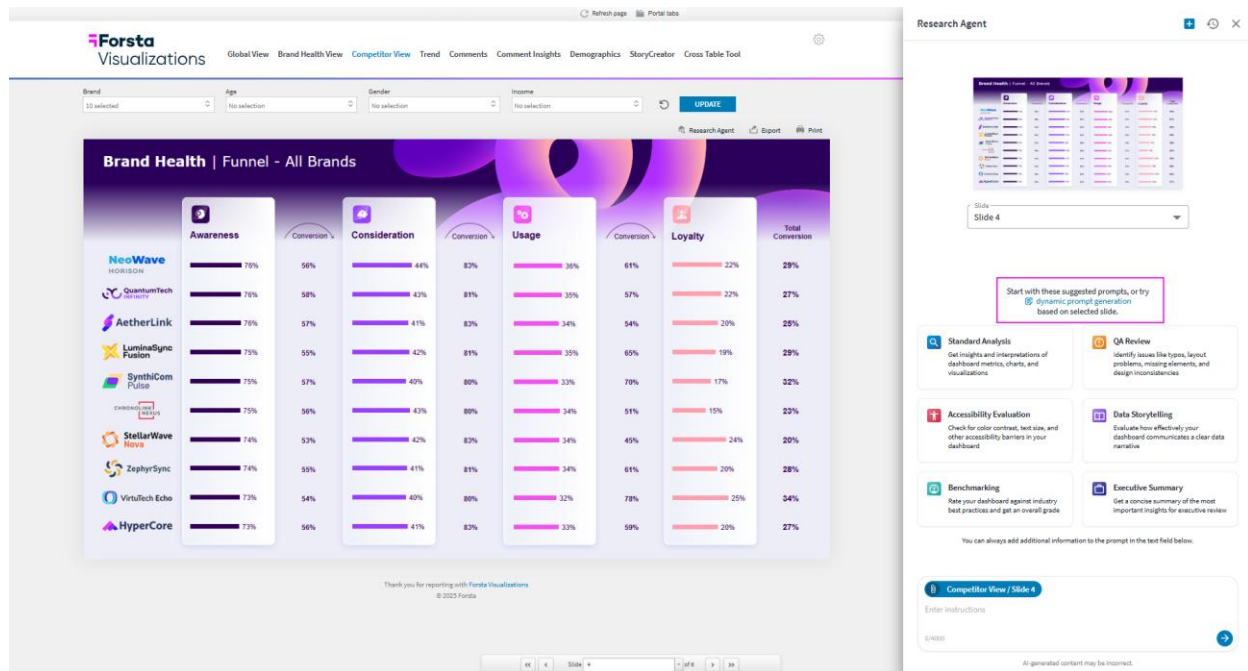
2. StoryTeller

Research Agent

Dynamic prompts, continued conversations, and multi-slide analysis

We have introduced a new Dynamic Prompt Generation feature within the Research Agent, designed to help you automatically create relevant prompts based on the content of the slide you are viewing.

As shown in the image below, a new option labeled dynamic prompt generation is now available.



When selected, the Research Agent will analyze your current slide and generate tailored prompt suggestions. This action itself is treated as a prompt request and needs to be sent to AI for processing.



Once completed, you will receive several suggested prompts related to your slide.

Research Agent + ↻ ✕

Slide Analysis PROMPT SUGGESTIONS

Brand Health | Funnel - All Brands

Brand	Awareness	Conversion	Consideration	Conversion	Usage	Conversion	Loyalty	Total Conversion
MeatWave	75%	56%	44%	83%	36%	61%	22%	29%
QuantumTech	73%	58%	47%	81%	30%	57%	22%	27%
AetherLink	76%	57%	41%	83%	34%	54%	20%	28%
LuminaSync	78%	59%	42%	81%	30%	60%	19%	28%
SynapseCore	71%	57%	40%	80%	32%	78%	17%	32%
VortexNet	70%	58%	47%	80%	34%	51%	15%	32%
StellarWave	74%	53%	42%	83%	34%	46%	24%	28%
ZephyrSync	78%	59%	41%	81%	34%	61%	20%	28%
VirtuTech Echo	77%	54%	40%	80%	32%	78%	20%	34%
HyperCore	72%	56%	41%	83%	33%	59%	20%	27%

Competitor View / Slide 4

Used 1 filter

Generate prompt suggestions

Data Comparison ✎ Edit Send →

Compare the total conversion rates for all brands and identify which brand has the highest and lowest conversion. What are their total conversion percentages, and what is the percentage difference between them?

