

**The mind of the consumer  
The opportunity for growth  
The science of Mind Genomics merged  
with the power of AI**

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**Mind Genomics Associates, Inc., & Cognitive Behavior Insights, Inc.**

**White Plains, NY**

**Presented at ... International Citrus & Beverage Conference**

**Sheraton Sand Key Resort in Clearwater Beach, Florida**

**September 2023**



# The one-day challenge

- We don't know much about our situation, our customer, our opportunities
- We have about a week to get rolling
- What can we do in 24 hours or less?
- Don't just talk, explain it, do it, teach it
- And get out of the way ... it's about them, not about the speaker

**So.. start already ... we just lost 33 sec**

**Follow along with [www.BimiLeap.com](http://www.BimiLeap.com)**


# The idea is not to overthink...just do it (The whole thing takes just minutes)






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### MY DASHBOARD

Create New Study 


-  Citrus3  
citrus  
Created: Jul 31, 2023
-  Citrus1  
citrus  
Created: Jul 27, 2023
-  DocPat1  
Medical  
Created: Jun 30, 2023
-  PatCDoc1  
Medical  
Created: Jun 28, 2023
-  Healthful Eldberry Wine Perfect  
eldberry wine  
Created: Apr 18, 2023

## CREATE A STUDY

First, give your study a name



Citrus2

Select the language your study will be in

English 

Don't see your language? [Contact us.](#)

I agree not to ask not accept information of a personal nature that could be used to identify the specific respondent.

First – Create four questions ...  
Huh ... I didn't ask for this ... I have no idea 😞  
Now what 😞

**CITRUS2.**

For your study, please choose four questions which tell a story.

**Idea Coach**

Question 1\*

Question 2\*


Question 3\*

Question 4\*

Use the BimiLeap Idea Coach to help formulate your four questions. Simply type in a short description of your idea, product, or whatever you are creating this study for and click submit. The Idea Coach will return up to 15 questions. You can use these questions as is, edit them, or write in your own.

Help me understand how to bring together consumers, the food trade, and the farmer who raises citrus products, so we can grow the citrus industry for the next decade. Make the questions short and simple, with ideas such as 'how' do we do things

**Cancel**  **Submit**

**CITRUS2**

For your study, please choose four questions which tell a story.



**Idea Coach**

Question 1\*

Question 2\*

Question 3\*

Question 4\*

**What do I do?**

**Idea Coach AI**

**Four Questions 😊**

# 12 Runs of Idea Coach, each yielding 15 questions

## Time elapsed ~ 3 minutes

### About 100 unique questions across the 180 suggestions



But wait ... is that all there is

Now what?

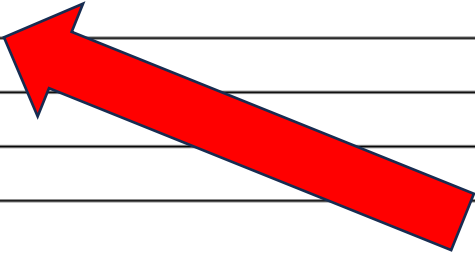
You got what you ask for ... questions

What about ME ... now what

Before we go further ... Let's learn about this topic  
We went in with ZERO knowledge .. Well .. A smidge  
Idea Coach and Mind Genomics come back with a book

Ideabook for Citrus					
Created by howard					
mjihrm@gmail.com					
Report generated on: 07.28.2023					

ONE PAGE OF THE IDEA BOOK . A SEPARATE PAGE FOR EACH REQUEST FOR 15 QUESTIONS BASED ON THE 'SQUIB' INSERTED INTO THE IDEA COACH BOX ...
WRITTEN BY THE USER, AND INSERTED INTO THE IDEA COACH BOX Help me understand how to bring together consumers, the food trade, and the farmer who raises citrus products, so we can grow the citrus industry for the next decade. Make the questions short and simple, with ideas such as
RETURNED BY THE AI EMBEDDED IN IDEA COACH, RETURNED IN IDEA BOOK
Topic Questions:
Key Ideas
Themes
Perspectives
What is missing
Alternative Viewpoints
Interested Audiences
Opposing Audiences
Innovations



Here is the first set of 15 questions  
An education at our first step 😊  
Don't worry if we don't find what we want ..  
We can do this 15x... each time taking 20 seconds

Questions - Results 1	
<b>Topic: Help me understand how to bring together consumers, the food trade, and the farmer who raises citrus products, so we can grow the citrus industry for the next decade. Make the questions short and simple, with ideas such as 'how' do we do things</b>	
Topic Questions:	
How can the communication between consumers and farmers be improved to foster a stronger relationship?	
How can we ensure that consumers are educated about the benefits of citrus products?	
How can we incentivize consumers to purchase more citrus products?	
How can the food trade promote and showcase citrus products to increase their demand?	
How can farmers improve their marketing strategies to reach more consumers?	
How can farmers be supported in implementing sustainable farming practices for citrus cultivation?	
How can we encourage more consumers to buy directly from farmers, bypassing middlemen?	
How can we improve the distribution channels to deliver citrus products efficiently to consumers?	
How can we establish stronger partnerships between citrus farmers and the food trade?	
How can farmers and the food trade collaborate to create innovative citrus products?	
How can farmers be supported in diversifying their citrus product range to cater to evolving consumer preferences?	
How can we enhance the traceability of citrus products, ensuring transparency and quality for consumers?	
How can farmers and the food trade collaborate to explore new export markets for citrus products?	
How can we facilitate knowledge sharing and exchange of best practices between farmers, consumers, and the food trade?	
How can we encourage consumers to support local farmers and prioritize buying locally grown citrus products?	



