

Candid Response

The complete walkthrough

Permission to speak freely.

A Mind Measure product.

WHAT THIS GUIDE IS

This is the whole of Candid Response, from your first sign in to reading your first report. It follows the product exactly as it runs, one screen at a time.

There are two parts. The first is yours: setting up your company, writing your questions, and sharing the link. The second belongs to your people: the short, anonymous conversation they have with Allie, shown here so you know precisely what you are asking them to do. The guide closes back with you, on the dashboard and the report.

You will only ever set up once. After that, running a campaign is a few minutes of writing and a link to share.

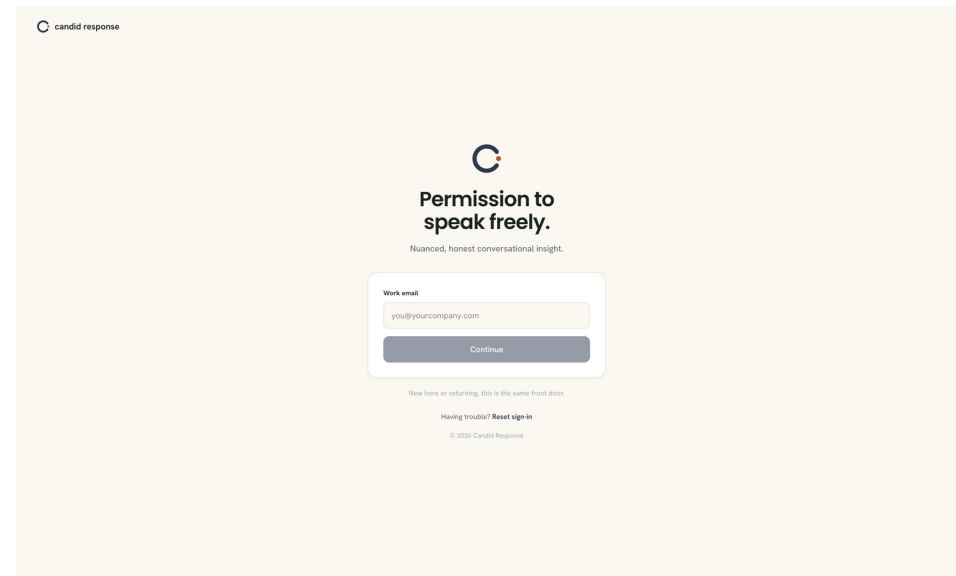
A note on privacy, because it shapes everything that follows. Candid Response never holds your employee list. You distribute every link yourself, through your own channels. Answers are anonymous by architecture, paraphrased and never tied to a name. And no reading of what was said, on the dashboard or in the report, appears until at least five people have taken part, so no result can ever point to one person. That principle is not a setting you switch on. It is how the product is built.

PART ONE • SETTING UP AND ASKING

01

Sign in

Candid Response uses your work email and a one-time code, so there is no password to remember or lose. Enter your work email and select Continue. New or returning, it is the same front door.



02

Enter your code

We send a six-digit code to your inbox. Enter it here and select Verify and continue. If it does not arrive within a minute, Resend code sends a fresh one, and Change email takes you back a step if you mistyped.

