

QUALITATIVE INFLUENTIAL ATTRIBUTES (QIA)-FEATURE MAPPING MATRIX - SURVEY VALIDATION OUTCOME

QIA-Feature mapping across six age cohorts

168 competitor-benchmarked features, read against demographic-derived QIAs for every cohort — coverage, the adoption/engagement split, and what users agreed with.

HEADLINE FIGURES

ALL SIX COHORTS

FEATURES BENCHMARKED

168

Identical set tested against every cohort

MAPPED FEATURES

973_{/1008}

96.5% of all cohort × feature pairs

MEAN QIA MAPPING

84%

Range 80–90%; 32–36 unique QIAs per cohort

MEAN USER AGREEMENT

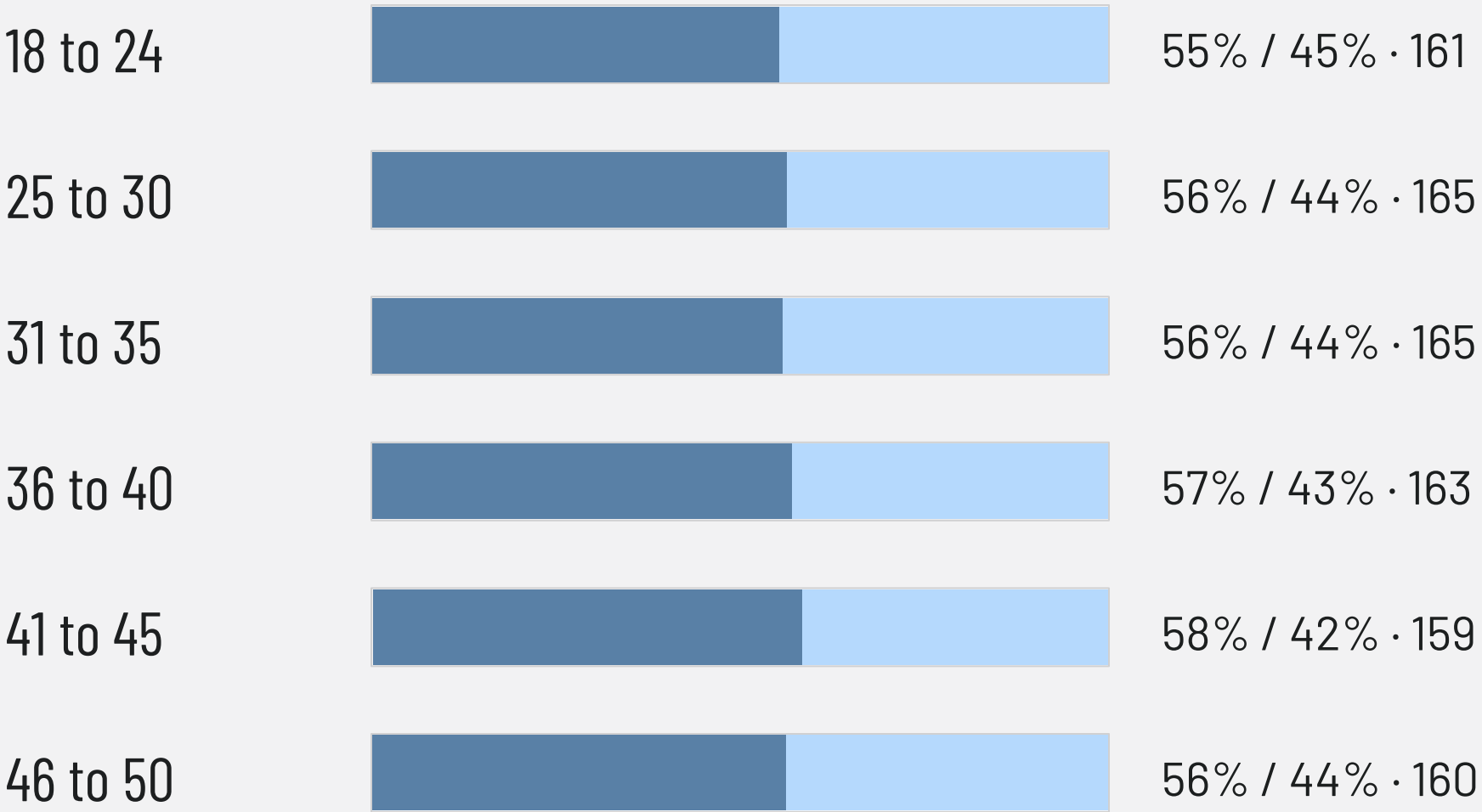
95%

Agreed at 50% and above; low 88.8%

01 THE MATRIX					ORDERED BY AGE RANGE		
AGE RANGE	MAPPED	UNIQUE QIAS	ADOPTION	ENGAGEMENT	QIA %	MENTAL MODEL %	AGREED %
18 to 24	161 / 168	32	89	72	80.0%	95.8%	90.1%
25 to 30	165 / 168	35	93	72	87.5%	98.2%	100.0%
31 to 35	165 / 168	34	92	73	85.0%	98.2%	97.6%
36 to 40	163 / 168	32	93	70	80.0%	97.0%	95.1%
41 to 45	159 / 168	36	93	66	90.0%	94.6%	98.1%
46 to 50	160 / 168	33	90	70	82.5%	95.2%	88.8%

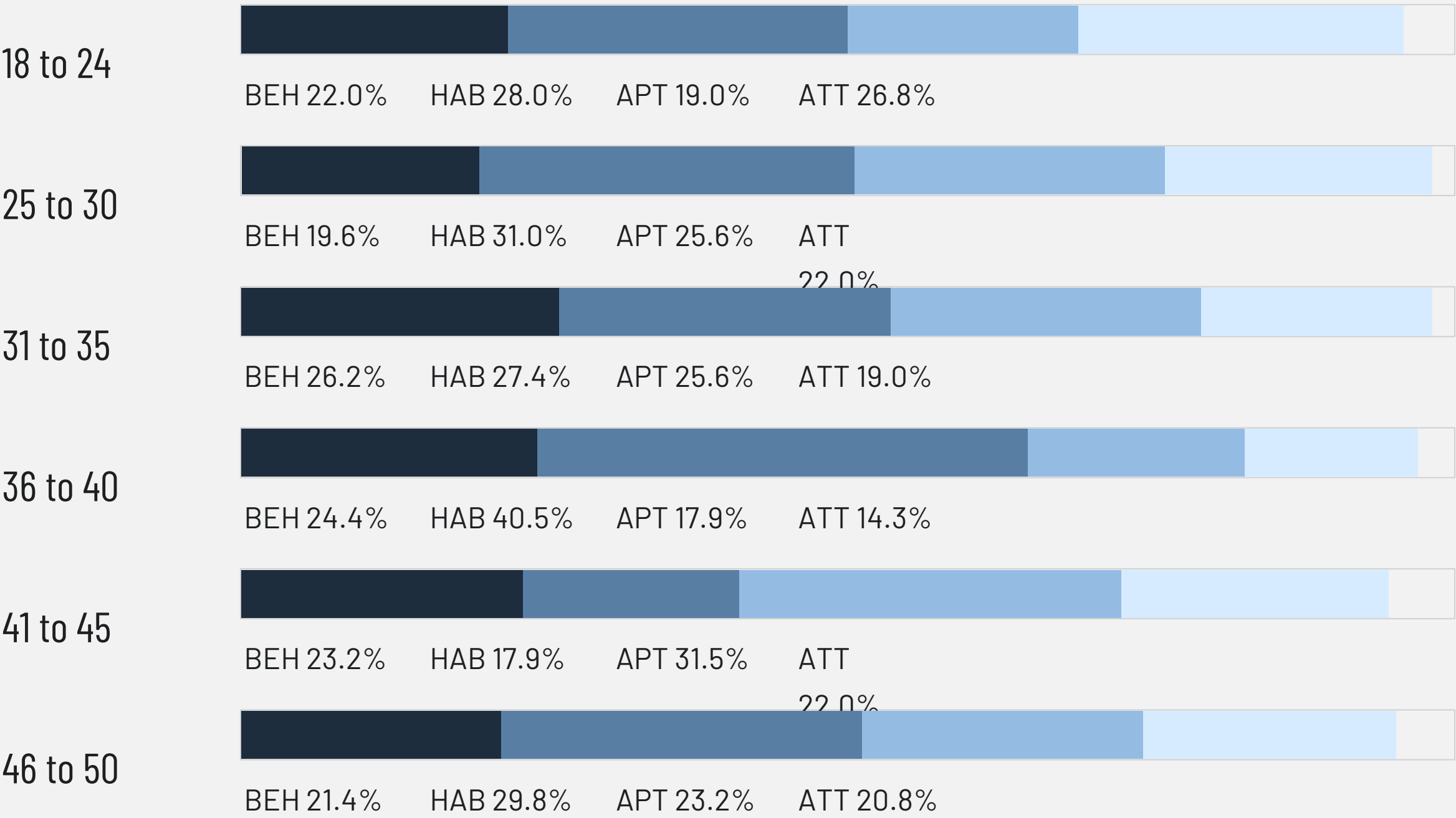
Adoption plus engagement is the mapped set

