

# Market Maven

## Participant guide – Group B

*Please make sure to select group B when asked for your group*

*Follow the instructions in the defined order*

*Using a desktop is strongly recommended*

1. Please take the survey named “First survey” at the bottom of the page
2. Once the “First survey” has been completed, navigate to: <https://www.mymarketmaven.com/>
3. Take some time to explore the website and the different pages
  - a. The first page, showing a map of the US, is the **landing page**
    - i. Here you can get a sense of variations by county/state across the US for different metrics
    - ii. You can also hone in on areas that interest you and see some basic information
  - b. The second page, with tables of various metrics, is the **details page**
    - i. On this page, you can view all metrics in detail at once
    - ii. This page also allows you to compare two counties
  - c. The third page, with points plotted across the screen, is the **cluster page**
    - i. Counties are grouped by how similar they are, not necessarily by proximity
    - ii. Clicking on or selecting a state/county using the dropdowns will bring up the 30 most similar places to your selection
  - d. The fourth page is the **data dictionary page**, the data sources used by the application are described here
4. After you’ve gotten a chance to familiarize yourself with “Market Maven”, please take the survey named “Second survey” below
  - a. Keep in mind that “Market Maven” is still just a prototype
  - b. For the rating scale: 1=Strongly disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly agree
  - c. The name and comment/feedback sections for both surveys are optional, all other questions require a response

First survey: <https://forms.gle/Ty3wjkARBnfxGwmX7>

Second survey: <https://forms.gle/MkfKLcipwWmVVpZv7>