Instruction (r-lead and h-lead)

**Procedure**

You will be playing as an employee at a leading consulting firm, and you will form a team of three with the other two employees.

A picture containing chart

Description automatically generated

A picture containing text, electronics

Description automatically generated

These employees may be other human participants like you, or a robot powered by an advanced AI system. **One of you will be selected as the team leader.**

Chart, bubble chart

Description automatically generated

**The goal of your team is to answer the questions from your clients.** These questions generally involve distributing resources between two options.

Graphical user interface, text, application

Description automatically generated

For each question, you should suggest your preliminary answer first (**STEP 1: Initial suggestion**). After everyone has submitted their first suggestions, you can review all three responses, and then submit your final suggestion accordingly. (**2: Final suggestion**).

Graphical user interface, text, application

Description automatically generated

A picture containing chart

Description automatically generated

Graphical user interface

Description automatically generated with medium confidence

The leader will then make the final decision (the team suggestion) based on everyone's suggestions.

A picture containing diagram

Description automatically generated

This team suggestion will be graded according to the answers by professional consultants, and **the amount of the bonus payment for your team will depend on how good the team suggestions (not your individual suggestions) are.**

Diagram

Description automatically generated with medium confidence

**At the end of this task, the team leader will decide how to split the bonus payment between you three.**

Diagram

Description automatically generated with medium confidence

Instruction (control)

**Procedure**

You will be playing as an employee at a leading consulting firm, and you will form a team of three with the other two employees.

A picture containing chart

Description automatically generated

These employees may be other human participants like you, or a robot powered by an advanced AI system.

A picture containing text, electronics

Description automatically generated

**The goal of your team is to answer the questions from your clients.** These questions generally involve distributing resources between two options.

Graphical user interface, text, application

Description automatically generated

For each question, you should suggest your preliminary answer first (**STEP 1: Initial suggestion**). After everyone has submitted their first suggestions, you can review all three responses and then make the final suggestion based on everyone's suggestions. (**STEP 2: Final suggestion**).

Graphical user interface, text, application

Description automatically generated

Diagram

Description automatically generated with medium confidence

Graphical user interface

Description automatically generated with medium confidence

The suggestions made by you and your teammates will be aggregated to form the final team suggestion, which will then be graded according to the answers by professional consultants. **The amount of the bonus payment for your team will depend on how good the team suggestions (not your individual suggestions) are.**

Diagram

Description automatically generated with medium confidence

Main Task

**Client 1: Coffee Shop**

A person sitting at a bar

Description automatically generated with low confidence

Your client, originally based in the USA, wants to extend their business to Singapore. Currently, 60% of the items on their menu are caffeinated drinks, and 40% are other drinks. They would like to know your opinion. What ratio between these two do you suggest on their menu in Singapore?

**(A)** Caffeinated drinks    
**(B)** Other drinks

**Client 2: Orange Juice Brand**

A picture containing cup, table, beverage, drink

Description automatically generated

Your client, which is a famous beverage brand, is coming out with a new kind of orange juice which is lower in calories but still tastes great. They want to promote the new product but do not know where to show their ads. How would you suggest to split the budget between these two?

**(A)** Through the internet    
**(B)** Through in-store promotions

**Client 3: State University**

A group of people running

Description automatically generated with medium confidence

Your client is a prestigious state university. Soon they will have a new campus in a medium-sized satellite city. They are not sure, however, how many international students they should accept into this new campus. International students bring more income to the school due to higher tuition, but state officials think in-state students should have higher priority. What acceptance ratio do you suggest between these two?

**(A)** International students    
**(B)** In-state students

**Client 4: Airline**

A jet flying in the sky

Description automatically generated with low confidence

Your client is launching a new direct flight from New York City to Sydney, which will be the longest non-stop flight in the world. Though this is quite exciting, your client is worried about whether it will be profitable. In particular, they want to know what is the optimal ratio of seats between business and economy class. What ratio do you suggest? (ratio in terms of number of seats)

**(A)** Business class    
**(B)** Economy class

**Client 5: Bicycle Manufacturer**

A group of people riding bikes

Description automatically generated with low confidence

Your client, a premium bicycle company, just started its own sportswear business. It is a bold decision, and they are not sure whether customers will like it. So, for the first season, they decided to give it a try and sell their clothes in sporting goods megastores, as well as in their own shops. However, they have zero experience in the sportswear business, so they do not know how many resources to put in each sales channel. What ratio do you suggest?

**(A)** Sporting goods megastores    
**(B)** Their own shops

**Client 6: Magazine (men's interest)**

A picture containing text, person, indoor, cup

Description automatically generated

Your client, a famous magazine publisher, is launching a new magazine targeting young male professionals aged 23-35. The new magazine focuses on serious topics like business and culture, but they also want to include softer topics, like cars and sports. What ratio do you suggest?

**(A)** Business and culture    
**(B)** Sports and cars

**Client 7: Advertising Agency**

A picture containing text, indoor, floor, table

Description automatically generated

Your client, who creates advertisements for the fashion industry, is considering changing the ratio of their creative editors. Currently, 70% of their editors are visual designers, and only 30% are creative writers. Because advertising through social networks is getting more and more important, they think it is a good idea to recruit more writers. However, they would like to know what is the optimal ratio for an advertising agency to be competitive today. What ratio do you suggest?

**(A)** Visual designers    
**(B)** Creative writers

**Client 8: Fast food restaurant chain**

A picture containing food

Description automatically generated

Your client is a family-owned fast-food chain in midwestern cities and has over 400 locations. They plan to expand to nearby suburbs with another 100 stores by the end of this year. They would like to know how many of their new stores should be stand-alone locations, and how many should be in malls. What ratio do you suggest?

**(A)** Stand-alone locations    
**(B)** Malls

**Client 9: Software startup company**

A group of people sitting at computers

Description automatically generated with low confidence

Your client is creating an online service to let people share their schedule with colleagues. This service will be available in two versions: mobile and desktop. However, they decided that for the first release, due to time constraints, some advanced features will be available only on one version. To inform their decision, they need to know the usage from both platforms. From your experience, what ratio do you expect?

**(A)** Mobile devices    
**(B)** Computers

**Client 10: Rental Car Company**

A close up of a car

Description automatically generated with low confidence

Your client is a new rental car company in the Bay Area, California. Unlike other rental car companies, your client decided to focus on environmentally-conscious customers. However, they don't know how many of their vehicles should be electric vehicles, and how many should be hybrid vehicles. Electric vehicles are very eco-friendly but more expensive, while hybrid vehicles are much more affordable but not as "green". What ratio do you suggest?

**(A)** Electric vehicles    
**(B)** Hybrid vehicles

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