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

Product X: physician pricing and positioning study

A 25-minute online survey of US physicians combining a monadic concept test, a MaxDiff message prioritisation and two pricing modules (Gabor-Granger and Van Westendorp). 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	25 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.
Monadic concept test	Three concept cells; each respondent sees one, allocated by least-fill and balanced within every quota cell. Concept exposure is timed and the cell is carried into every later module.
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. Choice data delivered in long format, ready for hierarchical Bayes estimation.
Gabor-Granger	Purchase likelihood across a 6-point price ladder, starting mid-ladder and stepping up or down on each answer, recording the highest accepted price for a demand and revenue curve.

Van Westendorp	The four price-sensitivity questions (too cheap, a bargain, getting expensive, too expensive) with a consistency check on their order, plus the Newton-Miller-Smith purchase-likelihood extension.
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 The price ladder has no start point or stop rule

The draft lists six prices for the Gabor-Granger module but does not say where the sequence starts, what counts as acceptance, or when it stops. Each choice changes the demand curve.

> PROPOSED Start at price 4 of 6; "very" or "somewhat likely" counts as acceptance; step up on acceptance, down otherwise; stop at the first reversal or the end of the ladder.

R2 Van Westendorp answers are not checked for order

A respondent can enter a "too cheap" price above their "too expensive" price. Unchecked, these answers distort the acceptable price range.

> PROPOSED A soft prompt asking the respondent to review the order, and a flag variable so inconsistent cases can be excluded at analysis.

R3 Pricing does not say which concept it refers to

Both pricing modules follow the concept test, but the draft shows one price list for all three cells. If the concepts imply different products, a single ladder may not fit all of them.

> PROPOSED Confirm whether the ladder differs by cell; either way, the respondent's concept is restated on every pricing screen.

R4 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.

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
- Testing against a written test plan
- Independent third-party audit of the build
- One consolidated round of your test comments
- Soft-launch data check at n=30
- Data map, labelled SPSS and Excel files
- Build notes and change log at handover

NOT INCLUDED

- Sample, incentives and field management
- MaxDiff estimation and price analysis
- Tabulation and reporting
- Additional languages or markets
- Changes after specification sign-off (by change order)

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 3
Independent audit	Audit findings, all resolved	Day 4
Your test round	Consolidated comments addressed	Days 5 to 6
Soft launch	Data check at n=30, sign-off to full field	Day 7

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 2,000

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 300
Compressed timeline, where verification can still be completed	+30%
Changes after specification sign-off	Change order

VI

TERMS

Commitments and terms

- Any defect against the signed specification is corrected free of charge, including data reprocessing.
- You hear about any defect first, within hours of discovery, with a written incident note.
- The build runs inside your Forsta account; data and files never leave your environment.
- Invoices are payable within 30 days. This scope is valid for 30 days from issue.
- Full terms are set out in the Wisfield Verification Standard.

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. Wisfield Survey Engineering · wisfield.com