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Check your inbox

We sent a six-digit code to ksduddy@gmail.com

Code sent to ksduddy@gmail.com

Verify & continue

Change email

Resend code

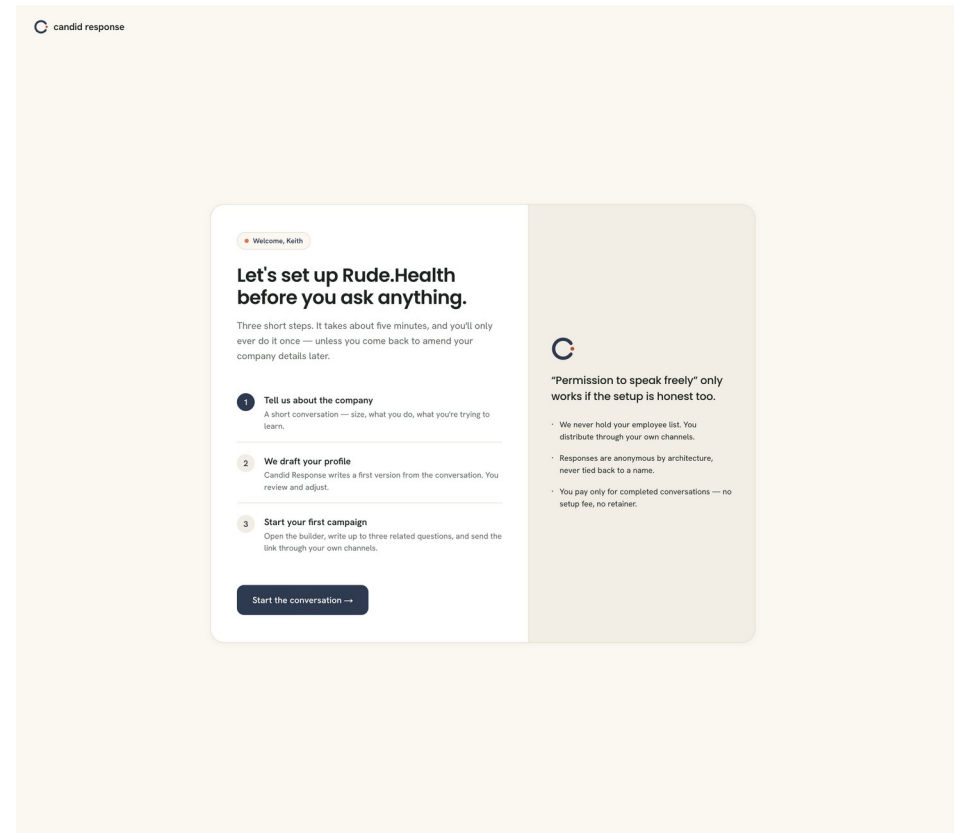
Having trouble? [Reset sign-in](#)

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03

Start your setup

The first time in, Candid Response walks you through a short setup so Allie understands your company before you ask anything of your people. Three short steps, about five minutes, and you only do it once. When you are ready, select Start the conversation.

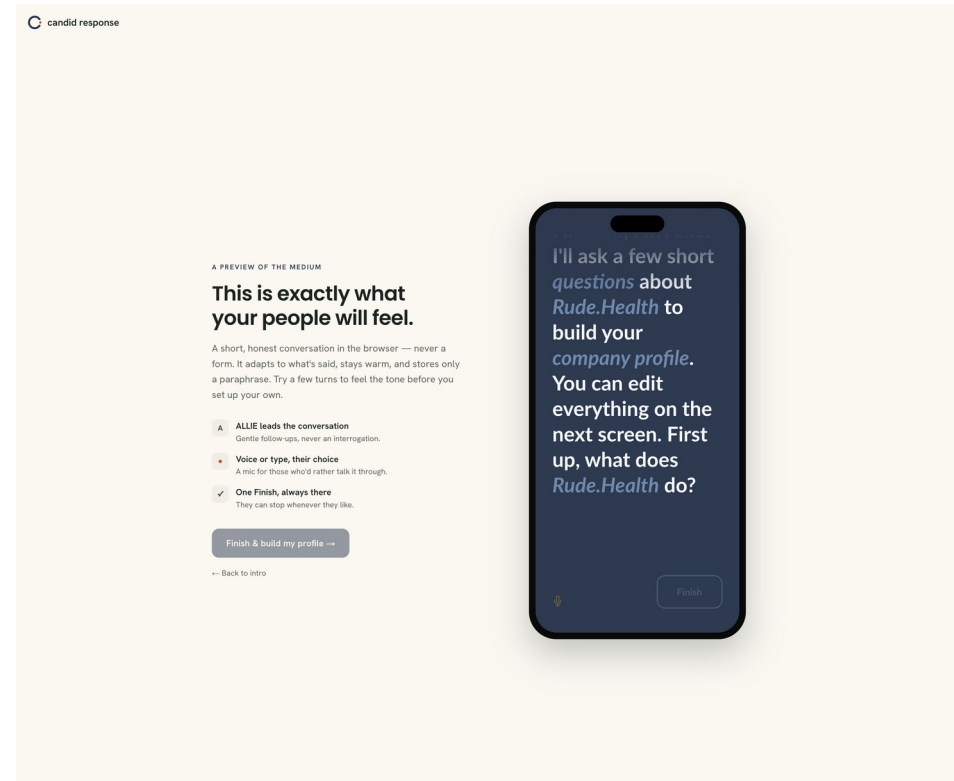


04

Tell Allie about your company

This is a conversation, not a form. Allie asks a few short questions about your organisation, what you do, how you are set up, what you are trying to learn, and you answer out loud in your own words, just by talking.