Trend Analysis ✎ Edit Send →

Analyze the funnel performance for VirtuTech Echo. Summarize its conversion rates at each stage from Awareness to Loyalty and explain how it compares to the average brand performance in this dashboard.

Retention Analysis ✎ Edit Send →

Which brand shows the strongest retention from Usage to Loyalty, and which shows the weakest? Calculate the retention percentages for both and describe what this might indicate about their customer loyalty.

↓

Outlier Detection ✎ Edit Send →

↻ Past analysis + Start new analysis

Enter instructions

0/4000 →

AI-generated content may be incorrect.



You can choose to send one directly or edit it to better suit your needs.

Research Agent

Retention Analysis Edit Send →

Which brand shows the strongest retention from Usage to Loyalty, and which shows the weakest? Calculate the retention percentages for both and describe what this might indicate about their customer loyalty.

Outlier Detection Edit Send →

Looking at the Awareness percentages, which brands stand out as outliers, if any, compared to the general trend? What might be the main factors contributing to their position based on the data in the dashboard?

Which brand shows the strongest retention from Usage to Loyalty, and which shows the weakest? Calculate the retention percentages for both and describe what this might indicate about their customer loyalty.

Based on the dashboard data:

- VirtuTech Echo** shows the strongest retention from Usage to Loyalty:
 - Usage: 32%
 - Loyalty: 25%
 - Retention percentage: $(25/32) \times 100 = 78.13\%$
- StellarWave Nova** shows the weakest retention from Usage to Loyalty:
 - Usage: 34%
 - Loyalty: 15%
 - Retention percentage: $(15/34) \times 100 = 44.12\%$

This indicates that VirtuTech Echo has a high level of customer loyalty, successfully retaining a larger proportion of users through to the loyalty stage compared to StellarWave Nova. In contrast, StellarWave Nova may need to improve its strategies for fostering loyalty, as a significant number of its users do not transition to loyal customers. This reflects relative strengths and weaknesses in post-usage customer engagement among these brands.

👍 🗨️ 📄 🔄

🕒 Past analysis + Start new analysis

Enter instructions

0/4000 ➔

AI-generated content may be incorrect.



In addition, we have improved the interaction flow within the Research Agent. You can now continue your conversation in the same thread, allowing you to ask follow-up questions or refine your insights based on the previous AI response.

Research Agent

Retention Analysis Edit Send

Which brand shows the strongest retention from Usage to Loyalty, and which shows the weakest? Calculate the retention percentages for both and describe what this might indicate about their customer loyalty.

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Like Quote Copy Share

↶ Past analysis + Start new analysis

Can you do the same comparison between NeoWave and QuantumTech?

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AI-generated content may be incorrect.



y	Total Conversion
22%	29%
22%	27%
20%	25%
19%	29%
17%	32%
15%	23%
24%	20%
20%	28%
25%	34%
20%	27%

Research Agent

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Can you do the same comparison between NeoWave and QuantumTech?

Certainly! Here's the comparison for retention from Usage to Loyalty for NeoWave and QuantumTech:

- NeoWave**
 - Usage: 36%
 - Loyalty: 22%
 - Retention percentage: $(22/36) \times 100 = 61.11\%$
- QuantumTech**
 - Usage: 35%
 - Loyalty: 22%
 - Retention percentage: $(22/35) \times 100 = 62.86\%$

Analysis:
QuantumTech retains a slightly higher proportion of users into the loyalty stage compared to NeoWave, with a retention rate of 62.86% versus 61.11%. This suggests that both brands have comparable performance in converting users to loyal customers, with QuantumTech showing a marginal edge in fostering customer loyalty post-usage.

