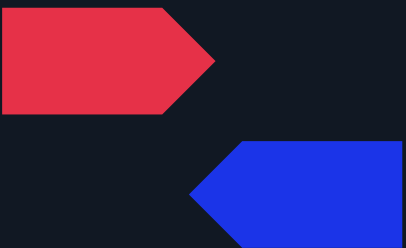




SKPTIK

Decision, Disagreement & Consensus Board



SAMPLE subject: three pricing offers for a design-review service

SAMPLE

Generated: 2026-09-28 · Confidence: Low

Directional verdict: A leads, C polarizes, B is priced out.

Sample report with illustrative demo values. Not a real study, customer or market claim.

Not market validation. Not observed behavior. A structured synthetic read of where relevant personas may prefer, reject, misunderstand or disagree.

EXECUTIVE SUMMARY

- Variant A (€49 one-off) had the lowest average objection score in this SAMPLE run.
- Variant B triggered strong price resistance across budget-sensitive personas.
- Variant C split the panel: subscription fatigue versus low entry price.

DECISION

Bridge to action: test A's clarified wording with live traffic.

10 (SAMPLE)

Synthetic personas

3

Variants compared

0.41 (SAMPLE)

Consensus index

01 UNCERTAINTY FLAGS

- Small qualitative synthetic panel (SAMPLE n=10).
- Variant C wording differed in length.

02 PANEL CONSTRUCTION

Criterion	Spread
Buyer role	Founder, PM, freelancer
Budget sensitivity	Low / medium / high
Switching friction	Has agency vs none

03 SCORING MODEL

Comprehension is checked first as a disqualifying gate. Eligible options are summarized with median + range, a forced best-worst tally, segment cuts and polarization; disagreement is reported rather than averaged away.

04 USE CASE

Choosing which offer to put in front of real traffic first.

05 CONSENSUS BOARD

Directional median objection strength by variant (SAMPLE, 0–3).

	A · €49	B · €99	C · €19/mo
Price feels high	1	3	1
Unclear deliverable	2	1	2
Trust in reviewer	2	2	1
Subscription fatigue	0	0	3

06 CONFUSION WATCHLIST

- “Review” read as code review by some personas.
- “48h” unclear: start or delivery?

07 LANGUAGE TO TEST NEXT

- “10 prioritized design fixes in 48 hours”
- “One-off, no subscription”

METHODOLOGY

SAMPLE method: a 10-persona qualitative depth panel derived from the target audience and frozen as a quota matrix before the run. Options are shown blind, symmetrically and in randomized order. Personas answer independently, rejection reasons come first, comprehension is a hard gate (>2/10 material misreads disqualifies an option), aggregation uses median/range plus best-worst and segment/polarization cuts, and a diversity audit checks for mode collapse. Directional only, not statistical.

UNCERTAINTY NOTES

- Synthetic personas can share model biases.
- No real buyer behavior was observed.

EVIDENCE & SOURCES

Frozen persona quota matrix

Construction · 10 personas, independent blind runs (SAMPLE)

Variant copy

Input · Supplied by client (SAMPLE)

NEXT STEP

Move the strongest variant into a live SKPTST behavior test.