# AI further analyzes, summarizes our 15 trial questions

## Themes & perspectives extracted, summarized

### Themes

#### Theme 1: Communication and Education

- Improving communication between consumers and farmers
- Educating consumers about the benefits of citrus products
- Helping farmers improve marketing strategies
- Promoting and showcasing citrus products in the food trade
- Enhancing traceability for transparency and quality

#### Theme 2: Consumer Incentives

- Incentivizing consumers to purchase more citrus products
- Encouraging consumers to bypass middlemen and buy directly from farmers
- Supporting farmers in diversifying citrus product range to cater to evolving preferences
- Encouraging consumers to support local farmers and buy locally grown citrus products

#### Theme 3: Collaboration and Partnerships

- Establishing stronger partnerships between citrus farmers and the food trade
- Collaborating between farmers and the food trade to create innovative citrus products
- Exploring new export markets for citrus products through collaboration
- Facilitating knowledge sharing and best practice exchange

#### Theme 4: Sustainability and Efficiency

- Supporting farmers in implementing sustainable farming practices
- Improving distribution channels for efficient citrus product delivery

### Perspectives

#### Theme 1: Communication and Education

- Plus factors: Improved communication leads to better understanding between consumers and farmers, education about benefits can lead to increased demand for citrus products.
- Minus factors: Challenges in reaching a wide audience and effectively communicating benefits, farmers may require resources to invest in marketing strategies.
- Interesting factors: Exploring innovative ways to showcase citrus products in the food trade can create new market opportunities, traceability enhances transparency and quality assurance.

#### Theme 2: Consumer Incentives

- Plus factors: Incentivizing purchases can drive consumer demand, direct buying from farmers supports local economies and fosters a sense of community.
- Minus factors: Consumers may need to be educated about the importance of bypassing middlemen, diversifying the citrus product range may require additional resources for farmers.
- Interesting factors: Evolving consumer preferences can lead to new and unique citrus products, supporting local farmers aligns with the locavore movement.

#### Theme 3: Collaboration and Partnerships

- Plus factors: Strong partnerships can lead to increased market access for farmers, collaboration between farmers and the food trade can spark innovation.
- Minus factors: Establishing partnerships may present challenges due to differing priorities, exploring new export markets may require additional knowledge and resources.
- Interesting factors: Knowledge sharing and best practice exchange can lead to improved efficiencies and growth in the citrus industry.

#### Theme 4: Sustainability and Efficiency

- Plus factors: Implementing sustainable farming practices can have positive environmental impacts, improving distribution channels can lead to better product availability for consumers.

# AI further analyzes, summarizes our 15 trial questions

## What is missing and Alternative Viewpoints

### What is missing

- What are the main challenges and barriers faced by farmers and the food trade in the citrus industry?
- What are the current trends and preferences in citrus consumption among consumers?
- How can technological advancements be utilized to improve communication and marketing strategies in the citrus industry?
- What are the potential environmental impacts of citrus cultivation and how can they be minimized?
- How can farmers and the food trade collaborate to promote sustainable packaging and reduce waste in the citrus industry?
- What are the potential health benefits and nutritional value of different citrus products?
- How can the pricing of citrus products be made more competitive to attract consumers?
- How can farmers and the food trade work together to address issues related to pests and diseases in

### Alternative Viewpoints

1. Some may argue that the communication between consumers and farmers is already sufficient and does not need further improvement.
2. There might be differing opinions on whether educating consumers about citrus products is necessary or if they should rely on personal research.
3. People may debate whether incentivizing consumers to purchase more citrus products is necessary, as market forces should dictate demand.
4. Some may argue that promoting and showcasing citrus products may not be necessary, as they are already popular and in high demand.
5. There could be varying opinions on the effectiveness of farmers' marketing strategies and whether improvements are needed.
6. Some may argue that supporting sustainable farming practices for citrus cultivation is not a priority and that farmers should focus on profitability.
7. Alternative viewpoints may suggest that middlemen play a crucial role in the distribution of citrus products and should not be bypassed.
8. People may have different opinions on the efficiency of current distribution channels for citrus products and whether improvements are necessary.
9. Some might disagree with the need to establish stronger partnerships between citrus farmers and the food trade, believing that existing partnerships are sufficient.

# AI further analyzes, summarizes our 15 trial questions

## Interested audience vs Opposing audiences

### Interested Audiences

1. **Consumers:** Consumers are likely to be interested in these topic questions because they play a crucial role in the demand and market for citrus products. They have a vested interest in understanding the benefits, availability, and accessibility of these products, as well as in having a strong relationship with the farmers who cultivate them.
2. **Farmers:** Farmers, especially those involved in citrus cultivation, will be highly interested in these topic questions. They will want to explore ways to improve their marketing strategies, implement sustainable farming practices, diversify their product range, and establish partnerships with the food trade to increase their profitability and reach a wider consumer base.
3. **Food Trade Professionals:** Professionals in the food trade, including distributors, retailers, and marketers, have a significant stake in the demand and trade of citrus products. They will be interested in understanding how to promote, showcase, and explore new markets for these products, as well as how to collaborate with farmers to create innovative products and strengthen partnerships.
4. **Agricultural Organizations:** Organizations that support and advocate for sustainable agriculture and farmers' rights will find these topic questions relevant and important. They may be interested in exploring ways to support farmers in implementing sustainable farming practices, improving communication and knowledge exchange between farmers and consumers, and promoting local farming and food security.
5. **Environmentalists and Conservationists:** Individuals and groups focusing on environmental conservation and sustainable practices will be interested in the topic questions related to sustainable farming, traceability, and supporting farmers in implementing eco-friendly practices. They may also be interested in exploring ways to reduce the ecological footprint of citrus production and distribution channels.
6. **Health and Nutrition Experts:** Health and nutrition experts, including dietitians, nutritionists, and

