

# Atlas of Opportunity user study

Please go through the Atlas of opportunity user guide before proceeding with the demo.

[Atlas user guide \(single client\)](#)

[Atlas user guide \(multiple client\)](#)

\* Indicates required question

Please enter your student number: \*

Your answer

Please enter your group friend's student number: \*

Your answer

What is your current education level? \*

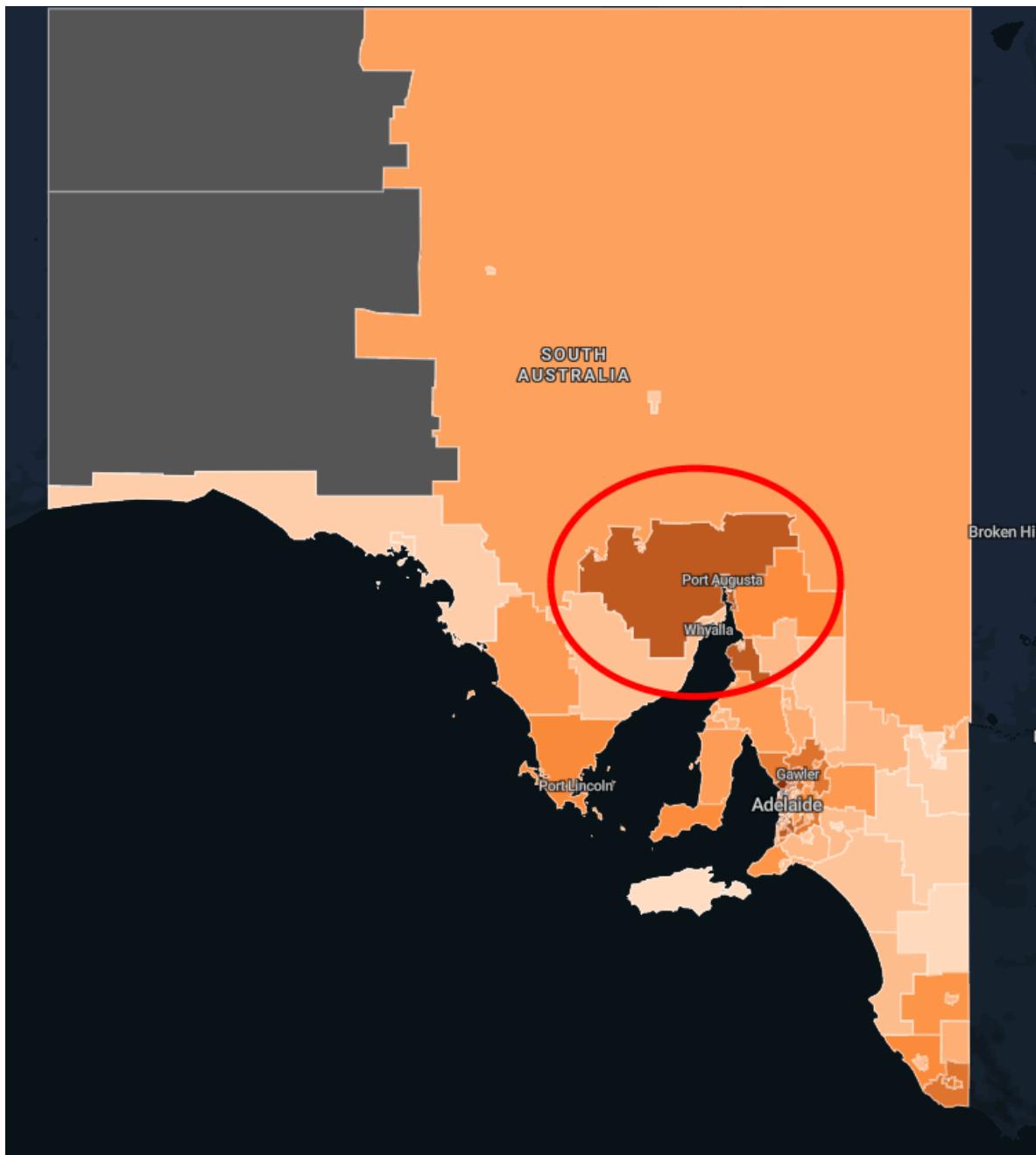
Undergraduate

Graduate

Task 1

This section aims to familiarize you with the atlas interface.