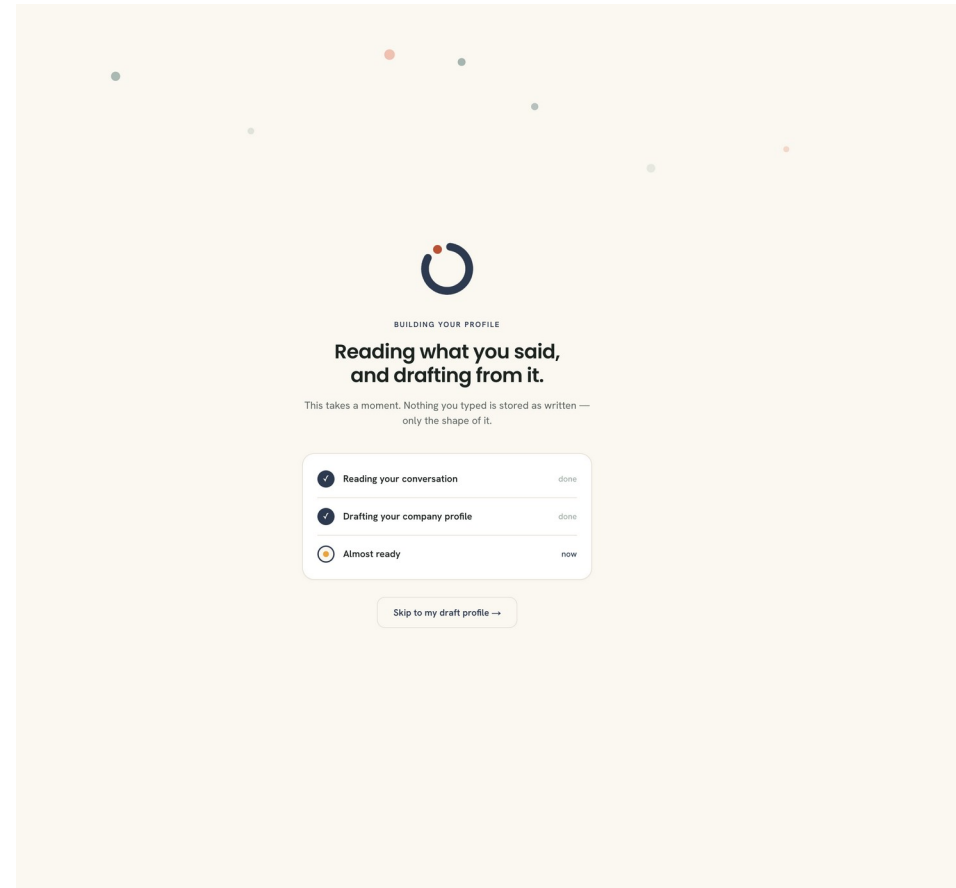
It is the same kind of spoken conversation your people will have later, so it doubles as a first feel for the medium. You will get the chance to correct anything in writing once Allie has drafted your profile. Talk for as long or as little as you like, then select Finish and build my profile.



05

Allie drafts your profile

Candid Response reads your conversation and drafts your company profile from it. Nothing you said is stored word for word, only the sense of it. This takes a moment. You do not need to do anything here.



06

Check your profile and unlock your credits

Here is the profile Allie drafted, laid out for you to check. Read it through, correct anything that does not ring true, and add any context the conversation did not surface. Your words always win over the draft.

Fill in your contact details, then select Confirm and unlock 20 credits. Those 20 free credits let you run a real campaign before you ever buy a pack.

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COMPANY PROFILE - REVIEW

Rude.Health

Check everything reads true, then confirm to unlock 20 free credits and continue.

Unlock 20 free credits

Check the profile below, fill in your contact details, then confirm. That unlocks 20 credits to run a real campaign before you buy a pack.