### Opposing Audiences

1. **Large-scale industrial farming corporations** may oppose the topic of improving communication between consumers and farmers, as it could potentially undermine their control over the market and limit their ability to exploit consumers for profit.
2. **Middlemen and distributors** may oppose the idea of consumers buying directly from farmers, as it would bypass their role in the distribution chain and potentially reduce their profits.
3. **Consumer advocacy groups** may oppose the topic of incentivizing consumers to purchase more citrus products if they believe that such incentives could lead to excessive consumption or promote unhealthy eating habits.
4. **International competitors in the citrus industry** may oppose efforts to explore new export markets for citrus products, as it could increase competition and reduce their own market share.
5. **Agribusiness lobbying groups** may oppose supporting farmers in implementing sustainable farming practices, especially if it involves increased regulations or financial investments that could potentially

# AI further analyzes, summarizes our 15 trial questions

## Suggested innovations based on questions

### Innovations

New or innovative products, services, experiences, or policies that the themes suggest include:

#### 1. Communication and Education:

- Mobile applications or platforms that connect consumers directly with farmers, allowing for real-time communication and information exchange.
- Interactive educational campaigns and workshops targeting consumers to raise awareness about the benefits of citrus products and their nutritional value.
- Online platforms or forums where farmers can share marketing strategies and success stories, fostering knowledge exchange and collaboration.

#### 2. Consumer Incentives:

- Loyalty programs that offer discounts or rewards for purchasing citrus products, encouraging repeat purchases.
- Community-supported agriculture (CSA) programs that allow consumers to subscribe to receive regular deliveries of fresh citrus products directly from farmers.
- Mobile applications or websites that provide a platform for farmers to showcase their unique citrus products and offer direct purchasing options to consumers.

#### 3. Collaboration and Partnerships:

- Joint marketing campaigns between citrus farmers and food trade organizations to promote citrus products and increase consumer demand.
- Innovation hubs or incubators that bring together farmers, food scientists, and chefs to collaborate on creating new and unique citrus products.
- Trade agreements or partnerships with international markets to increase the export of citrus products

The same process is done for the answers  
Viz, Request four answers to each question  
Invoke Idea Coach for each question  
Again ... Deep analysis for the 15 answers to each question

**QUESTION 1/4: HOW CAN WE IMPROVE COMMUNICATION BETWEEN CONSUMERS, FOOD TRADE, AND CITRUS FARMERS? GIVE SHORT ANSWERS STARTING WITH THE WORD COMMUNICATION:**

Now choose four answers to this first question. Make the answers simple. Try to paint a picture with your words in the mind of the respondent.

Idea Coach

Answer 1

Answer 2

Answer 3

Answer 4

<p>Select 4 answers from the following to use in the study creation process or use them as a guide to create your own.</p> <ul style="list-style-type: none"><li><input type="checkbox"/> 3. Social media channels for real-time communication and engagement.</li><li><input type="checkbox"/> 4. Citrus farmers participating in community events or workshops to directly interact with consumers and traders.</li><li><input type="checkbox"/> 5. In-person meetings and conferences to foster direct communication.</li><li><input type="checkbox"/> 6. Online forums or discussion boards dedicated to citrus farming and trade.</li><li><input type="checkbox"/> 7. Utilizing technology, such as mobile apps, to bridge the gap and facilitate communication.</li><li><input type="checkbox"/> 8. Creating online directories or databases of citrus farmers with contact information for direct communication.</li></ul> <p>Copy into study Rerun for another 15 answers</p>	<p>Select 4 answers from the following to use in the study creation process or use them as a guide to create your own.</p> <ul style="list-style-type: none"><li><input type="checkbox"/> 3. Social media channels for real-time communication and engagement.</li><li><input type="checkbox"/> 4. Citrus farmers participating in community events or workshops to directly interact with consumers and traders.</li><li><input type="checkbox"/> 5. In-person meetings and conferences to foster direct communication.</li><li><input type="checkbox"/> 6. Online forums or discussion boards dedicated to citrus farming and trade.</li><li><input type="checkbox"/> 7. Utilizing technology, such as mobile apps, to bridge the gap and facilitate communication.</li><li><input type="checkbox"/> 8. Creating online directories or databases of citrus farmers with contact information for direct communication.</li></ul> <p>Copy into study Rerun for another 15 answers</p>
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**QUESTION 1/4: HOW CAN WE IMPROVE COMMUNICATION BETWEEN CONSUMERS, FOOD TRADE, AND CITRUS FARMERS? GIVE SHORT ANSWERS STARTING WITH THE WORD COMMUNICATION:**

Now choose four answers to this first question. Make the answers simple. Try to paint a picture with your words in the mind of the respondent.

Idea Coach

Answer 1

Answer 2

Answer 3

Answer 4



# Example of Self Profiling rating scale & Orientation Objective – deeper knowledge, otherwise unavailable

**CLASSIFICATION QUESTION 1**

Along with being asked for age and gender, you can ask your respondents an additional question before they begin the study. You can ask up to 8 classification questions and offer up to 8 answers for each (only 2 answer are required.)

What is your current education

In high school

Finished high school and going into the work force

Planning to go to college but right now haven't started

In college - freshman

In college - sophomore

In college - junior

In college - senior

Graduated college

Add Classification Question

# Orientation, Open End Question, Rating Scale

## RESPONDENT ORIENTATION

Use this space to tell your study respondents what the study is about. We recommend 2-3 complete sentences. Be general, not too specific.