Please find and navigate to the **Quorn - Lake Gilles** region(highlighted with the red circle).



Following questions will be answered according to **Quorn - Lake Gilles** region.  
Sections related to the given question are given at the beginning of the question.

Demographics - What is the **Median age of the male population** in the region?

Your answer

Growth - What is the **Relative Business Growth Rate** of the region? \*

Your answer

Economics - What is the percentage of **top %1 income sharers** in the region? \*

Your answer

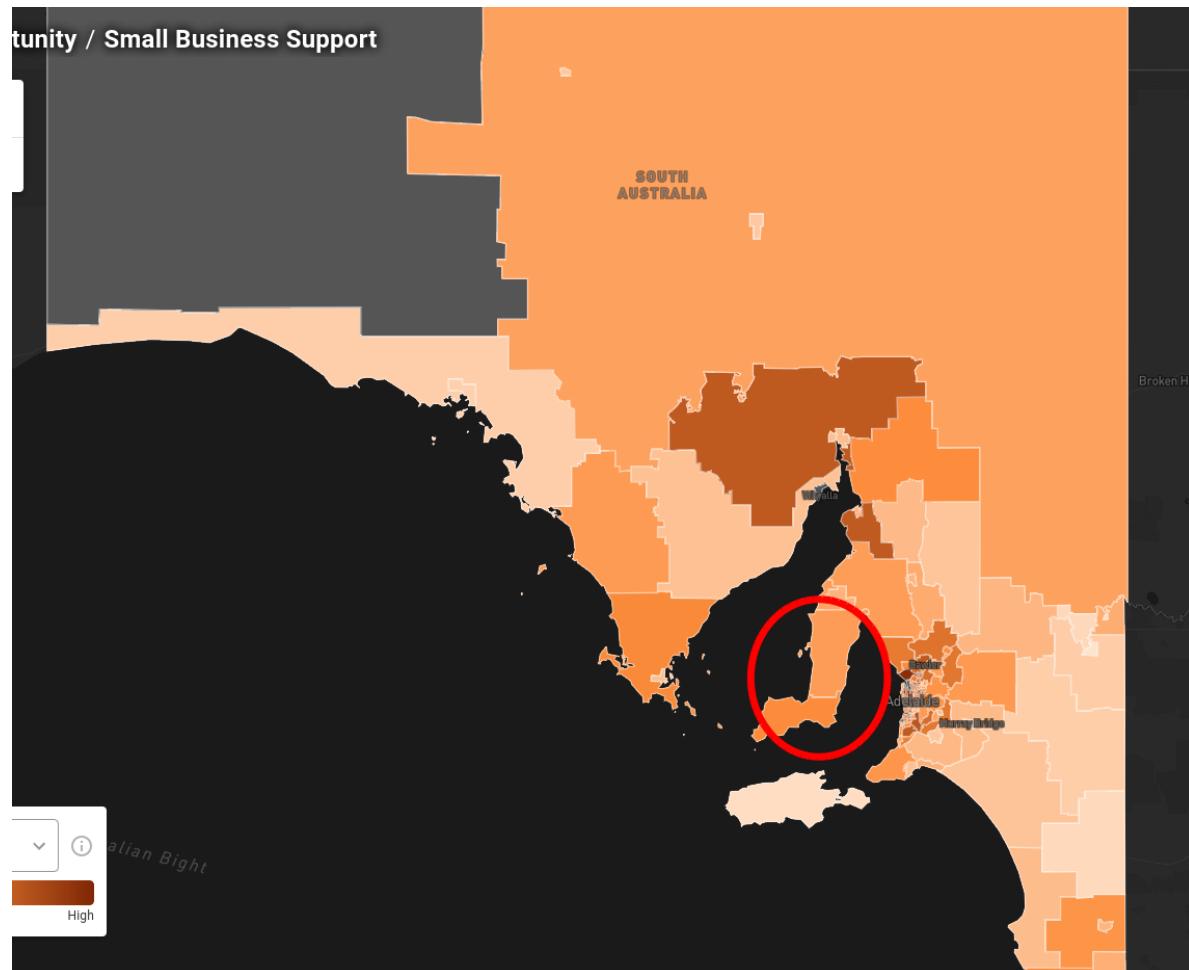
Residential housing - Compare the **weekly rent prices of 3br apartments and 3br houses** in the region. Which one of them are more expensive? \*

