

Product Specification Sheet

Product Name: Standard

Effective Date: 13.02.25

Version: 1.0

Term	Monthly	Annual
SKU ID	price_1ReCqvA3ztkxmzsZKVoqoWjR	price_1ReCqvA3ztkxmzsZKNT6zMIk
Price (ex Taxes)	190 Euros	1,500 euros

Product Description

Suitable for most professional researchers who need high respondent limits and flexibility to add Ngene and Teams. It provides One platform to run large all aspects of scale choice studies.

Product Specific Capabilities

Ngene execution	Ngene is fully enabled for script and design generation	Not included
Secure uploads	Survey allows secure upload of respondent data	Not included
Static survey links	Invitation links are unchanged with account migration to other servers	Included
No Watermark	Live surveys have watermark 'evaluation only' removed	Included
Server Location Choice	Selection of preferred server location from US, UK, EU, AU	Not Included

Product Specific Limits

Surveys	Max. Number of live surveys	20
Respondents	Max. respondents, including screenouts and timeouts, allowed per survey	10,000
Experiments	The maximum number of experiments allowed per survey	20
Maximum Alternatives	Maximum Number of alternatives in an experiment	50
Maximum Attributes	Maximum Number of attributes in an experiment	50
Maximum Levels	The Maximum number of levels per attribute in an experiment	500
Pages	The maximum number of pages per survey.	120
Items	The maximum number of items (questions, branches etc) per page	120
Users	The maximum number of team members	1
Respondent Uploads	The maximum file upload size in MB allowed by survey respondents	20 Mb
Maximum User Uploads	The maximum file upload size in MB to the shared assets directory	500 Mb
Maximum Simulations	The maximum number of simulations that can be run in one batch	100



Standard Included Features Included in All subscriptions

Creation and publication of surveys and choice experiments for data collection and choice modelling.

Survey Builder Features

- All standard question response types.
- Dynamic variable creation.
- Document style survey editor.
- Page, item and level randomization.
- Live preview of the survey.
- HTML5/Javascript customization.
- Integration of experiment scenarios.
- Conditional display and branching.
- Data piping of variables everywhere.
- Multiple languages via translation files.

Experiment Design

- Orthogonal designs.
- Upload Experimental Designs.
- Experiment design simulation and sample size estimation.
- Design levels coverage checking.
- Recording of both treatment and actual scenario levels rendered.
- Automatic random treatment allocation.
- Optionally blocking or specific allocation schemes possible.

Choice Experiment Builder Features

- X-Matrix specification of alternatives, attributes and levels and dependent variables.
- Input of text, images, and rich media.
- Attribute synchronisation.
- Pivot Scenarios
- Multiple experiments within a survey.
- Specify linear and categorical

Responsive Layout for DCEs

- Small device compatibility.
- In browser previewing of layout on different devices.
- Automatic resizing on change of the device's orientation.
- Either landscape or portrait mode can be enforced.
- CSS customization for a specific layout.
- Operates on all modern browsers and devices.

Experiment Layout

- Table and Box layouts as default.
- Optional HTML styling & templating.
- Image layering and compositing.
- Customizable user interaction.
- Custom CSS and Javascript.

Fieldwork and Management Features

- Multisource invitations from web-links, email, and panels.
- Web-bot simulation for testing.
- Activity and response data frequency reports.
- Survey version management.
- PDF export of reports and specifications.
- Data export in major formats, e.g.: CSV, Excel, SPSS.
- Live fieldwork quota management.
- Data dictionary summary for the project.
- Project duplicate, archive, download and restore tools.

Modelling Features

- Zero configuration real-time Apollo modelling
- Simple user interface for script building
- Downloadable script and data packages
- Data segmentation for modelling
- Selection of factors
- Linearisation and recoding post specification.