Normal ↕ B I 🔗

Here is a statement that the Citrus Commission wants to test. Read the statement (all sections) and give your honest opinion

## OPEN ENDED QUESTION

You have the option to add a question for participants to answer at the end of the survey.

Normal ↕ B I 🔗

What do you feel when you think about the government and the farmer.

## RATING SCALE

Please type the question that you would like your respondents to answer.

Here's a blurb you just read this morning. What do you think?

The lowest value is 1, choose the highest scale value:

You must fill in #1 and #5. You have an option of defining the numbers in between but it's not required.

What does 1 mean on the scale?	It's just hot air ... and does not
What does 2 mean on the scale?	It's just hot air ... but sounds re
What does 3 mean on the scale?	I really have no feeling
What does 4 mean on the scale?	It's hitting a nerve... but does r
What does 5 mean on the scale?	It's hitting a nerve .. and soun

# Final Steps in Set Up


## Final Thoughts, Select Base Size, Use Terms

### FINAL THOUGHTS

Now that you have created your study, tell us more about why you created it.

I am presenting this approach to the citrus conference. The objective is to understand how young people (under 23) respond to messages about an important area, citrus

Please enter some keywords to associate with your study.

 citrus

### DONE!

Press Preview to see what your study will look like on the web.

PREVIEW

Just before you finalize the study and publish:

You have chosen to receive a custom sampling of respondents for this study. There is nothing to pay now for this, you will be invoiced outside of the BimiLeap platform.

How many respondents do you want? (Between between 4 and 9,999 - you can add more respondents later.)

Number of respondents

Would you like to privatize the data of this study? The fee to privatize the data is an additional \$2 per respondent.


- Yes - I want my data to remain private and obtain all the rights to the data
- No - The data from my study can remain public and BimiLeap reserves the right to sell or use the data for any purpose


You're all set! Proceed to publish your study!


I agree to the [Terms of Service](#).

Now that you have published your study, you need respondents! You can choose to find respondents yourself, or you could use our sourcing services or a custom service to provide respondents for your study.

Remember, studies made through the BimiLeap platform are FREE. You pay only the per respondent processing fee. If you want your study privatized, there is an additional fee for that. Other costs may be incurred when you require the translation and programming of the standard respondent instruction pages into a new language, as well as handling fees for non-credit billing, or specialized recruiting of respondents.

I want BimiLeap to provide respondents (general population) 

I want a custom sample of respondents from BimiLeap 

I want to use a third-party service or explore more custom sampling options 

I will source myself 



# Respondent Experience – Self Profiling Questions

Thank you for participating. Please answer the following questions about yourself. This information will only be used for this study, and will not be given to any marketers for sales purposes.

Age

Choose



What year were you born?

I.e. 1948

Gender identification

Choose



What is your current education

Choose



Which is the most interesting topic among the following three

Choose



How honest is what you hear about the world of citrus agriculture. Give your 'gut' feeling

Choose



What is the food situation looking like to YOU in five years

Choose



I understand that the information I give will not be used to identify who I am, nor will I be asked to provide private information which can identify me

Next

# Respondent Experience – Vignette (1 of 24)

## Respondent does a practice vignette (not recorded)

11/25

Here is a statement that the Citrus Commission wants to test. Read the statement (all sections) and give your honest opinion

Here's a blurb you just read this morning. What do you think

1 = It's just hot air ... and does not sound real

2 = It's just hot air ... but sounds real

3 = I really have no feeling

4 = It's hitting a nerve... but does not sound real

5 = It's hitting a nerve .. and sounds reall

Offering training and educational programs for both farmers and customers.

Consumer Benefits: Reduces the risk of certain diseases.

Collaborate with local growers to improve their production and supply capabilities.

1

2

3

4

5

# Data Structure and Analysis

# Here is a record of the data

## The vignette, the rating and the response time

Participant 1	Perm	Rating	Response time (seconds)			
Participant 2	Better Communication: regular surveys and feedback from consumers on citrus products. Better Collaboration: Implementing transparency in pricing and information sharing. Publicize Consumer Benefits: Reduces the risk of certain diseases. Educate consumers about the benefits and importance of supporting local growers.	4	2.155			
Participant 3						
Participant 4						
Participant 5						
Participant 6						
Participant 7						
Participant 8						
Participant 9						
Participant 10				Better Communication: use of social media platforms to share updates and information. Better Collaboration: Research and development projects. Publicize Consumer Benefits: Helps in maintaining healthy skin. Educate consumers about the benefits and importance of supporting local growers.	4	0.736
Participant 11						
Participant 12						
Participant 13						
Participant 14						
Participant 15						
Participant 16						
Participant 17	Better Communication: use of social media platforms to share updates and information. Better Collaboration: Coordinating supply chain activities. Publicize Consumer Benefits: Promotes a strong immune system. Educate consumers about the benefits and importance of supporting local growers.	4	0.565			
Participant 18						
Participant 19						
Participant 20						
Participant 21						
Participant 22						
Participant 23						

# Data and simple transformation

- We start out with 1-5 scale
- People have no idea what these numbers mean 😊
- People know 'yes/no'
- Convert scale to yes/no
- Ratings of 5 and 4 transformed to 100 (yes)
- Ratings of 3,2,1 transformed to 0 (not yes)
- Vanishingly small number added to the transformed variable

# Preliminary View of Data (Real Time)

07312023.Citrus  
Status: Open Close Study

Surveys started: 83  
Surveys completed: 74 (out of 100)

[https://www.bimileap.com/survey/live/4588?source=LUCID&RID=\[%RID%\]&RISN=\[%RSFN%\]](https://www.bimileap.com/survey/live/4588?source=LUCID&RID=[%RID%]&RISN=[%RSFN%])

