



PICK-FU WALKTHROUGH

PREPARED BY PANDATA



CREATE A POLL

When you create a poll, you will be taken to this page. You can enter your question and two options. If you want more options, you can opt to add more, but it will cost you additional credits.

Create a New Poll

[See How This Works](#)

Complete the form to start collecting crowdsourced insight about your question.

Basic polls start at \$20 for 50 US-based respondents.

Additional respondents or more specific targeted audiences may cost more.

Step 1: Basic Poll Info

Step 2: Preview

Step 3: Publish

Poll Question

[See Examples](#)

Which design do you like? Which book title is catchier?

Answer Option A

Put your 1st option here. Type text, a URL or drag and drop an image.



Answer Option B

Put your 2nd option here. Type text, a URL or drag and drop an image.



+ Add 3rd Option

Demographic Targeting (Optional) ⓘ

+ Add Audience Filter

All US respondents.

Preview Poll →



CREATE A POLL

Enter your question and possible answers. Use the Add Audience Filter (additional credits required) to hone in on the demographic you are targeting with this poll.

Step 1: Basic Poll Info Step 2: Preview Step 3: Publish

Poll Question [See Examples](#)

Which type of cheese sounds best?

Answer Option A 988 **Answer Option B** 991

Lama Cheddar  

Lama Brie  

[+ Add 3rd Option](#)

Demographic Targeting (Optional)

Income \$0-30k \$30-60k \$60-100k \$100k+ 

Gender Male Female 

[Add Audience Filter](#)

US respondents with Gender: Male and Income: \$100k+.



CREATE A POLL

I decided against the demographic filters. Click preview poll to advance to the next step.

Step 1: Basic Poll Info Step 2: Preview Step 3: Publish

Poll Question [See Examples](#)

Which type of cheese sounds best?

Answer Option A 988 **Answer Option B** 991

Lama Cheddar   Lama Brie  

[+ Add 3rd Option](#)

Demographic Targeting (Optional) 

[Add Audience Filter](#) US respondents with Gender: Male.

[Preview Poll →](#)



CREATE A POLL

The preview page shows what users will see: your question with the possible answers. Click continue if you are satisfied or edit if you'd like to make a change.

Poll Preview

This is a preview of your poll. Make sure your spelling is correct and images render correctly.

Step 1: Basic Poll Info

Step 2: Preview

Step 3: Publish

Which type of cheese sounds best?

 General Population

Option A

Lama Cheddar

Option B

Lama Brie

← Edit

Continue →



CREATE A POLL

Complete your order by placing how many responses you'd like, as well as whether or not you'd like to download the results. If you want more detail, downloading the results is useful.

Complete Your Order

Complete your payment details below to publish your poll. You'll begin receiving answers instantly!

Step 1: Basic Poll Info ✓ | Step 2: Preview | Step 3: Publish

Your Poll Order

[Enter Promo Code](#)

Poll Type	2 Option Poll	10 Credits
	50 Poll Responses	
Poll Options	<input checked="" type="checkbox"/> Downloadable Results (+5 credits) ⓘ	5 Credits
	<input type="checkbox"/> Include Results in Public Gallery ⓘ	
Poll Cost		15 Credits
	Coupon Code: STARTUPVIKES2017 (20 credits)	-20 Credits
Credits Due		0 Credits
Total		\$0.00

You will have 5 credits remaining after completing this order.

Try the Starter Plan

- Free Downloadable Results
- 30 Credits / Month
- and more...
- \$49 / Month

[Learn More](#)

You can finish checking out after.



CREATE A POLL

If you have not yet created an account, please do so at the bottom of the previous page, and then place your order.

Your Account

[Forgot Your Password?](#)

Create a new account Sign in to existing account

Your Name

Email

Password

Password Confirmation

How did you hear about us?

Proceed →



CREATE A POLL

Sign in and click My Polls on the top-right of the screen. You will see the poll you have created as well as how many users they have connected you with so far.

