How to understand and use the Qvest output page

By simply participating in a Qvest, employees are empowered, engaged and are given the opportunity to inquire about and discuss what is important to them within a certain topic. As soon as a Qvest ends, all the participants receive an email with a link to the Qvest output page. The output page displays 3 data visualizations.

Here's an example of a Qvest output page.

Qvest Network

The first data visualization you'll see is the Qvest Network showing how the groups (e.g. departments or regions) distributed the questions among them.

This data visualization will allow you to understand several different things. You will be able to see which groups received the most number of questions based on the size of the node, the amount of questions exchanged between two groups based on the thickness of the line between two nodes, as well as whether participants within the same group asked each other questions based on the arch above nodes.
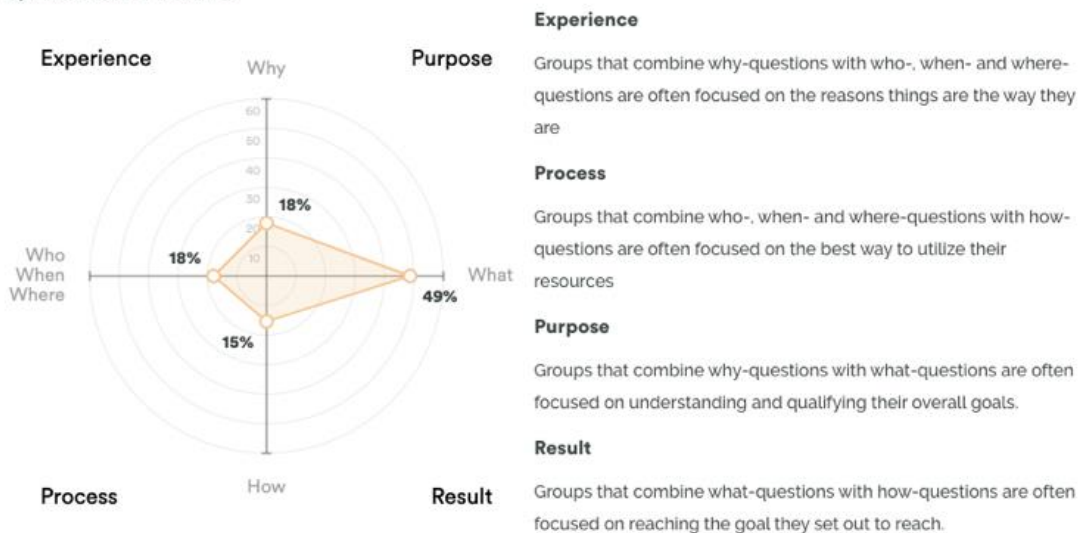
What does this mean and why is it helpful? Let's create a scenario for the sake of explanation. Let's say the topic is: Restructuring after acquisition. If HR's node in the Qvest Network is large (illustrating that they received many questions), it could mean that the participants are most curious about HR's take on the topic and likely believe that most of the knowledge about this particular topic rests with them.

If several questions are asked between, say, HR and IT, it could be that they have the most confusion or problems to solve between those two departments. If participants within the IT group are asking each other a lot of questions, it could be that communication is unclear within the department. Most importantly, the Qvest Network ignores hierarchy and demonstrates the informal nature of communication and knowledge flow within an organization.

Question Profile

The second data visualization is the Question Profile.

Question Profile

Experience

Groups that combine why-questions with who-, when- and where-questions are often focused on the reasons things are the way they are

Process

Groups that combine who-, when- and where-questions with how-questions are often focused on the best way to utilize their resources

Purpose

Groups that combine why-questions with what-questions are often focused on understanding and qualifying their overall goals.

Result

Groups that combine what-questions with how-questions are often focused on reaching the goal they set out to reach.

The Question Profile is a chart that shows you the distribution of questions based on the type of questions asked. This is an important chart as you will be able to identify potential blindspots and see where and how the participants focus when they exchange questions about the Qvest topic.

The Question Profile has four focus-sections.

1. When more than 60% of the questions that include question words (why, what, who, when, where, how) are placed in one section, the participants in the Qvest are considered clearly focused.
2. Similarly, your stakeholders are considered focused when more than 60% of the questions that include question words are placed in two sections, and not focused when there are less than 30% of the questions in each of the sections.
3. Groups that have a clear focus on one of the focus sections also have a clear blindspot on one of the other focus sections, meaning that either experience, purpose, process or result escapes the project stakeholders' attention.
4. Similarly, groups that have a focus on two focus sections also have two potential blindspots on the other two focus sections.

This section is important because it will allow you to understand whether your participants are focused on: the reasons things are the way they are, the best way to utilize their resources, understanding and qualifying their overall goals, or reaching the goal they set out to reach. By discovering the current focus of your participants, the way forward becomes clearer.

Qvest word cloud

The third and last data visualization you'll see is the Conversation Highlights.

Conversation Highlights

Click the words and see the questions and answers or here to show all

The conversation highlights basically shows you the words that were most frequently used during your Qvest. The bigger the word, the more times it appeared in questions and answers exchanged during the Qvest. You can tap the different words to see questions and answers that contain that specific word. You can also tap the

yellow text just below the word cloud to see all the questions and answers exchanged during the Qvest.

This section is important because not only does it allow you to read through every question and answer obtained from the Qvest, it provides a clear and visual representation of what is on the top of the participant's minds.