



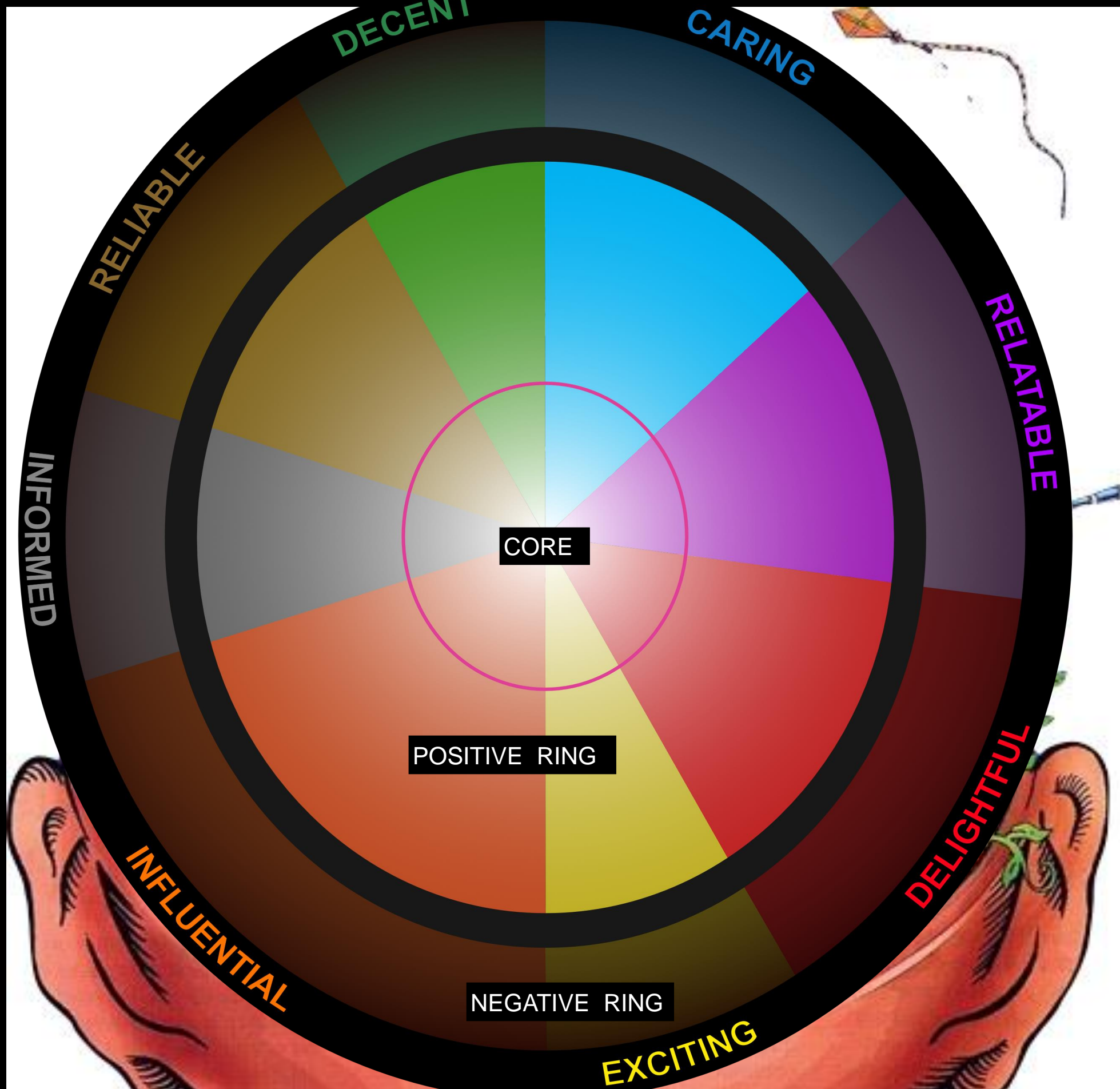
Q.i. Inside™ Map Overview



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35 yrs+ experience in emotions and
behaviour-based research across the world



The Q.i. Inside™ Map, created by Ted, has been based on extensive R&D, desk research & academic consulting.