We drafted this from your conversation.

Check it reads true to how you'd describe your company. Edit anything. Your words always win over ours.

YOUR DETAILS

Your name

Keith

Your role

Company Founder & CEO

Company name

Rude.Health

Phone

+447521487477

Company address

71-75 Shelton Street, London

COMPANY PROFILE

Team size

10

Industry

Digital Marketing / Men's Health

What your company does

Rude.Health is a digital marketing organisation specialising in men's health, with a particular focus on sensitive and often-avoided topics like fertility and sexual health. The company was founded in 2018 and has since grown to over 100 employees across the UK.

What you most want to learn from your people right now

do they think the mission is the right one

Primary contact email

keith@rude.health

Cancel

Confirm & unlock 20 credits →

07

Your dashboard, before your first campaign

This is home. Until a campaign is live it stays quiet, and shows you the one thing worth doing next: starting your first campaign.

Everything else on this page, the live conversation, the themes, the paraphrased samples, fills in once your people begin to respond. When you are ready, select Open the builder.

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Keith
Rude Health



HOME - GETTING STARTED

Welcome, Keith.

Rude Health has no live campaigns yet, so this is quiet for now. Ask what you need to know and this page fills with what your people are really saying.

YOUR FIRST STEP

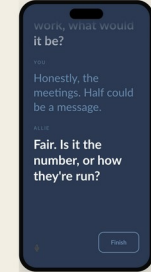
Start your first campaign.

Write one to three related questions in a single session. Allie already understands Rude Health from your setup, so it lands in context. Writing is free. You only choose a credit pack when you publish.

Open the builder →

See what people feel

A REAL CONVERSATION, NOT A FORM



WHAT THIS PAGE BECOMES

Once your campaign is live, you'll see this.

Locked until your first responses

MOST ACTIVE CONVERSATION

Everyone at Rude Health

If you could change one thing about how we work, what would it be?

0 Responses will appear here

WHAT YOUR PEOPLE ARE TELLING YOU

Themes, sentiment and paraphrased samples
unlock once enough people have finished the conversation.

HOW A CAMPAIGN BECOMES INSIGHT

01

You set your questions

Up to three related questions in one session. Allie carries Rude Health's context from onboarding.

02

Your people talk

You share a link through your own channels. Each person has a short, anonymous chat.

03

You get the read

Themes, sentiment and paraphrased samples. Never raw replies, never a name.

20 credits

20 credits ready when you are.
One credit per finished conversation, up to three questions included. You only pay for the ones people finish.

See packs

- Anonymous by architecture. Never tied to a name.
- You distribute through your own channels.
- No setup fee, no retainer. Pay per completed conversation.

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Nuanced, honest conversational insight.
Permission to speak freely.

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by Mind Measure

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Write your questions

Write one to three related questions for a single conversation. Allie weaves them together naturally rather than reading them out like a survey, and the whole session counts as one credit however many of the three you use.

Choose your audience: a single link for everyone, or separate links per group to compare cohorts later. Set how long the conversation stays open, choose Anonymous mode, and the panel on the right shows the cost in plain terms. When it reads right, select Publish campaign.

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NEW CAMPAIGN

Ask honest questions.

Write

Mode

Publish

Your questions

One to three related questions in a single conversation. Allie weaves them naturally, not as a survey.

Use office-move example

Question 1

If you could change one thing about how we work, what would it be?

Remove

Question 2 (same session, same credit)

What's the best thing about working at Rude Health?

Remove

Question 3 (same session, same credit)

What's the worst thing about working at Rude Health?

Remove

Audience

One link for everyone, or separate links to compare cohorts.

Single audience

One share link. Best when everyone is in the same pool.

Compare cohorts

Same questions, one link per group (e.g. office or department).

Consultation window

How long people can respond. Creates urgency on the share link. You can extend twice from your dashboard if you need more time.

7 days

☒ Send me occasional product updates, case studies and tips. You can unsubscribe any time.

Mode

Anonymous

Never tied to a name. The default, and the strongest for honest answers.

Named private

You upload a list and get per-person links. Only a hashed reference is kept.

Rehearsal & release

Test the conversation on a small group, then open it to everyone.