My Polls

Displaying 1 poll

Question	Options	Actions
<p>Which type of cheese sounds best?</p> <p> 6 / 50 Respondents General Population</p>	<p>Lama Cheddar</p> <p>0 votes</p>	<p> (6/50 votes)</p> <p> Download (.csv)</p>

My Polls

Displaying 1 poll

Question	Options	Actions
<p>Which type of cheese sounds best?</p> <p> 50 Respondents General Population</p> <p> February 20, 2017</p>	<p>WINNER</p> <p>Lama Cheddar</p> <p>26 votes</p>	<p>→ Poll Results</p> <p> Download (.csv)</p>



CREATE A POLL

Once you have enough responses, the poll will tell you the winner. (No live-streaming of results.) You can then download your results, or view them on the screen.

My Polls
Displaying 1 poll

Question	Options	Actions	
<p>Which type of cheese sounds best?</p> <p> 50 Respondents General Population</p> <p> February 20, 2017</p>	<p>WINNER</p> <p>Lama Cheddar</p> <p>26 votes</p>	<p>Lama Brie</p> <p>24 votes</p>	<p>→ Poll Results</p> <p>Download (.csv)</p>

RESULTS



If you click poll results on the previous page, you are taken to a page that looks like this. Note that the results are not statistically significant.

Poll Results Not Statistically Significant Private Feb 20, 2017

Which type of cheese sounds best?

50 Respondents General Population Export (.csv) Get More Responses!

WINNER

Option A
Lama Cheddar

||||| 52% 26 votes

Option B
Lama Brie

|||| 48% 24 votes

Responses

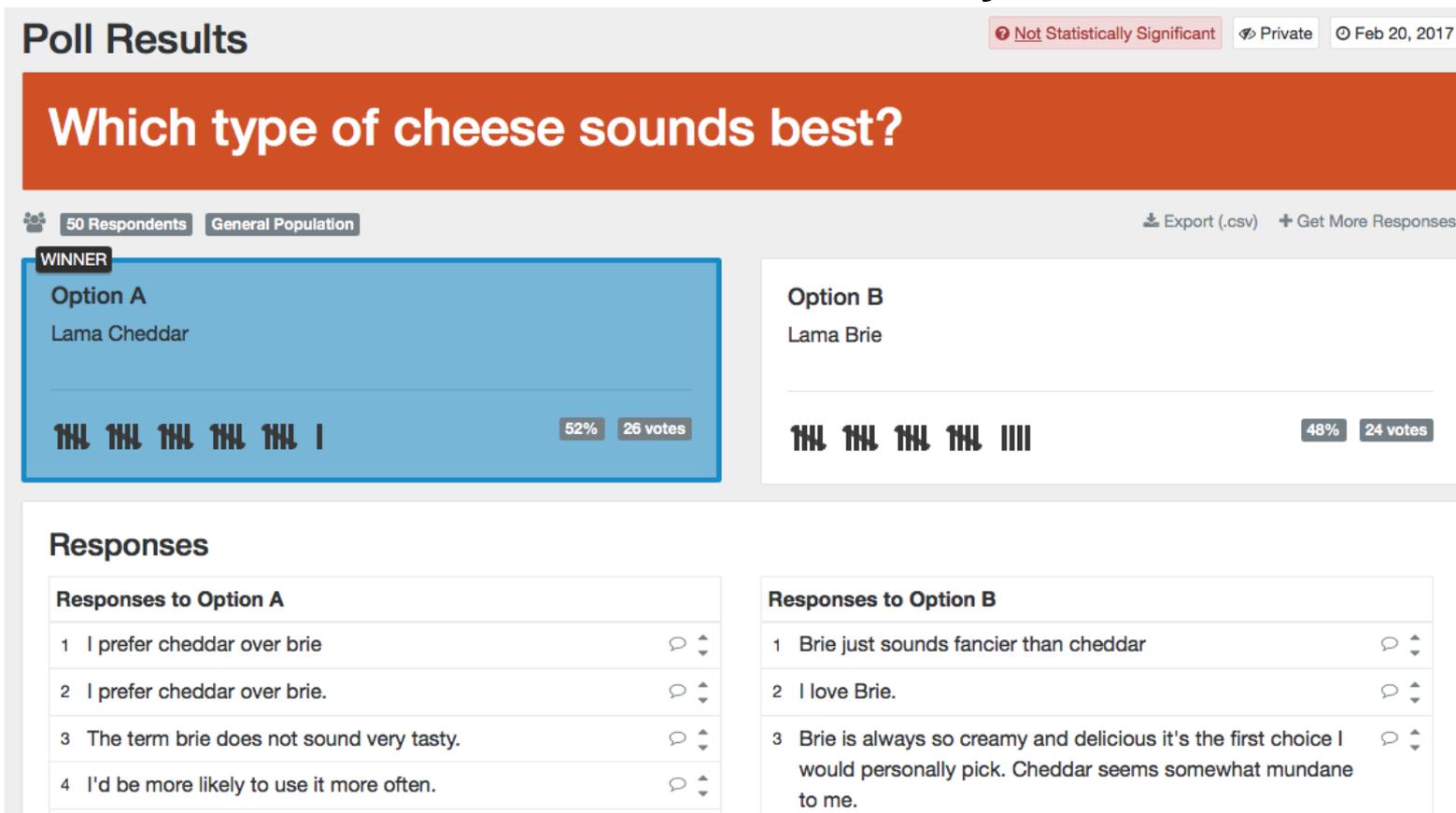
Responses to Option A	
1 I prefer cheddar over brie	🗨️ ⬆️
2 I prefer cheddar over brie.	🗨️ ⬆️
3 The term brie does not sound very tasty.	🗨️ ⬆️
4 I'd be more likely to use it more often.	🗨️ ⬆️