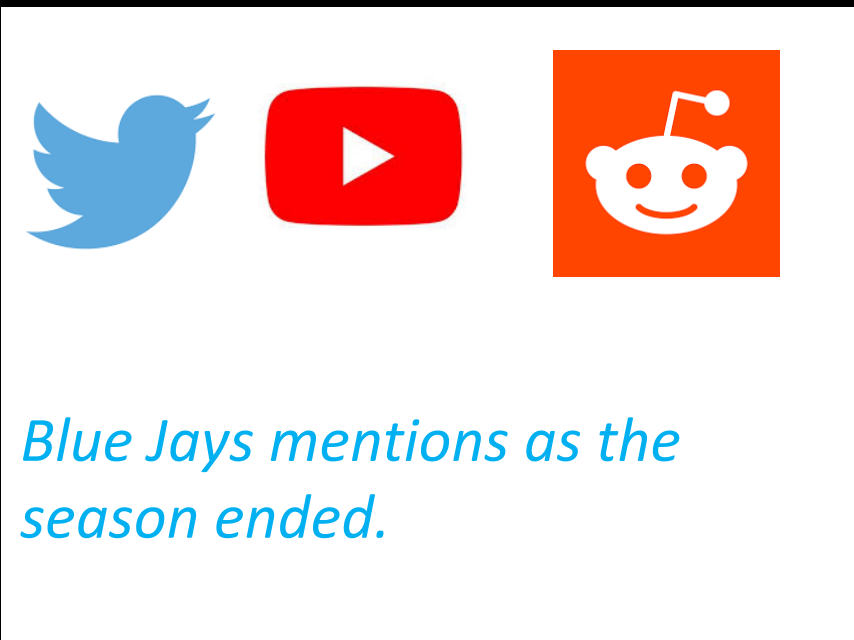
It represents the brain, divided into the **left (the logical)** and the **right (the creative)**. The left and right sides are divided into 4 zones each... *with positive metrics on the inside and negative metrics on the outside.*

The centre (core) contains attributes with the strongest/most positive metrics linked to brand affinity and loyalty.

