

## Features



# Mobile Sensory & Consumer Data Collection Program

## Commuter Player & Commuter Station

**Commuter provides “remote” data collection that does not require computers to be part of a network. With Commuter you can bundle one or more Compusense® *five* projects into a presentation file, and then distribute the presentation file to stand-alone Commuter Stations or Players anywhere in the world. Following presentation to panelists, the collected data is returned to Compusense *five* for analysis. Distribution of presentation and result files can be by email, diskette, Internet or a LAN/WAN connection. Commuter users are licensed to collect data using Stations, or Players, or both.**

### Commuter Player

*Commuter Player* is designed for studies where consumers can respond to the questionnaire on their own PCs at home, or for in-house studies where employees can respond to the questionnaire on their workplace computers.

*Commuter Player* is licensed by the number of collected results. It can be downloaded freely from the Compusense Web site or loaded from a CD.

#### ■ Great features

**Unlimited number of respondents.** Go as far and wide in your testing as you please. You only pay for the actual results you load back into Compusense *five*.

**Your costs decrease as your volume of responses increase.**

**No network dependencies.**

**Totally secure.** You recruit and invite your Panelists to participate, so you know exactly where your results are coming from.

**Incredible turnaround.** You can have reports prepared within minutes of finishing a test.

#### ■ Here's how you do it

You design your test in Compusense *five* and then use *Commuter* to distribute your test by a variety of means, such as email or CD-ROM. After your respondent answers the questionnaire, results are automatically returned to you via email. For a home use test you can distribute coded samples with the *Commuter Player* CD. The consumer installs *Commuter Player* onto their home PC from the CD and starts the test. They enter a unique registration code to assure their identity. The same test can be used to get responses from the whole family, or over several days of testing. The date and time is recorded each time there's a response. When the test is completed it automatically emails itself back to the address you specify. Or you can have the data written to disk for pick up or drop-off.

### Commuter Station

*Commuter Station* is designed for companies who run sensory, market or consumer related studies in one or more remote locations or satellite labs. It is an excellent tool for doing point-of-purchase, point-of-use, mall intercept and consumer-initiated tests.

*Commuter Station* is licensed by the number of data collection stations.



COMPUSENSE®  
**Commuter** Features

■ **Great features**

**Testing location flexibility.** No matter where you are located you can expand your reach with *Commuter* Station.

**No network dependencies.**

**Security.** Your Presentations and Results are independent of one another, so your data is transmitted safely and efficiently.

**Incredible turnaround.** You can have reports prepared within minutes of finishing a test.

■ **Here's how you do it**

You design your test in *Compusense five* and then use *Commuter* to distribute your test. Just send the test to one or several locations running *Commuter* Station, where the tests are presented to consumers, employees, or trained panelists. Stations are easy to use and are perfect for collecting data at self-serve kiosks. You can present multiple tests in series or from a menu. Once results are collected and returned to the central location, you can integrate the results immediately inside *Commuter*.



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