- 3BR Houses
- 3BR Apartments

Financial Transactions - Find the business category with the **highest average spent value** in the region \*

- Luxury and Speciality Stores
- Personal Services
- Dining Sports and Entertainment
- Retail Food Grocery and Supermarkets
- Auto and Transportation

Now go back to the map and, find the **Yorke Peninsula - North** and **Yorke Peninsula - South** regions highlighted in the red circle. Add those two regions to comparison and answer the following questions according to it.



Demographics - Which one of the regions have **higher population?** \*

- Yorke Peninsula - North
- Yorke Peninsula - South

Economics - Which one of the regions have **higher mean income amount?** \*

- Yorke Peninsula - North
- Yorke Peninsula - South

**Business Counts - Which region have higher number of Construction businesses? \***  
(checking the info for 2019 data is sufficient)

- Yorke Peninsula - North
  - Yorke Peninsula - South

## Task 1 Post-task questionnaire

Please answer the following questions according to your individual experience.

The task was mentally demanding. \*

My performance met the expectations set for this task \*

I effectively collaborated with my group member. \*

I felt overwhelmed while performing the task. \*

I would like to perform similar tasks in the future. \*

1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

I enjoyed while performing the task. \*

1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

I felt confident while performing the task. \*

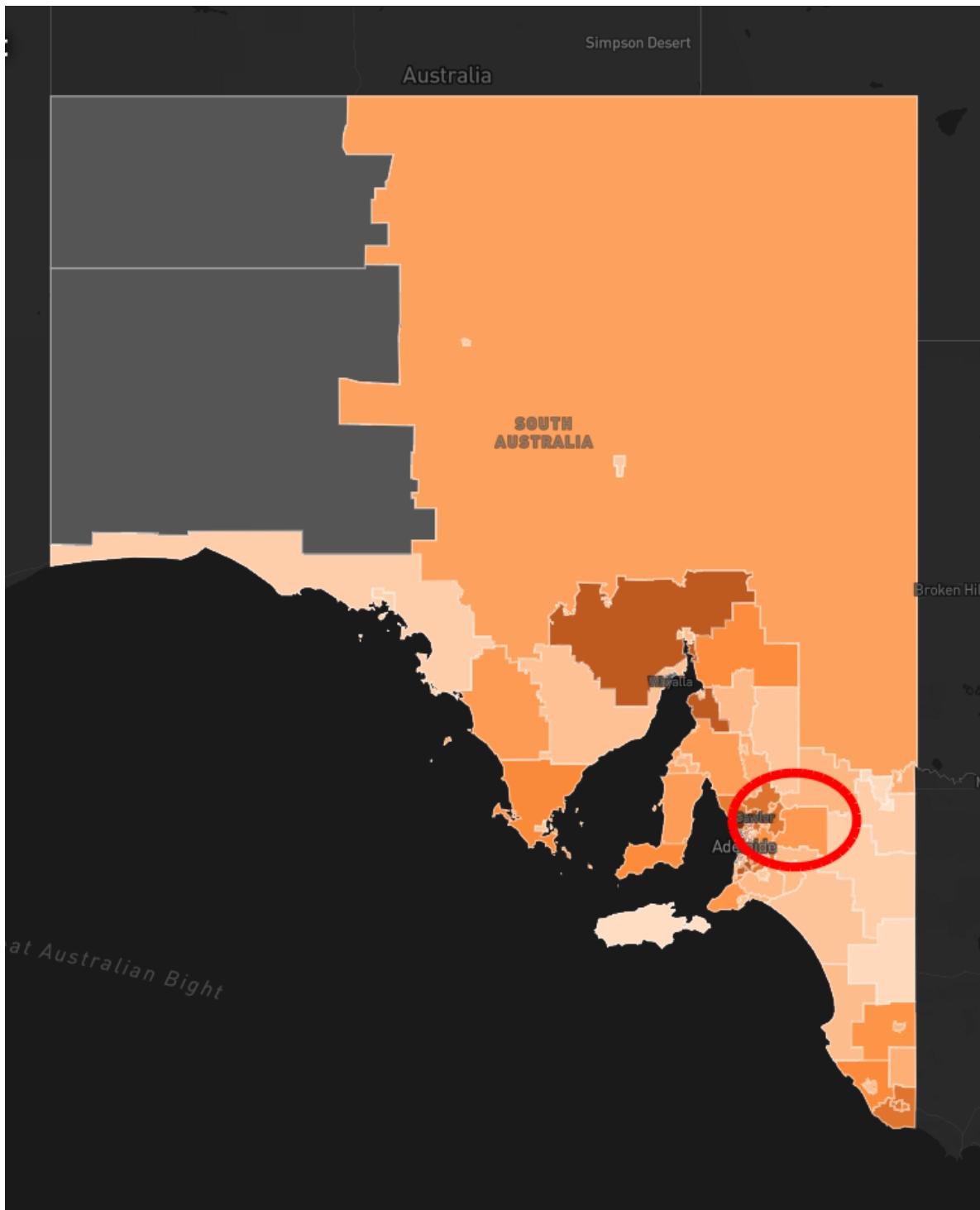
1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