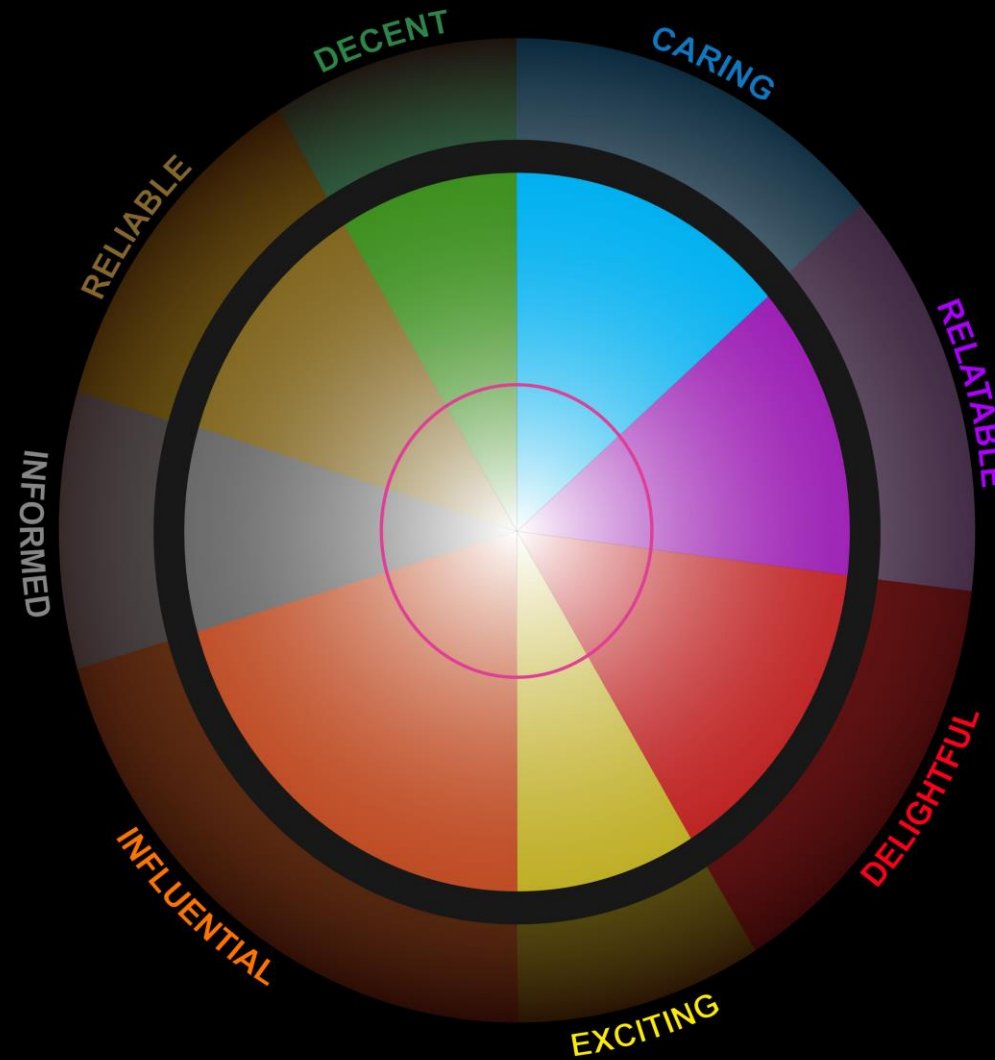


Methodology

Step 1: Code Twitter, Reddit, YouTube mentions using Q.i.'s Universal Coding Framework