Past analysis Start new analysis

Enter instructions
0/4000

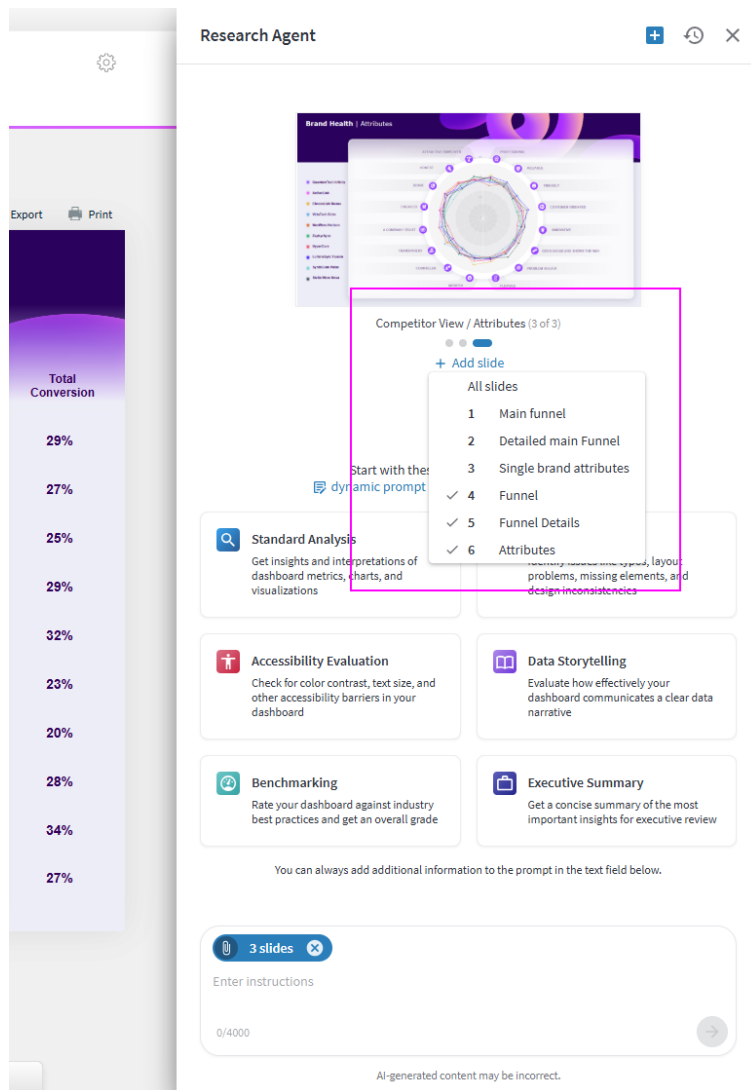
AI-generated content may be incorrect.

NOTE!

The AI remains stateless. Each new request includes the slide image along with both the current and previous prompts and responses, ensuring context is preserved during your conversation.



We have also enhanced the screenshot logic for the Research Agent. It is now possible to select multiple slides for analysis within the same session. It is also supported to use the Research Agent on reports displayed in a vertical view. The same logic and rules apply as before – the only difference is that you can now select multiple slides from the dropdown located beneath the screenshot preview.