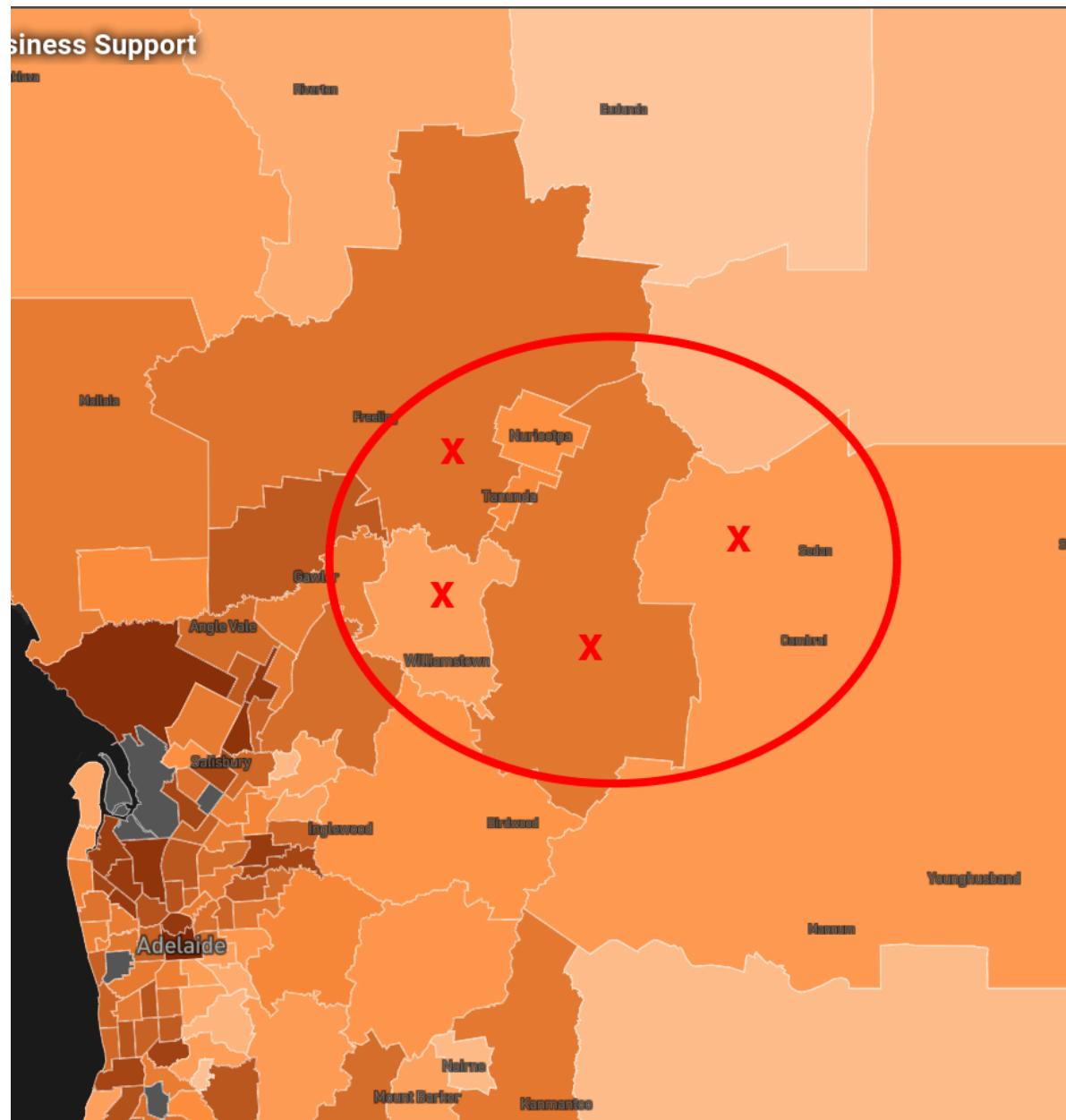
## Task 2

In this section, you will try to find the optimal region to start your business by using the data in the Atlas and explanations given below.

Please locate the following regions on the circled region of the map:  
***Mannum - Barossa - Lyndoch - Light.***



Regions marked with the X are **Light**, **Lyndoch**, **Barossa** and **Mannum**(from left to right). Please add these regions to comparison.



You are a business owner who will start a supermarket chain business in one of the highlighted regions above. This supermarket chain will target low-income people who want to access their basic needs. To choose which region to start this business, you will consider three parameters:

- 1) High percentage of lowest quartile and second quartile earners(economy).
  - 2) High average spent and count value(financial transactions) on “Retail Food Grocery and Supermarkets.”
  - 3) High relative business growth rate(growth)

Which region would you choose to start your business?

- Mannum
  - Barossa - Angaston
  - Lyndoch
  - Light

## Task 2 Post-task questionnaire

Please answer the following questions according to your individual experience.