[View raw data](#)  
[View Study Info](#)

Overall	Age	Gender	Prelim	2 Market Segments	3 Market Segments	
			Overall	Mindset 1 of 3 (19)	Mindset 2 of 3 (32)	Mindset 3 of 3 (23)
Additive Constant			0	0	0	0
How can we improve communication between consumers, food trade, and citrus farmers? Give short answers starting with the word Communication:						
Better Communication: farmer-consumer forums or conferences to discuss concerns and suggestions.			5	-4	-5	25
Better Communication: use of social media platforms to share updates and information.			9	8	-2	28
Better Communication: consumer education programs highlighting the efforts of citrus farmers and promoting understanding of their challenges.			11	11	1	27
Better Communication: regular surveys and feedback from consumers on citrus products.			7	16	-3	18
How can we encourage more collaboration and cooperation between farmer trade and customer: Give short answers starting with the word: Colloboration						
Better Collaboration: Coordinating supply chain activities.			15	15	10	19
Better Collaboration: Research and development projects.			12	0	13	19
Better Collaboration: Implementing transparency in pricing and information sharing.			14	11	11	15
Better Collaboration: Offering training and educational programs for both farmers and			17	9	17	22

# Results come back fully analyzed in Results Book

<b>Title:</b>	<b>Citrus3</b>
<b>Study Number:</b>	<b>07312023.Citrus</b>
<b>Author:</b>	<b>howard</b>
<b>Country:</b>	<b>United States</b>
<b>Study Completed:</b>	<b>08.01.2023</b>
<b>Report generated on:</b>	<b>08.01.2023</b>

# Book Content:

## Summary of study, including all questions, scale

A	B
Study Title	Citrus3
Identification Number of the study:	07312023.Citrus
Date when the study was run:	(07/31/2023-ongoing)
Number of respondents:	74
Purpose of the study:	I am presenting this approach to the citrus conference. The objective is to understand how young people (under 23) respond to messages about an important area, citrus
Keywords:	citrus
Study info:	<p>Here is the copy for a new national advertisement that the Citrus Commission wants to test. Read the statement (all sections) and give your honest opinion.</p>
Preliminary question:	What is your current education
Possible answers:	1=In high school 2=Finished high school and going into the work force 3=Planning to go to college but right now haven't started 4=In college - freshman 5=In college - sophomore 6=In college - junior 7=In college - senior 8=Graduated college
Preliminary question:	Which is the most interesting topic among the following
Possible answers:	1=Growing food such as citrus, for sale 2=Selling products to stores 3=Selling products to customers 4=Advising customers about products 5=None of the above
Preliminary question:	How honest is what you hear about the world of citrus agriculture. Give your 'gut' feeling
Possible answers:	1=When talking about agriculture, government is pretty honest 2=The government tries to make things look good 3=The government reports information, but may twist things a bit 4=There's a lot of shenanigans going on when it comes to agricultural reporting
Preliminary question:	What is the food situation looking like to YOU in five years
Possible answers:	1=We're ok 2=We got the know how, but we may screw up 3=We are heading for tough times because of global warming 4=We are heading for trouble because other countries want the food
Rating question:	Here's a blurb you just read this morning on the web when you were redihg stuff.. What do you think
Ratings	1=It's just hot air ... and does not sound real
	2=It's just hot air ... but sounds real
	3=I really have no feeling
	4=It's hitting a nerve... but does not sound real
	5=It's hitting a nerve .. and sounds reall



# Book Content

Raw data also come back in book for additional analysis

Data in Excel format

	StudyIdentifier	Panelist	Gender	Age	AgeGroup	Quest1	Quest2	Quest3	Quest4	TWO MS	THREE MS	TestOrder	A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	Rating	Top Binary	Bottom Binary	RTSeconds	
1																																	
2	07312	1	1	22	2	6	1	1	1	1	1	1	0	0	0	1	0	0	1	0	0	1	0	0	0	1	0	0	4	101	1	2.2	
3	07312	1	1	22	2	6	1	1	1	1	1	2	0	1	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	4	101	1	0.7
4	07312	1	1	22	2	6	1	1	1	1	1	3	0	1	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	4	100	1	0.6
5	07312	1	1	22	2	6	1	1	1	1	1	4	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	1	4	100	0	0.7
6	07312	1	1	22	2	6	1	1	1	1	1	5	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	4	100	0	0.7
7	07312	1	1	22	2	6	1	1	1	1	1	6	1	0	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0	5	100	1	0.8
8	07312	1	1	22	2	6	1	1	1	1	1	7	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	5	101	0	1.5	
9	07312	1	1	22	2	6	1	1	1	1	1	8	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	1	5	100	1	0.7	
10	07312	1	1	22	2	6	1	1	1	1	1	9	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	1	0	4	100	1	0.8
11	07312	1	1	22	2	6	1	1	1	1	1	10	0	0	0	1	0	1	0	0	1	0	0	0	0	0	1	0	4	100	1	1.9	
12	07312	1	1	22	2	6	1	1	1	1	1	11	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	1	0	3	1	0	0.6
13	07312	1	1	22	2	6	1	1	1	1	1	12	0	0	0	1	1	0	0	0	0	0	0	0	0	1	0	0	0	4	101	0	2.9
14	07312	1	1	22	2	6	1	1	1	1	1	13	1	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	3	0	0	0.5	
15	07312	1	1	22	2	6	1	1	1	1	1	14	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0	0	4	100	0	0.5	

# Now create idea model

Here's a blurb you just read this morning on the web when you were reading stuff.. What do you think

1=It's just hot air ... and does not sound real

2=It's just hot air ... but sounds real

3=I really have no feeling

4=It's hitting a nerve... but does not sound real

5=It's hitting a nerve .. and sounds real

- Model summarizes relation between presence/absence of elements and the newly created binary variable (100 = hits a nerve; 0 does not hit a nerve)
- Model is:  $\text{Binary} = k_1(A1) + k_2(A2) \dots k_{16}(D4)$
- Each element has a coefficient by group
- Coefficient: 15 is statistically significant but look for 21 and higher !!

