

V-Lab Vistra Virtual Lab

The Vistra Virtual Lab (aka: V-Lab) platform is a dynamic online qualitative and quantitative research tool that collects, categorizes, and prioritizes electronically and anonymously gathered feedback from geographically dispersed participants. You – our federal clients – ask the questions. The participants you want involved provide answers. Vistra synthesizes the data in real-time and delivers a full transcript so you can get the insights you need within 24 hours.

Organizations can identify and process key themes, tactics, and recommendations from large groups of participants. It's the ideal research tool for quickly generating a large amount of feedback from stakeholder audiences and quickly categorizing and prioritizing that feedback to apply in the real world.

V-Lab allows organizations to quickly and effectively:

- Gain awareness of, and attitudes towards, a government program, its products, or its services
- Identify areas of opportunity for improvement in program management, communications, and more
- Develop and test messaging effectiveness and tactics with target audiences to maximize ROI
- Develop crisis communications strategies through collaboration and prioritization
- Engage participants in real-time with probing questions to elicit further insights

To learn more about the V-Lab and how it can help your federal agency, please call or email Michael Hillegass, Managing Director, at 202-617-6594 or MichaelH@ConsultVistra.com

Vistra V-Lab OnLine Introduction Session

Welcome to the Vistra V-Lab Online System powered by the Converge technology platform. This session is an introduction to the capabilities of our system and how it can be applied to a broad range of stakeholder input sessions. Our session will begin at 11:00am EDT (US Eastern Daylight Time) and will conclude at 12:00pm EDT. Once you have reached this welcome screen then please join our audio call by clicking on the JOIN AUDIO button in the upper right of your screen. Should you have any issues with your computer audio you can also use a traditional voice line at USLD 202.998.6815, confirmation code 64 #. Once you have joined us by audio please mute your individual line via the mute icon in the upper right of your screen.

VOICE INSTRUCTIONS

Introduction

- Introduction to Vistra V-Lab (Process)

Priorities for America

- Identification of Priorities for the New Administration
- (1) Categorization of Priorities for the New Administration
- (A) Assessment of Priorities for the New Administration
- S1A Survey: The One Most Important Priority
- S1B Survey: Reflecting in the Decade Ahead

Travel

- Oh, The Places You Would Go!
- S2A Survey: Reflecting on Travel (Preferences)
- S2B Survey: Reflecting on Travel (Videos)

Open Comments

S1B Survey: Reflecting in the Decade Ahead

Priorities for America

Instructions: Please respond to the following survey questions. There will be an instruction at the end of the survey on how to submit your responses:

Participation: 14 fully contributed

The Decade Ahead

1. All things considered, are you optimistic or pessimistic about the DECADE ahead for America (now through 2029)?

| Response | Times Selected |
|------------------------------------|----------------|
| Optimistic about the decade ahead | 12 |
| Pessimistic about the decade ahead | 2 |

2. Please explain your response to the above question:

| No. | Idea |
|-----|--|
| 1. | OPTIMISTIC: I am optimistic as we are seeing good change moving forward with the new administration. Mainly to start without all the toxicity that we've seen in the past. Finally some positivity, moving toward normalcy and better for the economy. |
| 2. | OPTIMISTIC: Our Government systems has survived all sorts of wild swings but we are still the best country every. We will figure things it out. |
| 3. | OPTIMISTIC: Once one becomes aware, action can be taken |
| 4. | OPTIMISTIC: I believe in the general good and reasonableness of most citizens. Those that are unreasonable are just the loudest. I also believe in our young people |
| 5. | PESSIMISTIC: Country is divided and lives in two different realities. That dynamic is going to get worse with the increased availability of selective news sources. |
| 6. | PESSIMISTIC: We can't help ourselves |
| 7. | OPTIMISTIC: I really think we have an opportunity for a fabulous decade if we can get on the same page politically--COVID showed us a lot about what we care about and are better together. |
| 8. | OPTIMISTIC: We are more focused on healthcare. We are uncovering issues that have need to be addressed for a very long time and working to make things right |
| 9. | OPTIMISTIC: We have learned a lot this past year. Hopefully we can implement those lessons learned. |
| 10. | OPTIMISTIC: Always have to remain optimistic because positive insight is a great way to move the country forward. Although at time I worry, I cannot allow that to feel overall. |
| 11. | OPTIMISTIC: Optimistic we'll move beyond biased media and combative politics to work toward a common goal as a country. |
| 12. | OPTIMISTIC: Young people have energy and open minds. The old guard has the chance to be replaced by innovative thinking and a renewed vision. |
| 13. | OPTIMISTIC: Discussions for change are finally happening. Let's keep them going. |

Travel Videos

1. What do you think the 'brand message' is from this video? What are they communicating about travel. Life and Arizona as a destination?

<https://www.youtube.com/watch?v=LCO2kxm5wV>

Very emotional, nostalgic, the countryside and culture of Arizona
Very, very emotional.

90/1000

2. Our next video, a shorter one, is from Myrtle beach and you can play it in the window to the right. What did you like most about this video?

Not much. Pretty generic. Random river kayaking scene when they are emphasizing the beach.

90/1000

Contact Information

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