In every cohort the two counts sum exactly to the mapped total — $89 + 72 = 161$ for 18–24, and so on. The split is a partition, not two separate readings.



03 WHAT THE MAPPED MODELS ARE MADE OF

SHARE OF THE 168-FEATURE SET



LEGEND

- BEH – Behaviours
- HAB – Habits
- APT – Aptitudes
- ATT – Attitudes

The four classes sum to each cohort’s mental-model coverage; the unfilled remainder is the part of the set no QIA class reached.

04 WHERE THE COHORTS ACTUALLY DIFFER

VALIDATED BY USERS, AGREED 50%+

100% 25 to 30 98.2% coverage	98.1% 41 to 45 94.6% coverage	97.6% 31 to 35 98.2% coverage	95.1% 36 to 40 97.0% coverage	90.1% 18 to 24 95.8% coverage	88.8% 46 to 50 95.2% coverage
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Mental-model coverage sits inside a 3.6-point band (94.6–98.2%). Agreement spans 11.2 points. The cohorts are not separated by how much of their model the feature set reaches — they are separated by how much of that mapping users endorsed.

18 to 24

90.1% AGREED

80% of demographic-derived QIAs mapped accurately to 96% of the mental models represented in benchmarked features.

3 business cases · 55% adoption to 89, 45% engagement to 72 · 32 QIAs

25 to 30

100% AGREED

88% of demographic-derived QIAs mapped accurately to 98% of the mental models represented in benchmarked features.

3 business cases · 56% adoption to 93, 44% engagement to 72 · 35 QIAs

31 to 35

97.6% AGREED

85% of demographic-derived QIAs mapped accurately to 98% of the mental models represented in benchmarked features.

3 business cases · 56% adoption to 92, 44% engagement to 73 · 34 QIAs

36 to 40

95.1% AGREED

80% of demographic-derived QIAs mapped accurately to 97% of the mental models represented in benchmarked features.

3 business cases · 57% adoption to 93, 43% engagement to 70 · 32 QIAs

41 to 45

98.1% AGREED

90% of demographic-derived QIAs mapped accurately to 95% of the mental models represented in benchmarked features.

3 business cases · 58% adoption to 93, 42% engagement to 66 · 36 QIAs

46 to 50

88.8% AGREED

83% of demographic-derived QIAs mapped accurately to 95% of the mental models represented in benchmarked features.

3 business cases · 56% adoption to 90, 44% engagement to 70 · 33 QIAs