Tables show strong performing elements (green)  
 Number = % of responses → 4,5 (100) when element in vignette

Group (Binary Ratings)	Total	Mindset 1 of 2	Mindset 2 of 2	Mindset 1 of 3	Mindset 2 of 3	Mindset 3 of 3
<b>Base Size</b>	74	32	42	19	32	23
<b>Question A: How can we improve communication between consumers, food trade, and citrus farmers? Give short answers starting with with the word Communication:</b>						
A1 Better Communication: farmer-consumer forums or conferences to discuss concerns and suggestions.	5	12				25
A2 Better Communication: use of social media platforms to share updates and information.	9	19	2	8		27
A3 Better Communication: consumer education programs highlighting the efforts of citrus farmers and promoting understanding of their challenges.	10	14	8	11		27
A4 Better Communication: regular surveys and feedback from consumers on citrus products.	7	17		16		18
<b>Question B: How can we encourage more collaboration and cooperation between farmer trade and customer: Give short answers starting with with the word: Colloboration</b>						
B1 Better Collaboration: Coordinating supply chain activities.	14	18	12	15	10	19
B2 Better Collaboration: Research and development projects.	12	7	16		13	19
B3 Better Collaboration: Implementing transparency in pricing and information sharing.	13	9	16	11	11	14
B4 Better Collaboration: Offering training and educational programs for both farmers and customers.	16	12	20	9	17	21
<b>Question C: How do we create awareness among consumers about the benefits of consuming citrus products? Give short answers starting with with the words Consumer Benefits:</b>						
C1 Publicize Consumer Benefits: Promotes a strong immune system.	19	7	27	10	30	11
C2 Publicize Consumer Benefits: Reduces the risk of certain diseases.	14		25		27	8
C3 Publicize Consumer Benefits: Supports healthy digestion.	14	2	22	3	24	8
C4 Publicize Consumer Benefits: Helps in maintaining healthy skin.	14		27		35	
<b>Question D: How do we encourage the food trade to prioritize sourcing locally grown citrus products? Give short answers starting with with the words: Local sourcing:y</b>						
D1 Collaborate with local growers to improve their production and supply capabilities.	21	30	14	47	17	5
D2 Educate consumers about the benefits and importance of supporting local growers.	18	31	8	44	10	7
D3 Offer incentives or subsidies to businesses that source locally grown citrus products.	16	24	10	48	11	
D4 Engage restaurants and food service providers to include locally grown citrus in their menus.	19	23	15	34	16	11

# Same structure...but focus on two mind-sets

Group (Binary Ratings)		Total	Mindset 1 of 2	Mindset 2 of 2
<b>Base Size</b>		74	32	42
<b>Strong for Mindset 1</b>				
D2	Educate consumers about the benefits and importance of supporting local growers.	18	31	8
D1	Collaborate with local growers to improve their production and supply capabilities.	21	30	14
D3	Offer incentives or subsidies to businesses that source locally grown citrus products.	16	24	10
D4	Engage restaurants and food service providers to include locally grown citrus in their menus.	19	23	15
<b>Strong for Mindset 2</b>				
C1	Publicize Consumer Benefits: Promotes a strong immune system.	19	7	27
C4	Publicize Consumer Benefits: Helps in maintaining healthy skin.	14		27
C2	Publicize Consumer Benefits: Reduces the risk of certain diseases.	14		25
C3	Publicize Consumer Benefits: Supports healthy digestion.	14	2	22
<b>Not strong for either mindset</b>				
A1	Better Communication: farmer-consumer forums or conferences to discuss concerns and suggestions.	5	12	
A2	Better Communication: use of social media platforms to share updates and information.	9	19	2
A3	Better Communication: consumer education programs highlighting the efforts of citrus farmers and promoting understanding of their challenges.	10	14	8
A4	Better Communication: regular surveys and feedback from consumers on citrus products.	7	17	
B1	Better Collaboration: Coordinating supply chain activities.	14	18	12
B2	Better Collaboration: Research and development projects.	12	7	16
B3	Better Collaboration: Implementing transparency in pricing and information sharing.	13	9	16
B4	Better Collaboration: Offering training and educational programs for both farmers and customers.	16	12	20

