

ZX Weekly Highlights

11/1/85
Clericor

- I. Survey Evaluations - Anne is currently starting out the revised data entry program for Time Intervening study. She will first use SED version 1 as a catalyst to work out bugs in the system. Then final run using the NM QDA panel will be done.

II. Consumer Probes

- Meeting with Carol Bernstein, the moderator, was held in New York City on 11/1/85. The technology was revealed to her to promote a better understanding of purpose of the groups. The discussion guide was presented and discussed thoroughly.
- Products were mailed out on 11 using overnight mail service.

III. Short term ZX/XG test

A ZX/XG NFO test is being planned for 3/18 as part of the overall plan to explore the technology. Prototypes will be based on the best ZX/XG model to date. They will be tested using the new testing procedure developed from Consumer Probes. Testkit products will also be fielded. Eight NFO slots (4/11, 4/12, 4/13) were requested 11/1/85. The XG option standard can be exchanged to superbytes among:

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18 24 yr. old male, married KS Kansas.
Jamie has been spent this week in analyzing previous ZNFO results, talking with Interactive Communications and requesting configuration for ZNFO.

IV. Matrix

- Final output or continuing P+S terminals in the ZNFO project.
- Worked on changing smcker groups for ZNFO intermediate action standards.

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