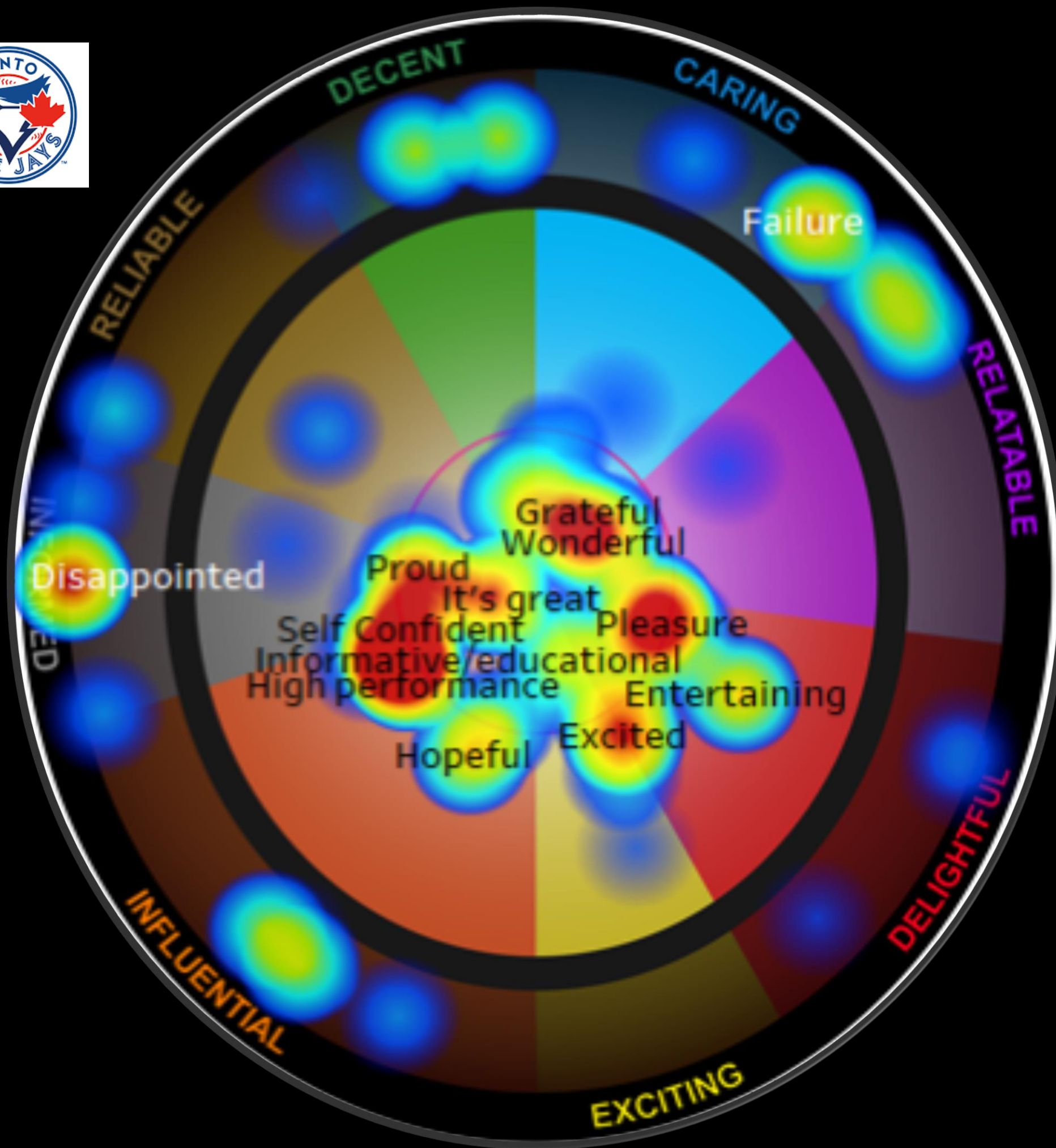


Step 2: Plot the codes on a map



Step 3: Calculate Key Metrics

1. Core Score
2. Zone Scores
3. Positive/ Negative Balance



Toronto Blue Jays Q.i. Map