The task was mentally demanding. \*

My performance met the expectations set for this task \*

I effectively collaborated with my group member. \*

1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

I felt overwhelmed while performing the task. \*

1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

I would like to perform similar tasks in the future. \*

1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

I enjoyed while performing the task. \*

1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

I felt confident while performing the task. \*

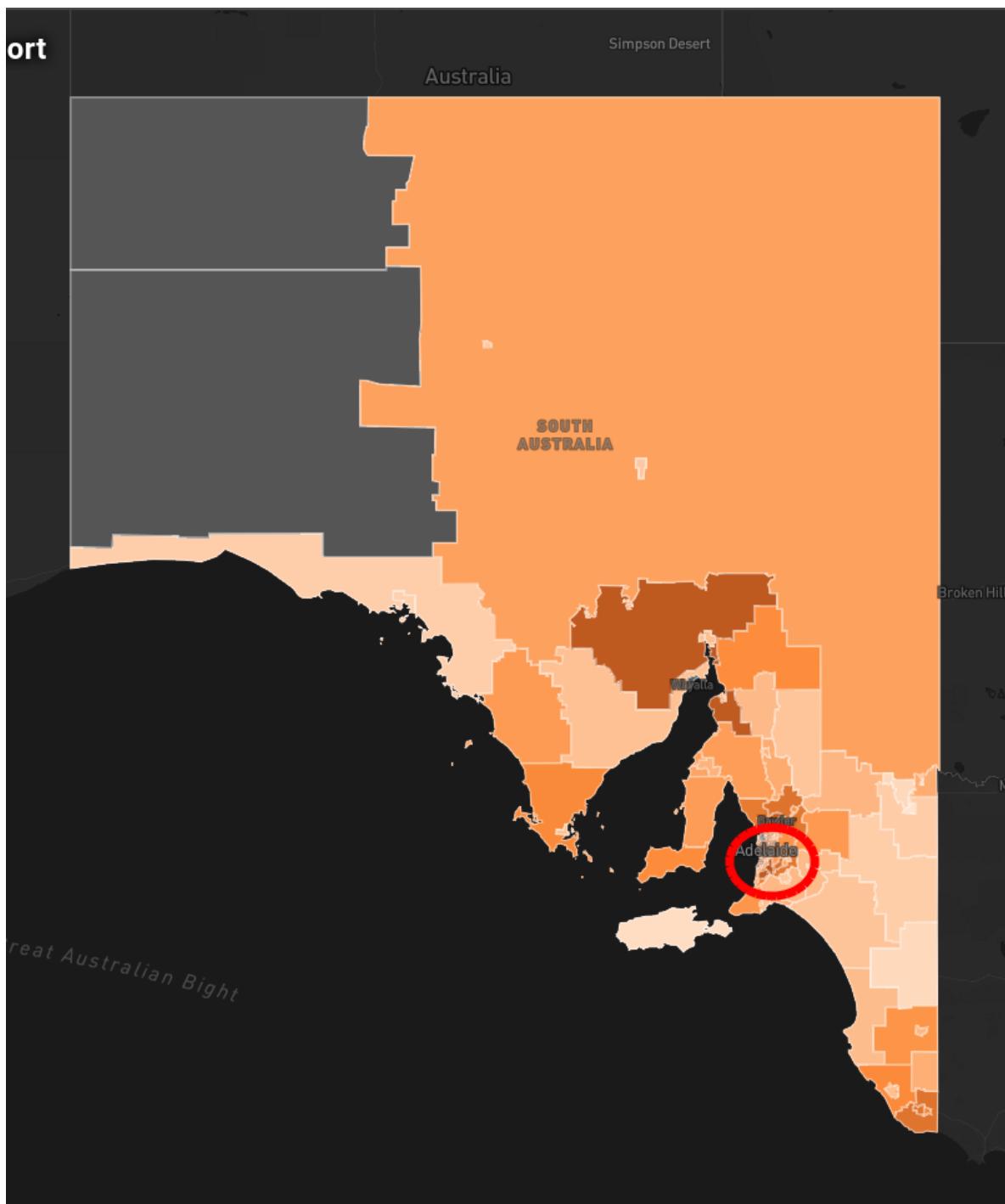
1      2      3      4      5      6      7

