# QUESTIONS/ANSWERS

## ADVERTISEMENT OF SOFTWARE FOR DESIGNING AND CONDUCTING COMPUTER-BASED BEHAVIOURAL STUDIES (EXPERIMENTS AND SURVEYS)

**1.** *Is that correct, that the 12 times 1000 respondents should be usable in the 4-year time frame?*

Yes, that is correct. It is the equivalent to topping up 3 times a year, and a model for comparing and accompanying different price structures companies have.

**2.** *If there are no limit on the number of respondents should that be mentioned anywhere?*

The tenderer must submit their prices in the attached annex 3 – Price list. If the tenderer has a flat price structure, this must be stated in annex 3. So, if there is no price difference in the number of respondents, and is thus cost the same if 5.000 respondents are needed as, for example 8.000, the tenderer must indicate their flat price in annex 3. This can be done by state the flat price in the first column, where a price for up to 5.000 respondents must be stated, and then state zero Danish kroner/euros in the second column, were a price for additional 1.000 respondents must be stated.

**3.** *Storage space for stimuli and recorded participant files (like audio video recordings) is not mentioned, is that important and/or useful to mention?*

In the advertisement conditions under section 4.4 "Contract Award", it is mentioned under the price criteria that *"The prices must include all costs related to using the software and conducting studies, including technical support, cloud-space limitations etc.",* which is meant as a specification that storage space (e.g. cloud space) should be included in the study. The tender must therefore mention details about storage space in their tender.

**4.** *Is there any specification on how many people will be using the software / need access to our platform from your end?*

In total there will be a maximum of five people working with the software, meaning that the contracting authority will need up to five log-ins.

**5.** *Is that correctly understood, that for a complete and correct submission we have to hand in our (up to) 10 page proposal plus (let's say as a pdf) the filled out price list spreadsheet. Or is there anything else? Does anything here require our/my signature at this point?*

Yes, that is correct. Nothing further is required at this point.

**6.** In the Advertisement conditions in section 4.4 "Contract award", it is stated under the criteria *"experimental flexibility, that: "[...] 2) flexibility to use different types of stimuli, such as text, audio, video, images as well as randomization [...]". Does that mean, that the contracting authority would be able to elaborate on the randomization part? Is it correctly*

*understood that the contracting authority wishes to add fx. text, audio and video for a given question as a subset of stimuli, and then randomize if a user sees text, audio or video?*

Yes, the scenario described in this question, is one example of what the software should be able to allow the contracting authority to do. Another example is that It should be possible to present one or multiple stimuli (as a choice-set) at a time. The stimuli could consist of only images or text shown together (e.g. five images that a respondent can choose from), whereas audio and video would not be shown simultaneously, but individually and then presented in a random order.

In general, the possibility to randomize the order of stimuli shown individually, or the placement of a stimuli in a choice-set of multiple stimuli is a must. Another scenario could also be that 50 images are uploaded, of which a subset (say one or five) are randomly drawn alone or in combination and shown to a participant. Finally, randomization of block of questions/stimuli should also be possible.

An example of what we might use the software for is:

Showing a simulation of a webshop, which consist of a page with 20-30 products (images), which a consumer then has to choose from. Which products and the order they are shown in should be possible to randomize. Another example could be creating a simulation of a social media interface where short videos are presented on by one, where the order of the videos is random.

**7. *Regarding the tender format, it is correctly understood that, this is in the end up to the applicant, but would the contracting authority rather expect/prefer the tender format to be in a doc format (more text/paragraphs), or rather in a slide format whit more visuality, including all the important details)?***

The tenderer must prepare a written tender. Each tenderer can only submit one tender. The tender should include descriptions in relation to the award criteria in section 4.4 stated in the Advertisement conditions.

The tenderer knows their products best, and therefor know better if also presenting images of the software says more, or if there is a better way of describing the product than only a text description. For example, if the products/solutions can be described better with a text and then an image etc. that support the written description.

For information and requirement regarding submission of tenders see section 4.2 in the advertisement conditions.