COST, IN PLAIN TERMS

Each finished conversation uses 1 credit. One session, up to 3 related questions. No extra charge for additional questions.

You pay only for conversations people finish. One credit covers the whole session, whether you ask one question or three related ones.

Audience

10 people

Per finished conversation

1 credit

Up to (if everyone responds)

10 credits

You have

20 credits

Ready to publish.

Publish campaign

Buy more credits

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Keith

RudeHealth

09

Share your link

Your campaign is live and your link is ready. Copy it and share it with your people through your own channels, email, chat, intranet, however you reach them.

This is the point the privacy promise becomes real: the list of who you send it to never leaves your hands. You pay only when someone finishes a conversation, one credit each, however many questions you asked.

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CAMPAIGN LIVE

Your link is ready.

Share this with your audience through your own channels. You pay only when someone finishes a conversation (1 credit each, however many questions you asked).

Respondent link

<https://candidresponse.com/c/OPEIDA5Xj7IRDp38kWKsChyADz3F3b>

Copy link

Manage campaign

Back to home

Keith
RudeHealth



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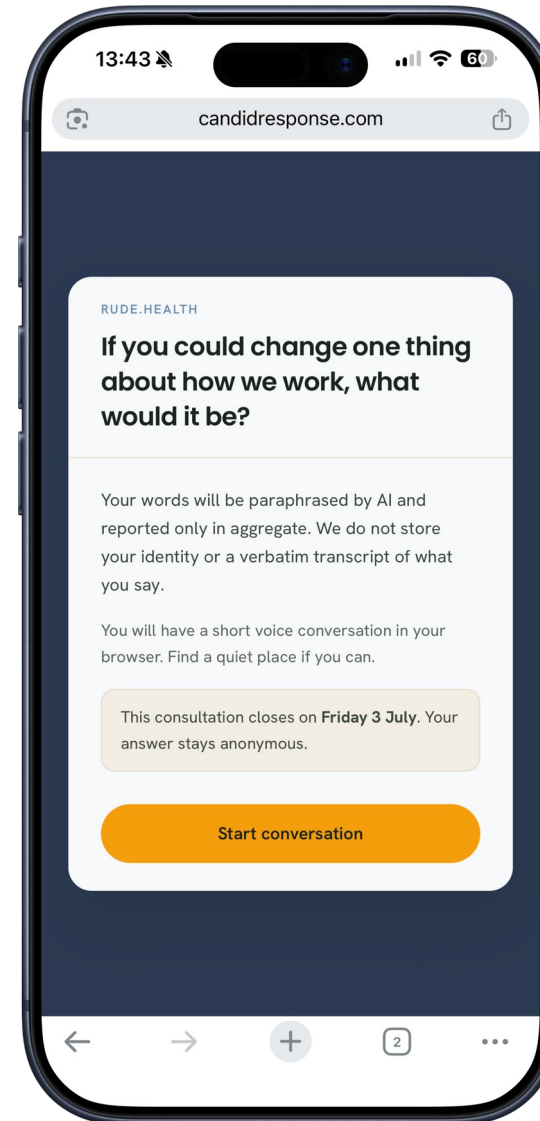
PART TWO · WHAT YOUR PEOPLE EXPERIENCE

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Opening the link

Your people never see a manual or an account. They open your link, have a short conversation, and close the tab. What follows is exactly what they see.

The first thing your person sees is your question and a plain statement of what is about to happen: a short voice conversation in the browser, paraphrased by AI, reported only in aggregate, with no identity or transcript stored. They select Start conversation when they are ready.