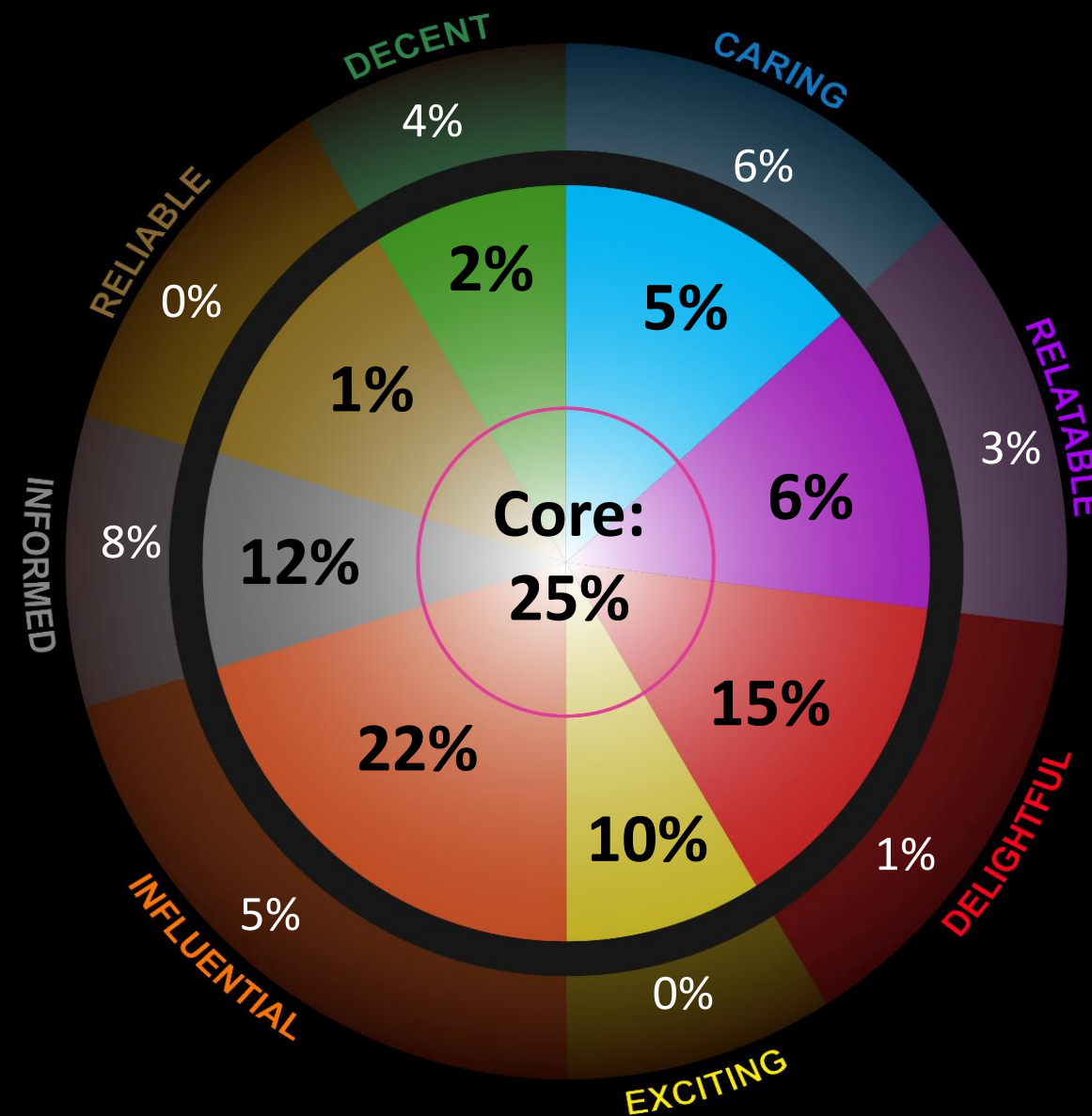
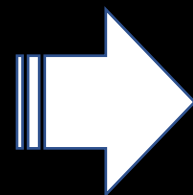
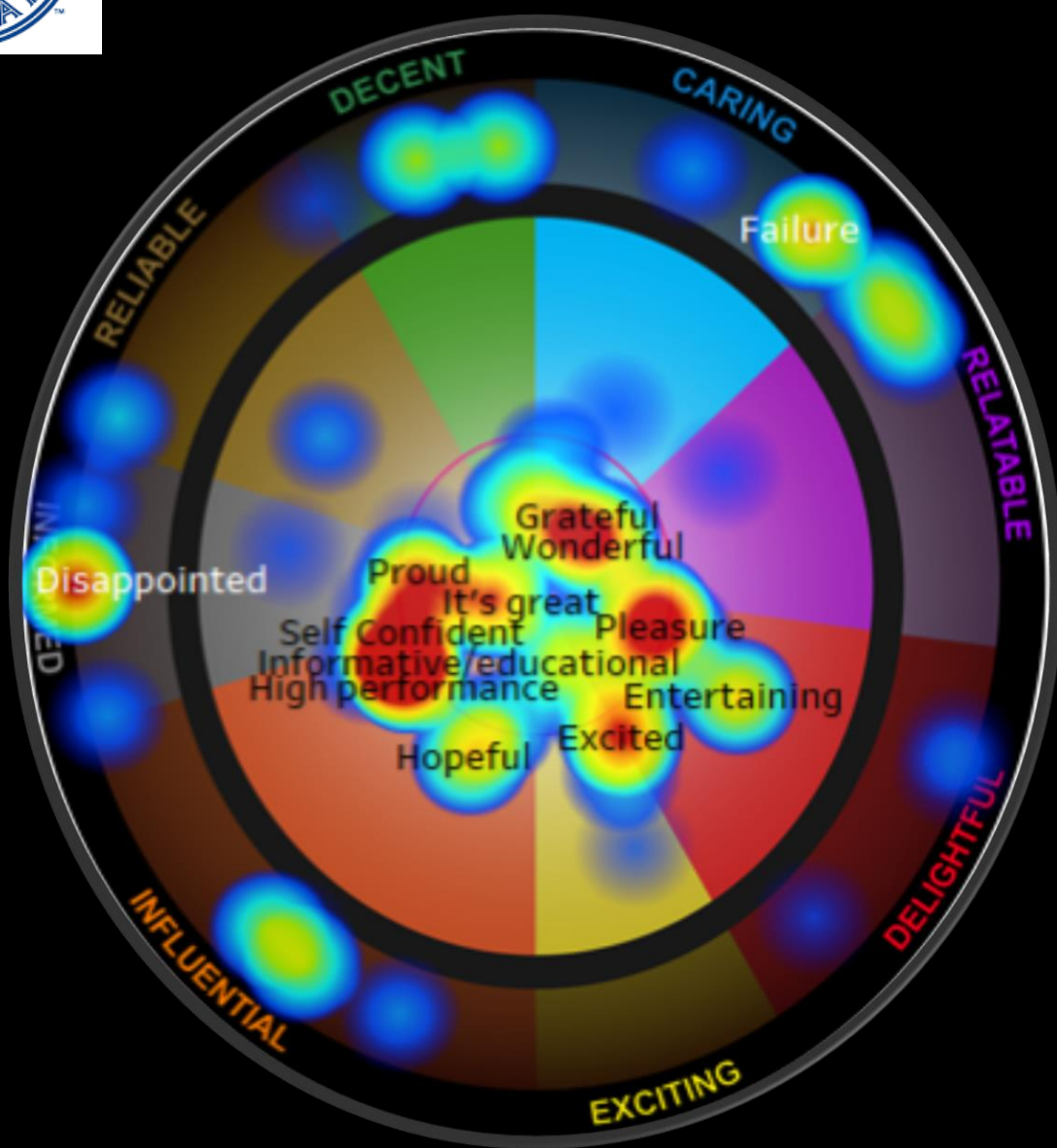
- Fans all over Canada have had a strong positive reaction to the Toronto Blue Jays despite a heartbreaking finish to the regular season.
- Some negative reactions **but most reactions are positive and around the core/centre of the Q.i. Map** indicating a strong connection with the team.