Responses to Option B	
1 Brie just sounds fancier than cheddar	🗨️ ⬆️
2 I love Brie.	🗨️ ⬆️
3 Brie is always so creamy and delicious it's the first choice I would personally pick. Cheddar seems somewhat mundane to me.	🗨️ ⬆️

RESULTS



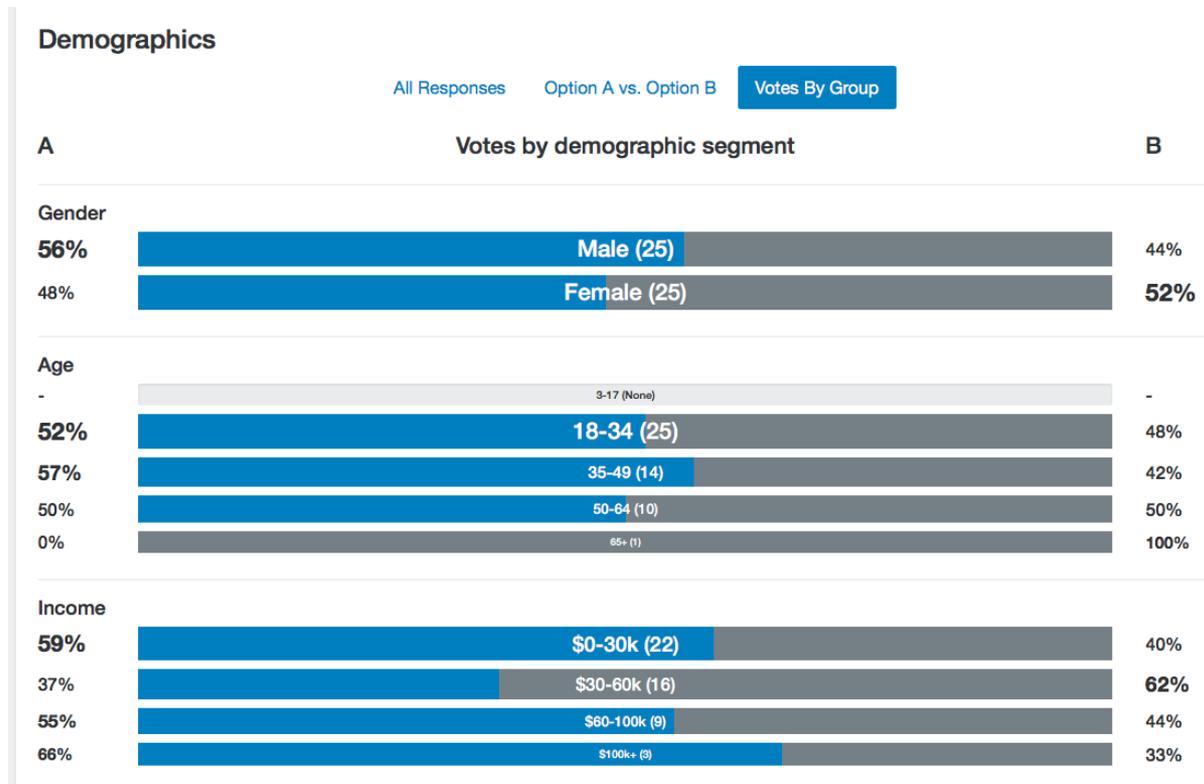
Below, you can see responses and reasons why responders chose the answer that they did.