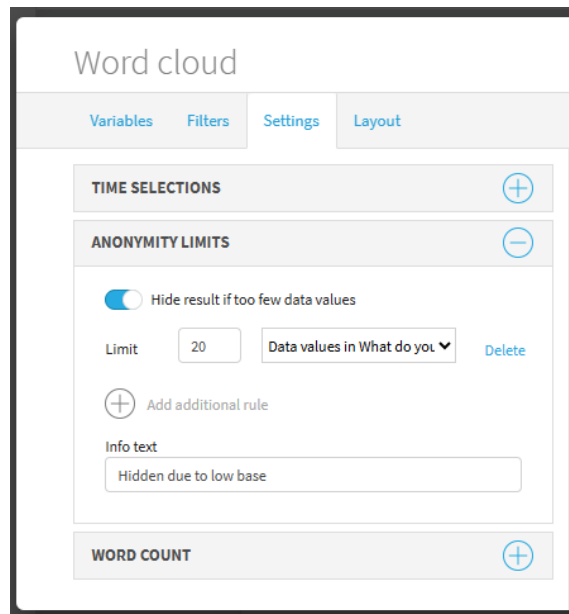
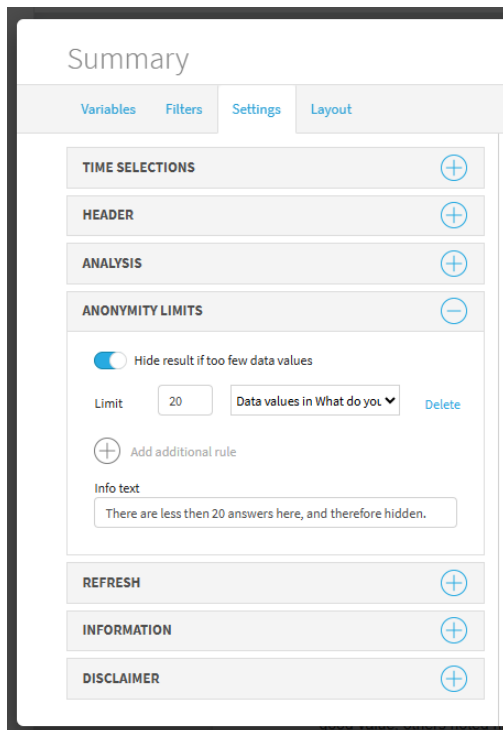


Ability to add base size limits to word clouds and AI summaries

We have enhanced the Word Cloud and Summary objects by introducing the ability to automatically hide data when the base size is too low.

This functionality works in the same way as in the Respondent Table, with limits based on the number of *data values* for each selected question. When the base size falls below the defined threshold, the object will be replaced by an information message.

The information text is defined within each object and is also included in the translation file, allowing it to be localized into all languages available in your project. The layout of this message follows the same design as the NoData message.





3.Data management

AI Computes - Preview of prompts

We have introduced a new Preview of Prompt feature on the AI Computes page to help you validate your prompts before running a full analysis.

This functionality allows you to test your written prompt and review how it performs with a small set of respondents. The preview sends your selected data together with the prompt to the AI, returning reference data that helps confirm whether the prompt produces the intended results.

NOTE!

The preview data is not used in the final project output. Once the full analysis is executed, results may differ slightly from the preview.

To use the preview, select the number of respondents you wish to test in the dropdown menu and click the wand icon. The preview results will then appear directly below your prompt.

The screenshot shows the 'AI Computes' interface. On the left is a sidebar with navigation options: Variables, Hierarchy, Reports, Report Users, Events, Legacy Features, and Project Settings. The main area is titled 'ADD AI COMPUTES GROUP' and 'PROCESS CHANGES'. A blue banner at the top states: 'All questions and their data generated here are created by AI. Please make sure to check for accuracy.' Below this, the question 'What do you think about Forsta Fika?' is displayed. A dropdown menu shows 'CEOpenAnswer - What do you think about Forsta Fika?'. There are fields for 'Predefined prompts' (set to 'Identify the primary topic(s) of the te...'), 'Question type' (set to 'Multiple choice'), and 'Question code' (set to 'AI'). A 'Display question code' toggle is visible. A 'Number of respondents' dropdown is set to '25' and is highlighted with a pink box. Below the configuration is a preview table with the following data:

Input	Output
The meals were well cooked, and the service was exceptional. However, the coffeehouse atmosphere could be improved to enhance the overall experience.	Service Quality, Taste of Food, Atmosphere
I enjoyed the nice selections, but the value and taste didn't meet my expectations. Service and cleanliness were excellent, making it a pleasant experience overall.	Cleanliness and Hygiene, Service Quality, Taste of Food, Value for Money
The café has a charming, cozy decoration, but the cleanliness left much to be desired. Overall, decent experience but improvements needed for a better visit.	Cleanliness and Hygiene, Atmosphere
While the service was excellent and the coffee taste was top-notch, the cleanliness and value left much to be desired. Overall, a mixed experience.	Cleanliness and Hygiene, Service Quality, Taste of Food, Value for Money

4. Data connectivity

Import Image map data from Forsta Decipher

The Image Map is a question type in Forsta Decipher where respondents provide their answers by placing rectangular markers over an image. You can read more about the Image Map question type here [Image map](#)

How does it work?

