sensata
UX RESEARCH

Confianza en Bogota | Data Collection Proposal
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1. Background

Sensata SAS is a startup that develops digital products aimed at understanding human behavior, using the most recent developments from the social sciences and cutting-edge technologies that allow us to provide *insights* and understand behaviors in ways that are not possible using traditional research methods and data collection technologies.

Thus, we are pleased to present this proposal covering data collection activities in the following Latin American capital cities: Bogota, Lima, La Paz, Asuncion, Quito and Mexico City.

2. About us

For decades, researchers and organizations willing to understand human behavior did it by means of surveys, asking people about their values, beliefs, knowledge, skills and attitudes.

Traditional methodologies used to measure or understand behavioral determinants are limited when trying to measure such elements of the human behavior, as they tend to resort predominantly to verbal language and require a huge cognitive effort from the user, which results in them giving answers that are polite and often differ from their own —and actual— behavior.

Nowadays, the proliferation of digital technologies presents an immense opportunity to change the way we study human behavior. Using smartphones and interactive interfaces, we can now leverage technology and social sciences to gain a better understanding of what people do and why they do it.

At Sensata we believe that digital interfaces have created new opportunities that were not available a few years ago, and allow users to communicate preferences, emotions, attitudes and more by means of graphic languages like emoji and other ideograms or visual representations.

Our mission

Our mission is to understand and measure human behavior through technology, developing digital products that gather valuable data in regards to social and cultural issues or market research.

Our biggest innovation lies in the intersection of digital technologies, UX and modern social sciences to discover insights about human behavior. We achieve this by *developing experiences* that users perceive more as entertainment and less as traditional research. Our interfaces are user-centered, mobile-first, child-friendly, lowering the bar in terms of the cognitive effort required to interact with them, and that users simply enjoy.
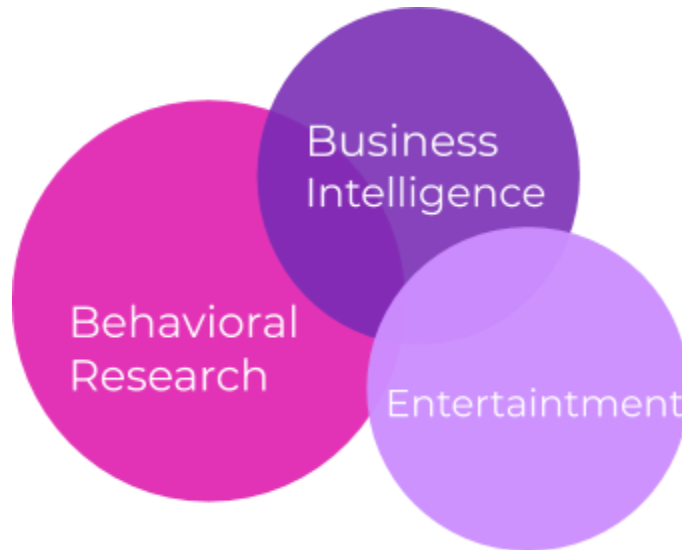
Sensata has developed a data collection platform that allows organizations and projects to quickly obtain valuable information from their users. They interact with an application that was built from scratch around the user.

Features

- Self-assisted, smartphone-based data collection application..
- 20 different types of interactions, including low-effort tasks (image selection, rating, emoji-based reaction, slider to match, etc) and more complex tasks (match, sort, distribute).
- 7 types of 100% non-verbal interactions, which are ideal for users of all ages and users with reading difficulties.
- Gamification is at the core of the experience: users are engaged and can have symbolic rewards for the tasks.
- Ultra fast data collection, with response times from 1.5 seconds per question.
- Allows the organization to provide the user with feedback after each question or after the complete survey.
- Great for measuring beliefs, social norms, attitudes, skills, values, emotions, preferences and knowledge.
- Allows the inclusion of a mathematical model using multiple dimensions to perform instant profiling to provide the user with feedback.
- Allows for logic jumps depending on the answer.
- Data storage on a redundant database with the possibility to scale to thousands of concurrent requests as needed.