# Same structure – but focus on three mind-sets

Group (Binary Ratings)		Total	Mindset 1 of 3	Mindset 2 of 3	Mindset 3 of 3
<b>Base Size</b>		74	19	32	23
<b>Strong for Mindset 1</b>					
D3	Offer incentives or subsidies to businesses that source locally grown citrus products.	16	48	11	
D1	Collaborate with local growers to improve their production and supply capabilities.	21	47	17	5
D2	Educate consumers about the benefits and importance of supporting local growers.	18	44	10	7
D4	Engage restaurants and food service providers to include locally grown citrus in their menus.	19	34	16	11
<b>Strong for Mindset 2</b>					
C4	Publicize Consumer Benefits: Helps in maintaining healthy skin.	14		35	
C1	Publicize Consumer Benefits: Promotes a strong immune system.	19	10	30	11
C2	Publicize Consumer Benefits: Reduces the risk of certain diseases.	14		27	8
C3	Publicize Consumer Benefits: Supports healthy digestion.	14	3	24	8
<b>Strong for Mindset 3</b>					
A2	Better Communication: use of social media platforms to share updates and information.	9	8		27
A3	Better Communication: consumer education programs highlighting the efforts of citrus farmers and promoting understanding of their challenges.	10	11		27
A1	Better Communication: farmer-consumer forums or conferences to discuss concerns and suggestions.	5			25
B4	Better Collaboration: Offering training and educational programs for both farmers and customers.	16	9	17	21
<b>Not strong for either mindset</b>					
A4	Better Communication: regular surveys and feedback from consumers on citrus products.	7	16		18
B1	Better Collaboration: Coordinating supply chain activities.	14	15	10	19
B2	Better Collaboration: Research and development projects.	12		13	19
B3	Better Collaboration: Implementing transparency in pricing and information sharing.	13	11	11	14

# Before the AI summarization of mind-sets

- The analysis you see will be done for every key subgroup
- The key subgroups are defined by the self-profiling classification and by the mind-sets
- With a few hours or so, certainly sooner than a day... you have
  - The learning from the Idea Coach at set up time for questions
  - The learning from the Idea Coach at set up time for answers
  - Both of them can be repeated manytimes to create a knowledge book
  - And then the analysis from the actual study itself, with strong performing elements
  - And..best of all... you can start with zero knowledge and even 'off the wall ideas' that you can flesh out, by AI and by real people

# Analyses of Mind-Sets By AI

## Look only at strong performing elements

### Coefficients in Model >20

#### Mindset 1 of 2 - Top

The following is a description of attributes from the total sample of a research study. Interested in:

Collaborate with local growers to improve their production and supply capabilities.; Educate consumers about the benefits and importance of supporting local growers.; Offer incentives or subsidies to businesses that source locally grown citrus products.; Engage restaurants and food service providers to include locally grown citrus in their menus.;

#### Create a label for this segment:

"Local Citrus Supporters"

#### Describe this segment:

This segment consists of individuals or organizations who are interested in supporting and promoting local growers and their products, particularly citrus. They are actively involved in collaborating with local growers to help improve their production and supply capabilities. Additionally, they are concerned about educating consumers about the benefits and importance of supporting local growers, possibly through various awareness campaigns and initiatives. This segment also advocates for offering incentives or subsidies to businesses that source locally grown citrus products, aiming to encourage more businesses to support local growers. Moreover, they actively engage restaurants and food service providers to include locally grown citrus in their menus, thereby promoting the usage of local produce in the food industry. Overall, this segment is dedicated to fostering the growth and success of local growers by creating a supportive ecosystem and increasing the demand for their products.

#### Describe the attractiveness of this segment as a target audience:

The segment characterized by the attributes mentioned above is highly attractive as a target audience. This segment displays a strong interest in collaborating with local growers to enhance production and supply capabilities. They also demonstrate a willingness to educate consumers about the benefits and importance of supporting local growers.

Moreover, the segment is open to offering incentives or subsidies to businesses that source locally grown citrus products, indicating their commitment to promoting and supporting local agriculture.

Furthermore, the engagement of restaurants and food service providers to include locally grown citrus in their menus showcases a potential for widespread adoption and integration of these products within the industry.



Overall, this segment's attributes reflect a deep appreciation for the value of local growers and a strong inclination towards promoting and consuming locally sourced citrus products. Their enthusiasm and commitment make them an attractive target audience for initiatives aimed at supporting local growers and driving the demand for locally grown citrus.

**Explain why this segment might not be attractive as a target audience:**

This segment might not be attractive as a target audience for several reasons.

Firstly, collaborating with local growers to improve their production and supply capabilities requires significant time, effort, and resources. This approach might not be suitable for businesses or organizations that do not have the capacity to invest in such collaborations or lack expertise in agricultural practices.

Secondly, educating consumers about the benefits and importance of supporting local growers can be a challenging task. While some consumers actively seek out locally sourced products, others may not prioritize this aspect when making purchasing decisions. This segment might not be receptive or willing to change their purchasing behavior based on the values of supporting local growers.

Thirdly, offering incentives or subsidies to businesses that source locally grown citrus products might not be financially feasible for all businesses. This target audience may include businesses that are not interested or financially able to shift their supply chain to local sources, and thus, these incentives may not effectively influence their decisions.

Lastly, engaging restaurants and food service providers to include locally grown citrus in their menus can be a complex process. Restaurants often prioritize factors such as cost, taste, and availability when selecting ingredients. It may be difficult to convince them to prioritize locally grown citrus over other options.

Considering these factors, businesses or organizations may find this segment less attractive as a target audience if they are unable to dedicate resources to collaborate with growers, face challenges in educating consumers, lack the capacity to offer incentives or subsidies, and struggle to persuade restaurants and food service providers.



**List what is missing or should be known about this segment, in question form:**

1. What are the specific challenges or limitations that local growers currently face in terms of their production and supply capabilities?
2. How familiar are consumers with the concept of supporting local growers and their understanding of the benefits it brings?
3. What types of incentives or subsidies would be most effective in encouraging businesses to source locally grown citrus products?
4. To what extent are restaurants and food service providers currently including locally grown citrus in their menus, and what factors may be hindering their participation?
5. What are the potential barriers or obstacles that may prevent collaboration between local growers and other stakeholders, and how can they be overcome?
6. What are the specific educational messages or strategies that would be most effective in promoting the benefits and importance of supporting local growers to consumers?