When imported to your project, Image Map questions are treated as open-ended questions. They cannot be imported in any other way, attempting to change their import type will result in an import failure.

Each marker defined in the Image Map is imported as a separate question in Forsta Visualizations. For example, if your image includes markers such as *Like*, *Neutral*, and *Dislike*, these will appear as three individual open-ended questions.

The image itself is imported separately and becomes visible in the visualization object once you have selected a corresponding Image Map question.

Creating the Image map object

To visualize Image Map data in Forsta Visualizations, we have introduced a new object type within StoryTeller called Image Map.



Image
map

This object only displays questions linked to Image Map variables imported from Forsta Decipher.

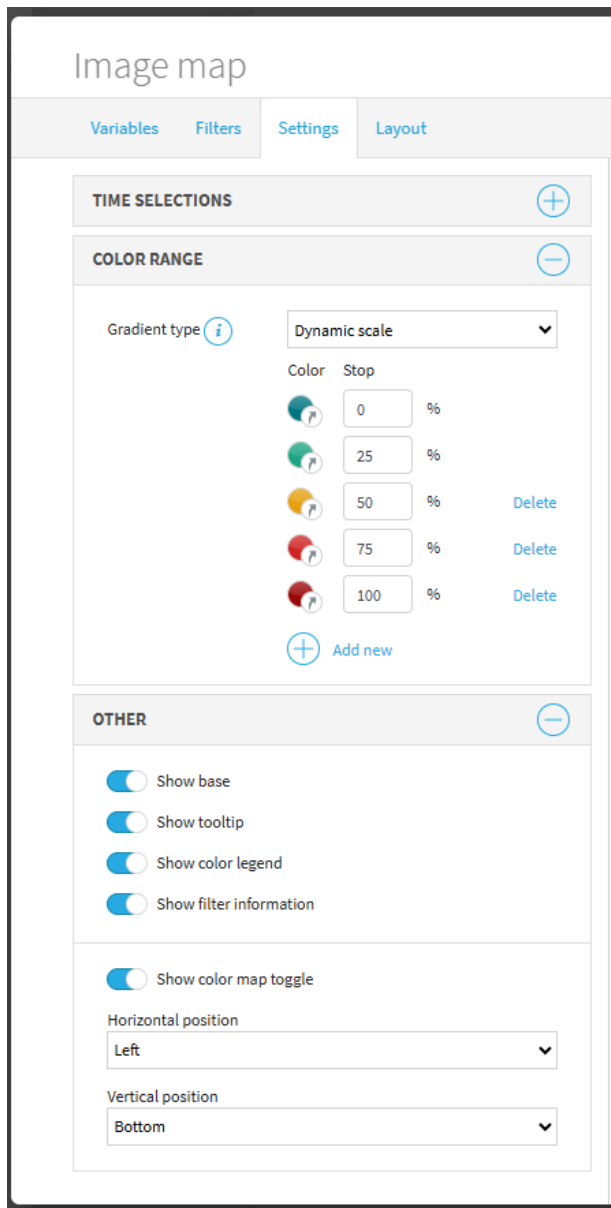


Its setup follows the same structure as other data objects, simply select the question to visualize, then configure additional options through the available tabs such as Filters, Settings, and Layout.



Under Settings, you can, for example:

- Adjust the heatmap colors displayed over the image.
- Add base size information and a color legend.
- Add a toggle to the color map to view the image with or without the data overlay.



In the example below, the object shows the base, color legend, and color map toggle all enabled.



When the color map is turned off, the legend is hidden automatically.



NOTE!

The size of the Image Map object is determined by the dimensions of the original image. The base, color legend, and color map toggle are placed outside the image but remain within the object's frame.

To ensure optimal display on StoryTeller slides, avoid using images larger than a PowerPoint slide (1280 × 720 px). Smaller images are needed if the base, color legend, and/or color map toggle should be displayed within a slide.