On-site data collection

Dashboard

The client dashboard is an app with restricted access with the following features:

- Basic stats and charts per question.
- Visualization screen that shows the number of users and their corresponding profiles (if using the profiling tool).
- Filters to restrict the data set to a number of entries for variable crossing.
- Data download to CSV

Dashboard showing basic stats and charts

3. On-site data collection service

In order to allow organizations and research centers to perform market research, get data about their campaigns or execute any other custom research, Sensata has developed a simple, affordable data-collection process that is also designed around the user and that provides real-time insights about the collection journey.

This service leverages our technology to collect face-to-face information both at points of high concentration of users, like events, in stores or during transit, as well as individually via interception or through visits at home.

We believe that users are willing to participate voluntarily, and that they can do it privately and with a high degree of engagement. Given the focus on UX, we can ensure that the surveys can be completed by a user on her own, which ensures privacy, accuracy and speed of collection. Our system allows collection from several users simultaneously with the help of just one interviewer and a smartphone/tablet hub.

Given our unbeatable collection speeds, this service is especially attractive for organizations using agile methodologies, as they can see in real time the results of their campaign efforts or their research, and it can also be integrated with their preferred BI tools.

4. Proposal: "Confianza en Bogota" data collection project

Requirements

The project requires to 925 respondents divided in two phases, an initial experiment with 500 people and a follow-up of 400. The sample design is provided by the client, so that it is representative by sex, age and socioeconomic status.

Data collection process

We summarize here the different ways the data could be collected.

1. In-person: intercepting people following the provided sample design, offering them an incentive of $10 USD that can be cashed out after two days.
2. Online: gathering a panel using online advertising with an oversized sample and offering them a $7 USD reward. This method requires a verification process to verify the respondent's identity and ensure the validity of the data.

5. Pricing

Option 1: In-person data collection

Components	Unit price	Price for 1000 surveys
Survey reward	$10 USD	$10,000
Logistics, transportation, interviewers, devices, data plan and all the elements required for the field work	$15 USD	$15,000
Survey software and configuration	Included free of charge for over 999 surveys	$0
Subtotal		$25,000
IVA		$4,750
Total		**$29,750**

Option 2: online data collection

Components	Unit price	Price for 1000 surveys
Survey reward	$7 USD	$7,000
Targeted ads and manual verification of entries	$13 USD	$13,000
Survey software and configuration	Included free of charge for over 999 surveys	$0
Subtotal		$20,000
IVA		$3,800
Total		**$23,800**

The price in any case includes the following
- Assistance with the final edition of the survey/form, aimed at lowering the cognitive bar for the user and adapt as most questions as possible to graphic formats.
- Configuration and deployment of the front-end app using the Sensata suite.
- Real-time visualization including simple frequencies and filters with restricted

access.
- Database download in CSV format using the dashboard or in other formats upon request.

Timeline:
- 2 weeks for the assistance with the edition and configuration of the platform
- 1-2 weeks for the field work, depending on the sample design and survey length.

6. Conditions

- Sample design or calculation of expansion factors. Sensata can provide this at an additional cost.
- All collected data are the property of the client. At the end of the project Sensata will provide the gathered database, which the client can also download at anytime using our dashboard.
- If personal data from the users is required, the client will have to provide all the corresponding texts for the user to approve, and it will ensure said terms are enforced. Sensata can provide encryption of data and on-premise storage upon request (additional costs apply).
- The client will be invoiced in Colombian pesos (COP), at the market representative rate.
- The law that applies to this contract is the Colombian law.
- The proposal is valid for 30 days.

Thank you for considering Sensata UX Research to execute this project.

Sincerely,

Ana María Araos Casas
Research Director
Sensata UX Research