PREPARED FOR [AGENCY NAME] · ISSUED [DATE] · VALID 30 DAYS

Product X: physician positioning and message study

A 20-minute online survey of US physicians testing three positioning concepts monadically, followed by a MaxDiff prioritisation of the supporting messages. This scope sets out what will be built, the main risks found in the draft questionnaire, and the fixed fee.

AUDIENCE	SAMPLE	LENGTH	PLATFORM
US endocrinologists and primary care physicians	n=300 completes, client-supplied	20 minutes, English (US)	Forsta Surveys (Decipher), your account

I

THE BUILD

What will be built

Screener and quotas	Board certification, years in practice (3 to 35), share of time in direct patient care, monthly patient volume and practice setting, with immediate and end-of-screener terminations. Interlocked quotas by specialty and US Census region (2 x 4 cells), with live quota monitoring.
Current treatment	Share of patients on each current treatment option, as a constant sum that must total 100%, with a running total on screen. Answers feed the concept questions as context.
Monadic concept test	Three positioning concepts; each respondent sees one, allocated by least-fill and balanced within every quota cell. Exposure is timed, the same diagnostics (appeal, relevance, believability, likelihood to prescribe) are asked in every cell, and the cell is carried into the MaxDiff.

MaxDiff	16 messages, 12 tasks of 4, each message shown 3 times. Balanced design in 10 versions imported from a design file; version assigned by least-fill. Shown items and choices are stored for every task and delivered in long format, ready for hierarchical Bayes estimation.
Safety reporting	Pharmacovigilance statement and adverse-event reporting flow, built to your client's SOP and wording.

II

RISKS FLAGGED

Main risks in the draft questionnaire

Raised now so that they are resolved in writing before the build starts. A full numbered query log follows at specification review.

R1 Concept allocation is left to chance

The draft says each respondent is "randomly assigned" one concept. Pure random allocation can leave the three cells uneven within the specialty and region quotas, so differences between concepts mix with differences in who saw them.

> PROPOSED Least-fill allocation within every quota cell, with the achieved split by cell reported at soft launch.

R2 Some messages only fit one concept

Four of the 16 messages describe features that appear in only one of the three concepts. Shown to everyone, they ask two thirds of the sample to rate claims about a product they have not seen.

> PROPOSED Confirm whether the MaxDiff is common to all cells. If so, reword or drop the four messages; if not, a separate design per cell, agreed with your analysis team.

R3 No MaxDiff design file has been supplied

The number of versions, item balance and who generates the design are not specified, and they decide whether the scores can be estimated reliably.

> PROPOSED Your analysis team supplies the design file, or a balanced 10-version design is generated and documented with the build.

R4 Treatment shares do not have to add up

The draft asks for the share of patients on each treatment but sets no total. Shares that sum to 80% or 130% cannot be compared between respondents.

> PROPOSED A constant sum that must total 100%, with a running total on screen and an "other treatment" row so the total is always reachable.

R5 Patient volume has no valid range

"Patients seen per month" is an open number with no limits, so typing errors can pass the screener and reach the data.

> PROPOSED A range of 1 to 2,000 with a confirmation prompt above 600 and an outlier flag in the data.

III BOUNDARIES

Included, and not included

INCLUDED IN THE FEE

- Specification review and numbered query log
- Programming of every module above, tested against a written plan
- Independent third-party audit of the build
- Up to three rounds of your changes, before or during field, each re-tested, up to 30% of the signed specification
- Support for four weeks from launch: quota changes, link issues, interim data checks
- Soft-launch data check at n=10
- Data map, labelled SPSS and Excel files
- Build notes and change log at handover

NOT INCLUDED

- Sample, incentives and field management
- MaxDiff estimation and concept analysis
- Tabulation and reporting
- Additional languages or markets
- Changes beyond three rounds or 30% of the specification (by change order)
- Field support beyond four weeks (quoted at scoping when the field is long)

IV TIMELINE

From sign-off to launch

STAGE	OUTPUT	BUSINESS DAYS
Specification sign-off	Query log closed, signed specification	Day 0
Build and internal test	Test link, test plan with results	Days 1 to 2
Independent audit	Audit findings, all resolved	Day 3
Your test round	Changes made and re-tested; each further round adds one day	Days 4 to 5
Soft launch	Data check at n=10, sign-off to full field	Day 6

The audit is never shortened to meet a date. If a field date does not allow it, that is stated here, at scoping.

V

FEE

Fixed fee

COMPLEX BUILD, ALL MODULES ABOVE

USD 2,500

Fixed for the scope set out in this document. First build with a new client: invoiced only after it passes your own testing.

OPTIONS, IF REQUIRED	FEE
Each additional language, translation supplied by you	USD 200
Compressed timeline, where verification can still be completed	+30%
Changes beyond three rounds or 30% of the specification	Change order

VI

TERMS

Commitments and terms

- Any defect against the signed specification is corrected free of charge, including data reprocessing, as set out in the Wisfield Verification Standard.
- You hear about any defect first, within one business day of discovery, with a written incident note.
- If you ask for programming to start before sign-off, open questions follow the assumptions in this scope; changes arising from them are change orders, not defects.
- The build runs inside your Forsta account; data and files never leave your environment.
- Invoiced at launch, payable within 30 days. This scope is valid for 30 days from issue.

Accepted for [Agency name]: name, title, date

For Wisfield Survey Engineering: [Principal], date



Illustrative sample. Product X, the study, the agency and the fee shown are fictional and for illustration only. A real written scope is prepared for each study after review of its draft questionnaire.
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