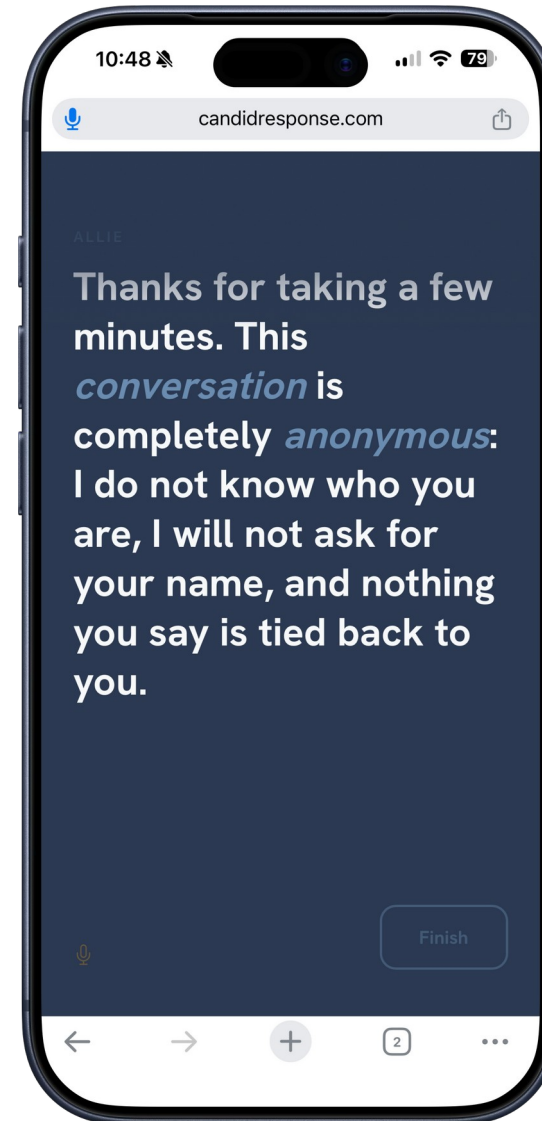


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Allie sets the tone

Allie opens by making the anonymity concrete, in her own voice: she does not know who they are, she will not ask for a name, and nothing they say is tied back to them.

This is what gives people permission to be honest. Only once they have heard it does the conversation begin.

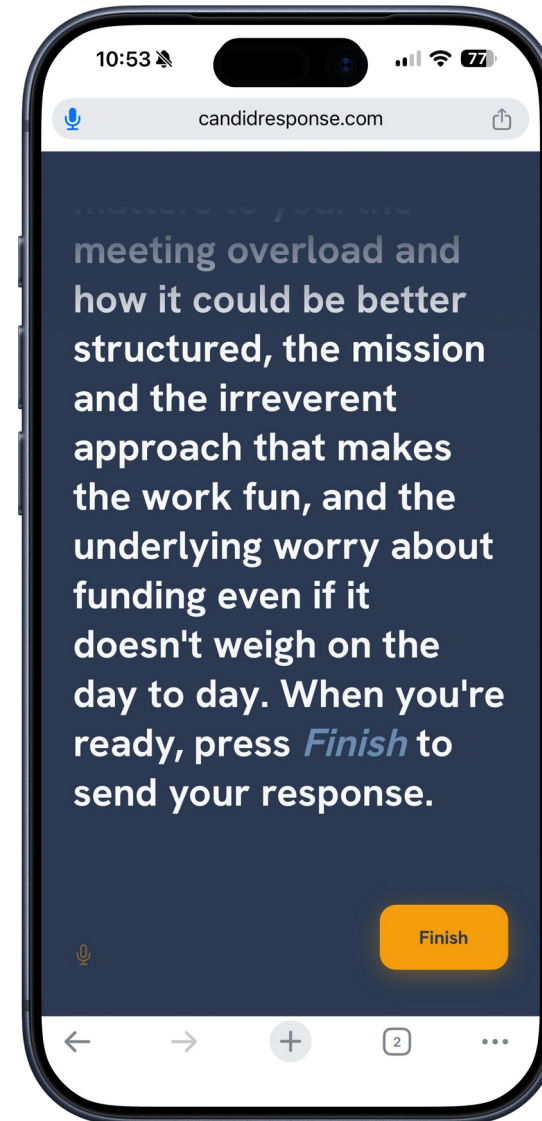


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The conversation

Allie asks your questions and, gently, asks why, drawing out the reason underneath the first answer. Your person speaks their answers out loud, in their own words.