Blue Jays Map



Q.i. Map

Turning Maps to Metrics



- 3 in 4 reactions were positive.
- The 'Influential' and 'Delightful' zones were the strongest areas of the map.

Note: %s inside the Map represent the Zone Scores.

Positive/
Negative Balance



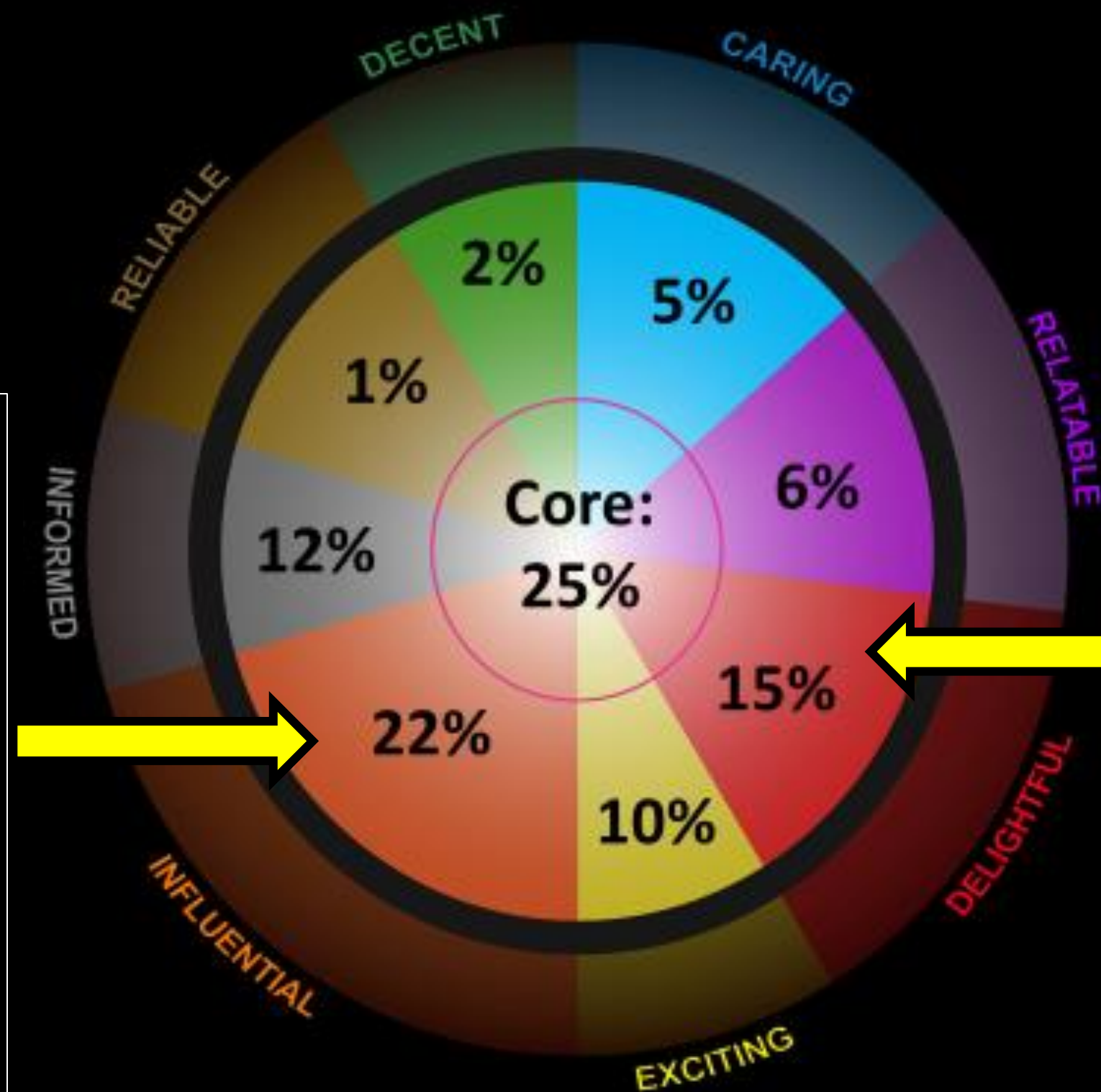
Key Positive Associations: Toronto Blue Jays



Influential Zone

(Most Associated)

- *Successful*
- *High Performance*
- *Hopeful*
- *Self confidence*



Delightful Zone

(Most Associated)

