

Using Remark with MarketSight version 2.0

Creating the Survey

MarketSight, by Decision Architects, is a complete market research package that can be used in conjunction with Remark Office OMR to conduct surveys. First, create your survey in MarketSight. Remember to follow the guidelines for good form design. If you need assistance with form design, please consult the Designing Forms section on our web site at www.principiaproducts.com/office/design.html.

Once the survey has been created, you will need to export it to a word processor to enhance the format. To display the survey, select the Survey tab in the Study window. Then click the Edit button. Choose Copy All from the Edit menu: this will place your survey on the Clipboard. Open the word processing program of your choice and the document you would like to paste the survey into. Choose Edit from the menu and click Paste. Make any changes or enhancements you would like and print your survey.

Creating the Template

When creating the template in Remark there is one important step to remember. When you are defining your Field names and Output labels you must use the exact same words that you used when you created your survey. For example, suppose your variable is Business Activity and the respondents' choices are Sales, Management and Technical Staff. When creating the template, your Field name will be Business Activity and your Output labels will be Sales, Management and Technical Staff. When you define variables in MarketSight the actual name of the variable does not allow spaces or other similar marks. Therefore, when you create the template in Remark you will also have to follow this format. For our example above, your Output labels would become Sales, Management and TechnicalStaff.

Scanning and Saving the Data

After creating a template in Remark, scan your completed surveys. When you are ready to save the data, choose the ASCII (commas) format (.ASC) from the Files of type list box in the Save Data window. Select the box Save Headers to use for variable matching purposes in MarketSight. Enter a file name and click OK.

Importing the Data into MarketSight

To import your data into MarketSight, you must first create a Data Dictionary to tell MarketSight how to read your data.

1. Open any word processing package (i.e. Microsoft Notepad or Word).
2. Begin a blank document.

3. On the first line type: [Options] (with the brackets).
4. On the second line type: Format=delimited
5. Choose the File menu and click on Save.
6. If it is not already selected, choose the Text format (.txt) for the Type of File.
7. Use the same name as your data file and save the file in the Data folder of the Remark directory.

Now you are ready to import your data into MarketSight.

1. Click the Data tab.
2. Type a file name and click Edit.
3. Choose the File menu and click Import.
4. Select the Remark directory and Data folder from the Folders box.
5. Select the All Files (*.*) format from the List Files of Type box.
6. Open your file with the .ASC extension from the File name box.
7. When you receive the alert that MarketSight cannot find the matching data dictionary file click OK to specify the file.
8. Select All Files (*.*) from the Files of type box.
9. Open your data dictionary file, which will be the same file name as your data, but with a .TXT extension.
10. The Import Summary will appear. This information tells you if there were any problems importing your data. If problems did occur, select the particular area and make your corrections.

You can use MarketSight to analyze your data by producing graphs and charts or performing statistical analysis. For more information on MarketSight, consult the MarketSight User's Guide or visit their web site at www.decisionarc.com.

*MarketSight is a registered trademark of Decision Architects. The information contained in this document is subject to change without notice and should not be construed as a commitment by Principia Products, Inc., who assumes no responsibility for any errors or omissions. Principia Products reserves the right to revise this document and to make changes to the products described herein for the purpose of product improvement at any time, without obligation to notify any person of such revisions or changes. Copyright © 2003 Principia Products, a division of Gravic, Inc. All Rights Reserved.