Strongly Disagree                            Strongly Agree

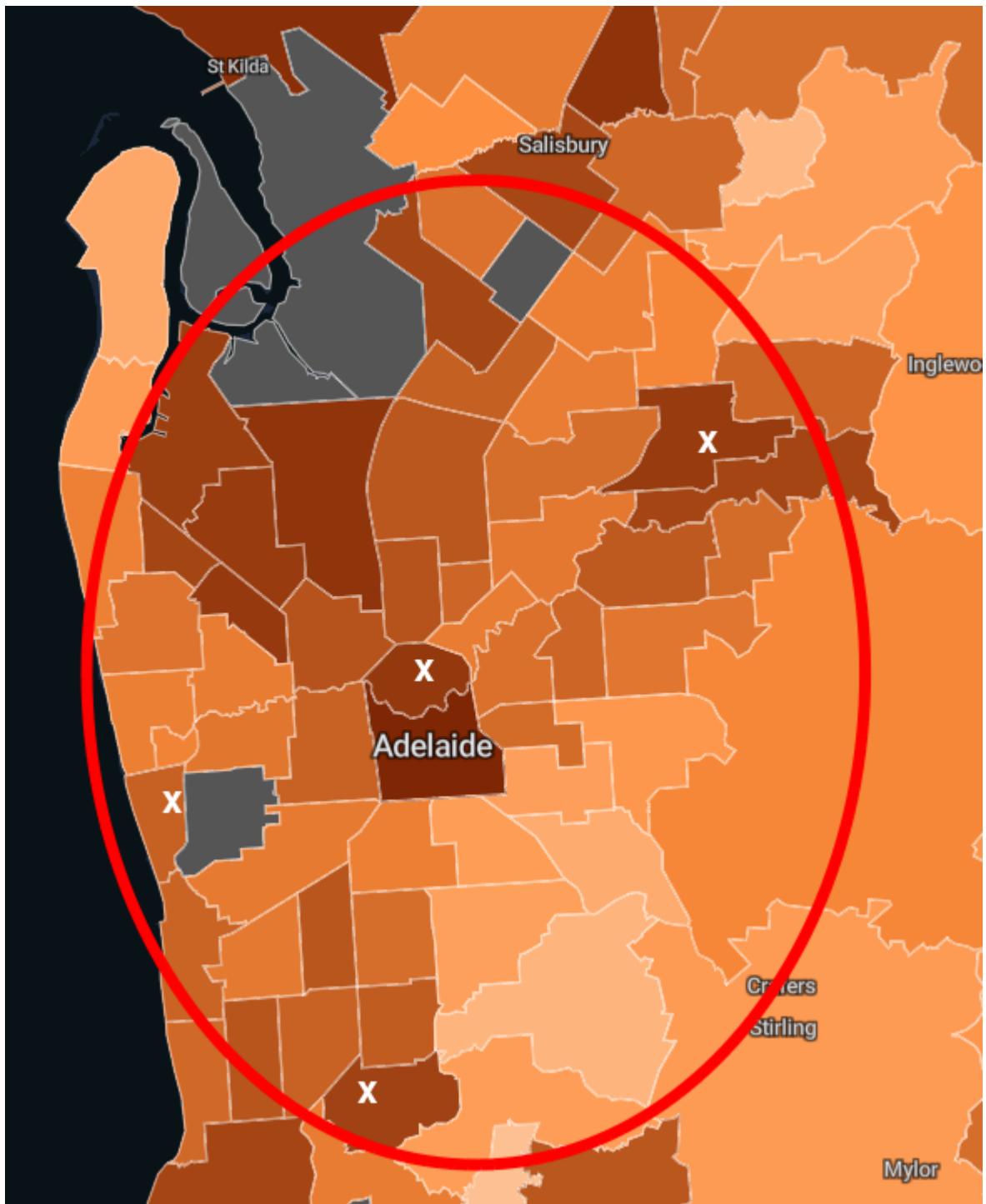
Task 3

In this section, you will try to find the optimal region to start your business by using the data in the Atlas and explanations given below.

Please zoom in to the circled region below



Regions marked with the X are **West Beach**, **Bellevue Heights**, **North Adelaide** and **Hope Valley**(from left to right). Please add these regions to comparison.



You are a real estate agent interested in starting an Airbnb hosting business in one of the highlighted regions above. You aim to obtain cheap housing properties from regions and rent them to visitors who wish for a satisfying holiday. To choose which region to start your business, you will consider three parameters:

- 1) Cheap weekly housing(1br - 2br) rents(residential housing)
  - 2) High average spent and count value(financial transactions) on “Dining Sports and Entertainment.”
  - 3) Low number of rental businesses(business counts). For this task, 2019 data is sufficient.

Which region would you choose to start your business?

- Bellevue Heights
  - Hope Valley
  - North Adelaide
  - West Beach

## Task 3 Post-task questionnaire

Please answer the following questions according to your individual experience.

The task was mentally demanding. \*

My performance met the expectations set for this task \*

I effectively collaborated with my group member. \*

1      2      3      4      5      6      7

Strongly Disagree



Strongly Agree

I felt overwhelmed while performing the task. \*

1      2      3      4      5      6      7

Strongly Disagree



Strongly Agree

I would like to perform similar tasks in the future. \*

1      2      3      4      5      6      7

Strongly Disagree



Strongly Agree

I enjoyed while performing the task. \*

1      2      3      4      5      6      7

Strongly Disagree



Strongly Agree

I felt confident while performing the task. \*

1      2      3      4      5      6      7

Strongly Disagree



Strongly Agree