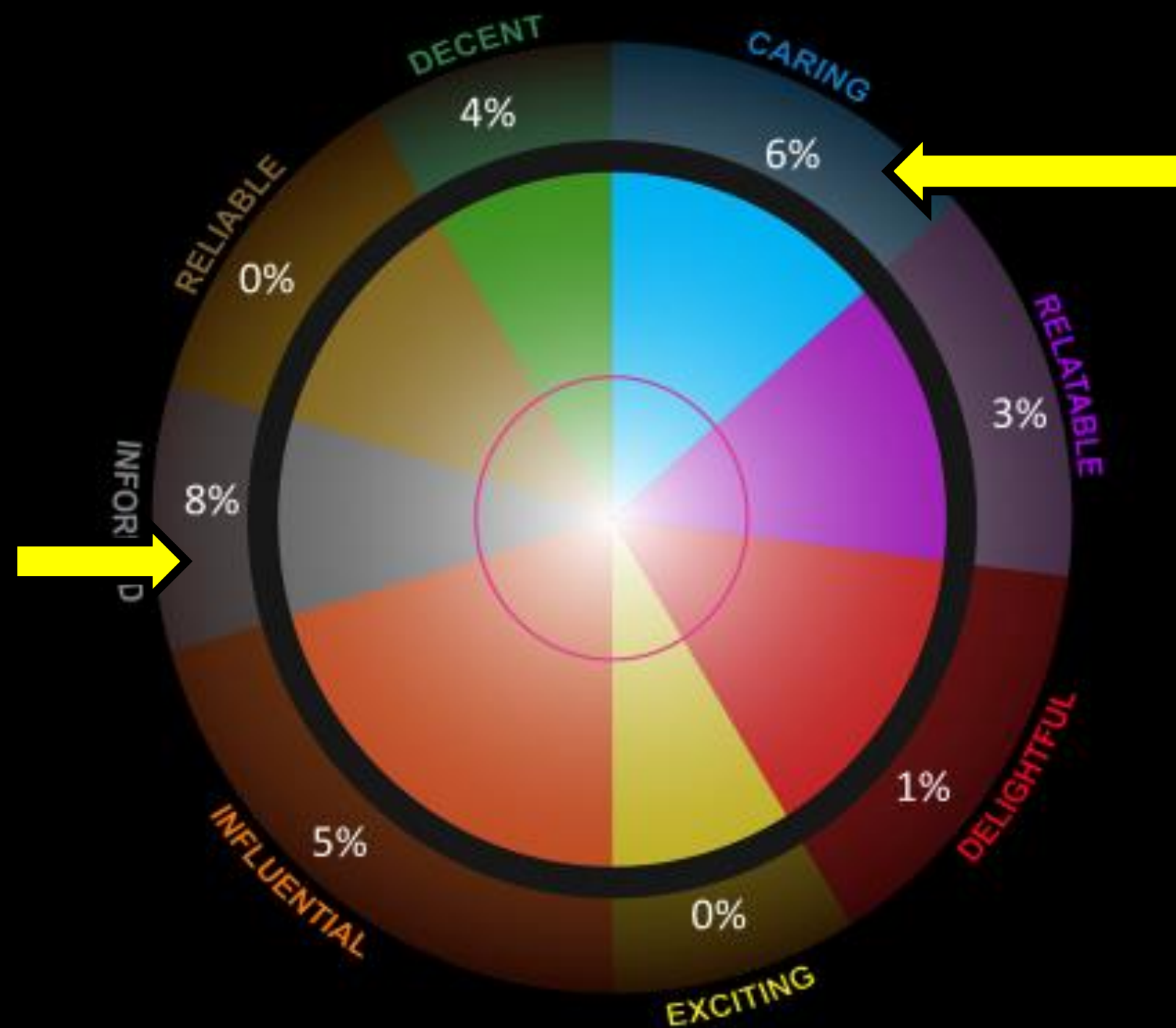
- *Pleasure*
- *Enjoyable*
- *Fun*
- *Fascinating*
- *Cool*

Key Negative Associations: Toronto Blue Jays



-ve 'Informed'
Zone ('Difficult')
(Most Associated)

- *Disappointed*
- *Pessimistic*
- *Critical*



-ve 'Caring'
Zone (Weak)
(Most Associated)

- *Failure*
- *Resigned*

In Summary...



Using the **Q.i. Mapping Framework** we were able to turn social media mentions into some key insights:

- The Blue Jays fan base demonstrated strong positive feelings towards their team despite missing the post season.
- The effort by the team resulted in an overwhelming positive response (73%). Positive emotional response were around the team being **Successful** and **High Performance** the experience being **Fun** and **Enjoyable**.
- As expected, there were some negative mentions (27%) as well. **Disappointment**, **Failure** & **Pessimism** were some of the key negative emotions.

Need help making sense of your unstructured data?

(social media response, voice of customer data, open-ended response, qualitative transcripts etc.)

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