RESULTS



Scrolling down and you can see results by group and demographic.





RESULTS

You can also display demographics by response, although it is slightly less intuitive.

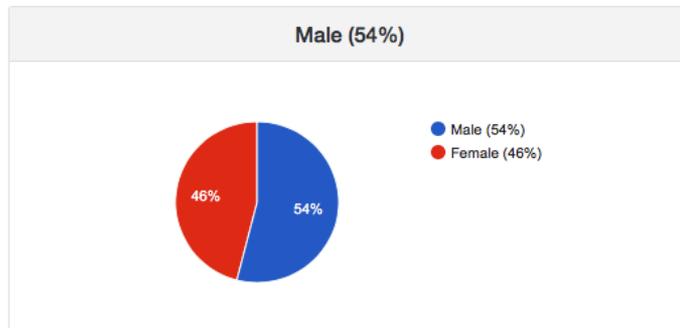
Demographics

All Responses

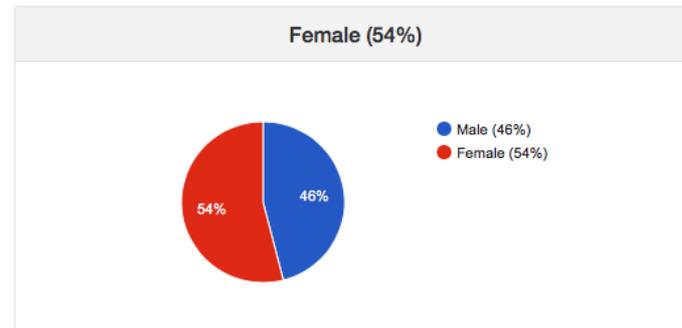
Option A vs. Option B

Votes By Group

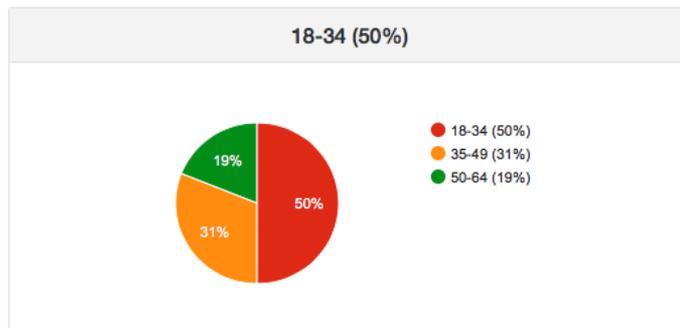
Gender for Option A



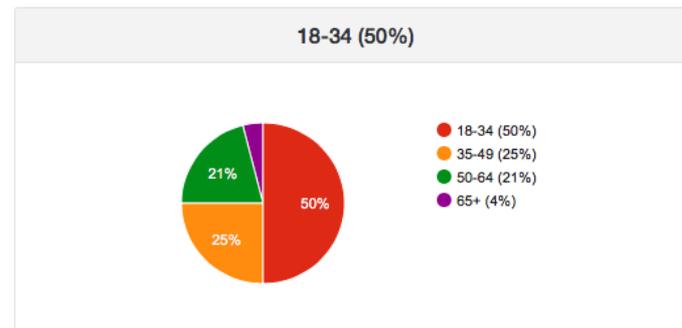
Gender for Option B



Age for Option A



Age for Option B



RESULTS



If you instead downloaded the csv file, you can view the data that is underlying the charts and graphs from the previous slides.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
** Summary **																
PickFu URL	https://www.pickfu.com/P5B441															
Status	DONE															
Question	Which type of cheese sounds best?															
Winner	A															
** RESULTS **																
	A	B														
Choices	Lama Chedd; Lama Brie															
Votes	26		24													
** COMMENTS **																
	A	B														
1	I prefer ched Brie just sounds fancier than cheddar															
2	I prefer ched I love Brie.															
3	The term brie Brie is always so creamy and delicious it's the first choice I would personally pick. Cheddar seems somewhat mundane to me.															
4	I'd be more I Flows nicely together - sounds exotic															
5	I hate brie ch I think Option B sounds better because it sounds more unusual and tasty.															
6	option A sou 'B' rolls off the tongue a little better.															
7	I'm not a fan B because its a specific cheese and it just so happens to be one of my favorites.															
8	Cheddar is a Not a fan of cheddar															
9	lama sounds it sounds more unique															