**List and briefly describe attractive new or innovative products, services, experiences, or policies for this segment:**

1. Collaborative Production and Supply Improvement: This entails establishing partnerships with local growers to enhance their production techniques and supply capabilities. This could involve providing resources, training, and technology to help them improve their productivity and efficiency.
2. Consumer Education and Awareness: Creating campaigns and information programs to educate consumers about the advantages and significance of buying from local growers. This could include highlighting the freshness, quality, and environmental benefits of supporting local agriculture.
3. Incentives or Subsidies for Local Sourcing: Implementing initiatives that offer financial incentives or subsidies to businesses that choose to source citrus products from local growers. This would encourage more businesses to prioritize local sourcing and strengthen the market for locally grown citrus.
4. Menu Integration in Restaurants and Food Services: Actively involving restaurants and food service providers to incorporate locally grown citrus in their menus. This can be achieved by showcasing special dishes, offering seasonal citrus-themed promotions, or providing menu options that highlight locally sourced ingredients.

Overall, these strategies aim to create a stronger connection between local growers, consumers, and businesses, facilitating the growth of a local citrus industry while promoting sustainability, supporting local economies, and enhancing the overall dining experience.

**Which messages will interest this segment?**

Based on the attributes mentioned, the messages that will likely interest this segment are:

1. Collaborate with local growers to improve their production and supply capabilities: This message would appeal to individuals interested in supporting the economic growth and development of local growers. They would be interested in initiatives that aim to enhance the skills, resources, and infrastructure available to them.
2. Educate consumers about the benefits and importance of supporting local growers: This message would resonate with individuals who value the idea of supporting local businesses and understand the positive impact it has on the local economy, environment, and community. They would be interested in learning about the advantages of buying locally grown citrus products.
3. Offer incentives or subsidies to businesses that source locally grown citrus products: This message would capture the attention of business owners or decision-makers who are motivated by financial benefits. They would be interested in knowing that they can save money or gain advantages by sourcing locally grown citrus.
4. Engage restaurants and food service providers to include locally grown citrus in their menus: This message would appeal to individuals who are passionate about the food industry and enjoy dining out. They would be interested in supporting restaurants and food service providers that prioritize the use of locally sourced ingredients, including citrus products.

Overall, these messages highlight the importance of collaboration, education, incentives, and engagement in promoting and supporting local growers and their products.

# How well did we do?

	Total	MS1of2	MS2of2	MS1of3	MS2of3	MS3pf3o
<b>Base (number of respondents in this group)</b>	<b>74</b>	<b>32</b>	<b>42</b>	<b>19</b>	<b>32</b>	<b>23</b>
Better Communication: farmer-consumer forums or conferences to discuss concerns and	5	12	0			25
Better Communication: use of social media platforms to share updates and information.	9	19	2	8		27
Better Communication: consumer education programs highlighting the efforts of citrus	10	14	8	11	0	27
Better Communication: regular surveys and feedback from consumers on citrus products.	7	17	0	16		18
Better Collaboration: Coordinating supply chain activities.	14	18	12	15	10	19
Better Collaboration: Research and development projects.	12	7	16	0	13	19
Better Collaboration: Implementing transparency in pricing and information sharing.	13	9	16	11	11	14
Better Collaboration: Offering training and educational programs for both farmers and	16	12	20	9	17	21
Publicize Consumer Benefits: Promotes a strong immune system.	19	7	27	10	30	11
Publicize Consumer Benefits: Reduces the risk of certain diseases.	14		25	0	27	8
Publicize Consumer Benefits: Supports healthy digestion.	14	2	22	3	24	8
Publicize Consumer Benefits: Helps in maintaining healthy skin.	14		27		35	
Collaborate with local growers to improve their production and supply capabilities.	21	30	14	47	17	5
Educate consumers about the benefits and importance of supporting local growers.	18	31	8	44	10	7
Offer incentives or subsidies to businesses that source locally grown citrus products.	16	24	10	48	11	
Engage restaurants and food service providers to include locally grown citrus in their menus.	19	23	15	34	16	11
<b>Sum Total of Squares of All Positive Coefficients</b>	<b>3351</b>	<b>4607</b>	<b>4276</b>	<b>8582</b>	<b>4875</b>	<b>4210</b>
<b>Number of respondents in the column (in the subgroup)</b>	<b>74</b>	<b>32</b>	<b>42</b>	<b>19</b>	<b>32</b>	<b>23</b>
<b>Weight = Proportion of the respondents in the subgroup</b>	<b>0.33</b>	<b>0.14</b>	<b>0.19</b>	<b>0.09</b>	<b>0.14</b>	<b>0.1</b>
<b>Weighted Total Square</b>	<b>1106</b>	<b>645</b>	<b>812</b>	<b>772</b>	<b>683</b>	<b>421</b>
<b>Sum of Weighted Total Square</b>	<b>4439</b>					
<b>Square Root = IDT</b>	<b>67</b>					

# Summing it up ... what have we done?

- We set up a typical problem ... with zero knowledge (or so we said)
- We then described the problem, gave the problem to AI
- AI 'taught us' through questions and answers ... sort of SOCRATES as a SERVICE™
- And then we ran a small study to see the mind of people (really 74 respondents, in the New York City area, under the age of 23)
- And found different ways of thinking about the problem

# But... at the end of it ... what does it all mean?

- We are accustomed to science and research as being holy, critical to do right
- We puff ourselves up and report 'how nature and the mind work'
- We have no fun, and often end up squelching the joy of discovery
- Why not make it fun ... at the level of a nine-year old
- Put in a question, iterate, learn ... ever watch kids engrossed in a book
- And then give the tools to learn, explore, question, even compete IDT
- Open this up to the entire world .. Make in 2-3 hours
- And then let's see what really happens