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LIFE Website Discussion and Feedback on Recent Changes

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Overview



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- Changes to LIFE website
- Major Change: PI Feedback Option
- Feedback by end users
- Discussion

Recent LIFE Upgrades and Changes





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- Minor Upgrades and Fixes
 - Current meetings will stay at top of list for two days
 - Eliminated “relevance” rating option
 - Password for meeting required
 - Simplified spreadsheet option
 - Admin: Delete box for rating fixed
- Major Upgrades
 - PI Feedback Option created
 - Similar to proprietary software used by Hornak’s WVU center
 - Allows PI to respond to individual IAB comments
 - Engages PI, creates a dialogue with IAB
 - Eliminates the middleperson interpretation especially for simple comments
 - May make review more effective and efficient?
 - Admin tutorial updated

LIFE PI Feedback Option



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L.I.F.E. LEVEL OF INTEREST AND FEEDBACK EVALUATION FORMS  

Add Meeting

Date: Month Day Year


Center Name:

Host University: (optional)

Password: (*Required)

Industry Process/Outcome Questionnaire:
Check to add a link to the [Industry Process/Outcome Questionnaire](#) on the meeting page

Comment, Question, Suggestion:
Check to add boxes for comments, questions, and suggestions on the evaluation page

PI Feedback Option:
Check to add boxes for PI's to respond to comments 

[\[Back\]](#)



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PI and IAB select their role

L.I.F.E. LEVEL OF INTEREST AND FEEDBACK EVALUATION FORMS

Select Your Role

[Back] [IAB] [PI] ←

Questions? Comments? email iucrc@ucsu.edu



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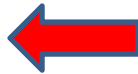
PI Instructions



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AND FEEDBACK
EVALUATION FORMS

Instructions for PIs: 

By selecting "Response to comments" on the following page next to your project you will be able to respond to specific comments provided by IAB members. Simply write a reply in the text box that is provided, enter your name and select "Submit Response" when done. Multiple PIs can submit comment. Your reply and name will be visible to all who access the site and will be debriefed at the IAB session.

Please note:

- Only provide replies for your project
- Do not feel obligated to reply to every comment (e.g., "great project" probably doesn't require a reply)
- Be brief and to the point in your replies: less is more

[\[Continue to Response Page\]](#)

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Select Their Project



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[Back]
[Review Meeting]
[PDF Summary]
[MS Word File]

Center for LIFE Results () - October 22nd, 2013

PI Feedback

1. **Index of Projects**

	Title	Project Id		
>	Project 1 - Dr. Research (My Univ.)	1.01	[Response to Comments]	[Summary]
>	Project 2 - Dr. Science (Your Univ.)	1.02	[Response to Comments]	[Summary]



Select Specific Comments for Reply

Interested - 0

Interested with Change - 1

Not Interested - 0

Abstain - 0

Interested with Change

› Interesting work but the project would be much more useful if the PI would extend the temperature to the range used by industry

Optional: Respond up to 500 Characters (0/500)

Name: Required *Names will be visible by everyone

Very Interested

› This is a great project! We'd really like to see the results of this process for industrial applications

Optional: Respond up to 500 Characters (0/500)

Name: Required *Names will be visible by everyone

Interested

Replies Accessible in Review Summaries



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Summary of PI Responses

Summary of responses
box exists

Question

- ❖ Curious to see if there are known cases in which traditional methods have failed while the product launch was successful. It would be interesting to retest using your new immersive technology to see if can provide better prediction. (delete)

Response 1: My speculation is that products scoring low using traditional methods are likely not launched. Thus, it would be hard to find these data. However, I agree it would be interesting to see if immersive methods are more predictive than traditional methods and the current proposal seeks to directly test this. -Simons

Suggestion

- ❖ *As a sponsor, we have been in contact along the way to this proposal* (delete)
- ❖ *This would be more appropriate to present to the firms that are hired to do the advanced hedonic testina for food companies.* (delete)

Response 1: I agree, contract consumer testing firms could also benefit from the technology. However, many food manufacturers field their own tests and immersive technologies could be employed at earlier time points to better inform the product development process. -Simons



Issues to Address

- Debriefing LIFE with PI responses
 - No prescribed format yet
 - Various Options
 - Same as in past
 - Evaluator led
 - Director led
 - IAB led
 - PI led
 - Two stage: PI led; IAB closed
- Everyone (all PIs) gets to see all comments and all PI feedback
 - Is this a problem?
- It's an experiment and we will need to fine tune



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End User Experience

QUESTIONS?