10	This name de this sounds more interesting and attractive to me															
11	I'm not muc Cheddar is a bit too common in comparison.															
12	I like chedda Well, I like brie more than cheddar. :p															
13	I just really li Brie sounds fancy.															
14	I like Chedda This makes it sound special.															
15	I favor chedc i like brie more															
16	I think that L both sound good but I think Lama Brie sounds catchier															
17	Lama chedd; Cheddar makes it ordinary															
18	Really both a It just goes together better.															
19	2 syllables fo They both sound good but brie is better.															
20	I love chedd; Lama Brie sounds like a delicious cheese, or perhaps a beautiful model. I'm good with either.															
21	I hate Brie C! Brie is less common than cheddar so the lama part fits															
22	The words "L I guess this one, but 'Lama' doesn't sound like a brand of cheese I want to eat.															
23	I hate Brie ch Brie sounds more sophisticated to me in general even without the Lama added to it, so with it now it sounds like it too. I never had Brie either so there is that mystery added to it for me.															
24	not a fan of t Brie is better, to me, than Cheddar															
25	A-sorry but I cannot stand brie															
26	I like it more that I can understand it.															

** DEMOGRAPHICS **			
Gender	A	B	Total
Male	14	11	25
Female	12	13	25
Age	A	B	Total
17-Mar	0	0	0
18-34	13	12	25
35-49	8	6	14
50-64	5	5	10
65+	0	1	1
Income	A	B	Total
\$0-30k	13	9	22
\$30-60k	6	10	16
\$60-100k	5	4	9
\$100k+	2	1	3
Ethnicity	A	B	Total
White	23	21	44
Black	1	0	1
Hispanic	2	1	3
Asian	0	2	2
Other	0	0	0
Education	A	B	Total
High School	6	10	16
College	16	11	27
Grad School	4	3	7