



Soft Launch

Audience

Use case

Julie, Market Researcher 34

As a Market Researcher, I want to launch a project to a smaller percentage of the sample to ensure that there are no errors in the survey before launching the project to 100% of the audience.

Problem

[Problem 1]:

We don't have the ability to launch a project to a smaller sample size, the only way this can be done right now is by creating two projects, one for soft launch and then one with 100% of the sample.

Solution

[Proposal]

We need to add a new status called Soft Launch, this will give users the ability to select the percentage of sample when launching the project.

When a user chooses to soft launch, we will default to 10% of the sample, user will have an option to change this.

Once 10% of the sample is collected the project will automatically pause & notify the user.

The user then has the ability to launch the project to 100% of the sample.

Conditions

- When choosing soft launch charge the user for the total cost of the project.
- Don't disable the cost.

Audience List Page - Soft Launch

The screenshot shows the Audience List Page in QuestionPro. The browser address bar displays "questionpro.com/a/SurveyName". The page header includes a search icon, an "Upgrade Now" button, and user profile icons. The main content area features a "Projects" tab and a "Create Project" button. A table lists several projects, with a context menu open over the "Soft Launch" option for the second project.

Projects **Organization** [Read our blog](#) [Explore research method](#) [Learn about new features](#)

My Projects 3 [+ Create Project](#) [+ Share Folder](#)

Recycle bin 1 Search in this section 1 - 10 of 20 >

[+](#) Add Folder

<input type="checkbox"/>	Type	Project Name	Status	Progress	Completes	Cost per complete	Total cost	
<input type="checkbox"/>		People's opinions N/A, Jun 18 2020	On Bid	0%	0 of 100	\$1.00	\$100.0	
<input type="checkbox"/>		People's choice What's your favorite?, May 4 2020	Soft Launch	27%	4 of 15	\$1.50	\$15.0	
<input type="checkbox"/>		People's choice What's your favorite?, May 4 2020	Launch	100%	10 of 10	\$1.50	\$15.0	
<input type="checkbox"/>		People's choice What's your favorite?, May 4 2020	Close					
<input type="checkbox"/>		People's choice What's your favorite?, May 4 2020	Live	27%	4 of 15	\$1.50	\$15.0	
<input type="checkbox"/>		People's choice What's your favorite?, May 4 2020	Closed	100%	10 of 10	\$1.50	\$15.0	
<input type="checkbox"/>		People's choice What's your favorite?, May 4 2020	Live	27%	4 of 15	\$1.50	\$15.0	

Credit balance: \$101.49 USD [Add more](#)



Soft Launch Confirmation

The screenshot displays the QuestionPro web interface. At the top, there's a navigation bar with 'Audience' and 'Upgrade Now' buttons. Below this, a sidebar on the left contains 'My Projects' (3 items) and 'Recycle bin' (1 item). The main content area shows a list of survey projects. A modal dialog titled 'Soft Launch project' is centered on the screen, containing the following text:

Project will be launched to collect 10% of the total interviews.

Please note if the incident rate changes, the project will be automatically paused and you can choose to resume the project with the updated price or stop the project.

Buttons: [Cancel](#) [Soft Launch](#)

Project Name	Status	Progress	Cost
People's choice What's your favorite?, May 4 2020	Closed	100% (10 of 10)	\$150
People's choice What's your favorite?, May 4 2020	Ongoing	27% (4 of 15)	\$150
People's choice What's your favorite?, May 4 2020	Closed	100% (10 of 10)	\$150
People's choice What's your favorite?, May 4 2020	Ongoing	27% (4 of 15)	\$150

At the bottom right of the interface, it shows 'Credit balance: \$101.49 USD' and an 'Add more' button.

Soft Launch percentage

The screenshot shows the QuestionPro interface with a 'Soft Launch project' dialog box open. The dialog box contains the following text:

Project will be launched to collect **10%** of the total interviews.

Please note if the incident rate changes, the project will be automatically paused and you can choose to resume the project with the updated price or stop the project.

Buttons: **Cancel** and **Soft Launch**

The background interface shows a list of survey projects:

Project Name	Status	Progress	Cost
People's choice What's your favorite?, May 4 2020	Closed	100%	\$15.0
People's choice What's your favorite?, May 4 2020	Ongoing	27%	\$15.0
People's choice What's your favorite?, May 4 2020	Closed	100%	\$15.0
People's choice What's your favorite?, May 4 2020	Ongoing	27%	\$15.0

Additional interface elements include a navigation bar with 'Audience', 'Projects', and 'Organization' tabs, a search bar, an 'Upgrade Now' button, and a 'Credit balance: \$101.49 USD' indicator at the bottom right.

Auto pause after 10% completion

The screenshot shows the QuestionPro dashboard interface. At the top, there's a browser window with the URL 'questionpro.com/a/SurveyName'. Below the browser, there's a navigation bar with 'Audience' and 'Upgrade Now' button. The main content area has a sidebar with 'My Projects' (3 items) and 'Recycle bin' (1 item). The main area features a '+ Create Project' button and a search bar. Below is a table of projects with columns for Type, Project Name, Status, Progress, Completes, Cost per complete, and Total cost. The table lists several 'People's choice' surveys with varying statuses and progress levels. At the bottom right, there's a 'Credit balance: \$101.49 USD' and an 'Add more' button.

Survey Name

questionpro.com/a/SurveyName

Audience

Upgrade Now

Projects

Organization

Read our blog

- Explore research method
- Learn about new features

My Projects 3

Recycle bin 1

Add Folder

+ Create Project

Share Folder

Search in this section

1 - 10 of 20

Type	Project Name	Status	Progress	Completes	Cost per complete	Total cost
<input type="checkbox"/>	People's opinions N/A, Jun 18 2020	Paused	10%	10 of 100	\$1.00	\$100.0
<input type="checkbox"/>	People's choice What's your favorite?, May 4 2020	Live	27%	4 of 15	\$1.50	\$15.0
<input type="checkbox"/>	People's choice What's your favorite?, May 4 2020	Closed	100%	10 of 10	\$1.50	\$15.0
<input type="checkbox"/>	People's choice What's your favorite?, May 4 2020	Live	27%	4 of 15	\$1.50	\$15.0
<input type="checkbox"/>	People's choice What's your favorite?, May 4 2020	Closed	100%	10 of 10	\$1.50	\$15.0
<input type="checkbox"/>	People's choice What's your favorite?, May 4 2020	Live	27%	4 of 15	\$1.50	\$15.0

Credit balance: \$101.49 USD [Add more](#)

Thank you!

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