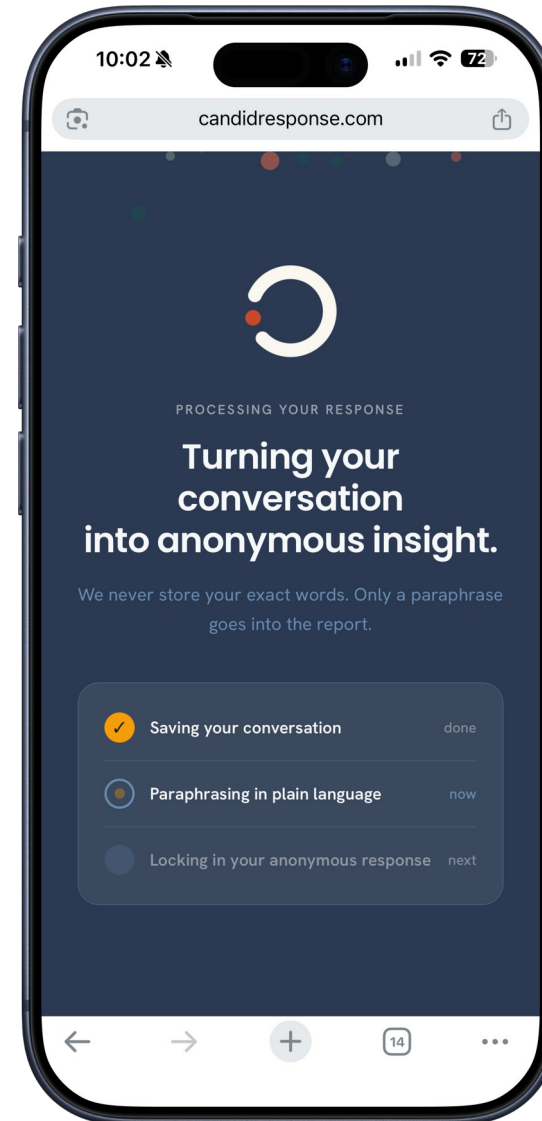
Whenever they feel they have said enough, the Finish button is always there, so they are never trapped in the conversation. They stay in control of when it ends.



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Turning the conversation into insight

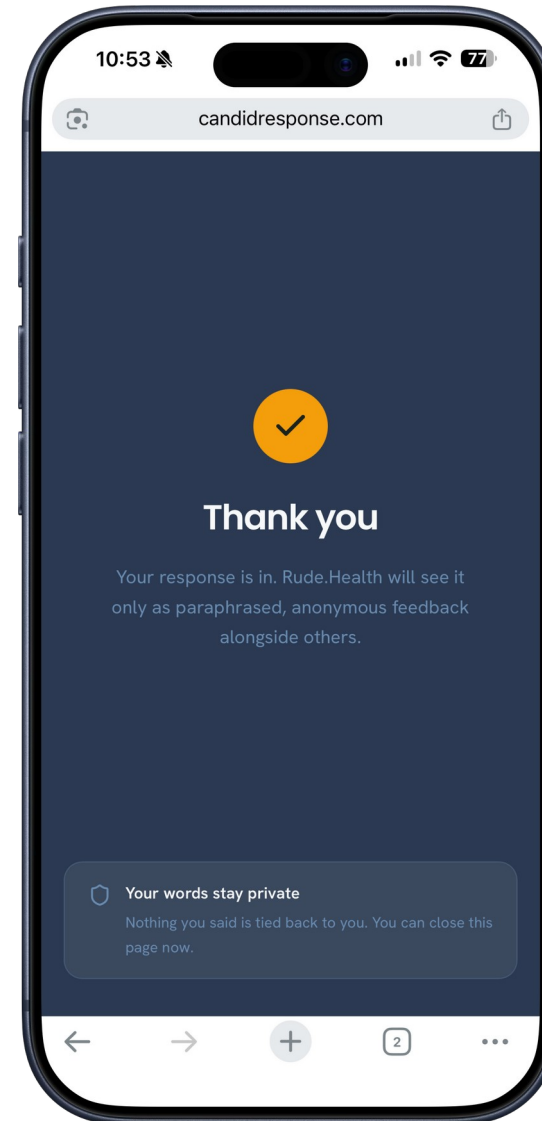
When they finish, Candid Response paraphrases what was said and locks in an anonymous version. Their exact words are never stored, only the paraphrase that goes into your report. The screen tells them so, plainly, as it happens.



14

Thank you

A simple close. Their response is in, they are told once more that it reaches you only as paraphrased, anonymous feedback alongside everyone else's, and they can close the page. Nothing they said is tied back to them.



15 Your dashboard, live

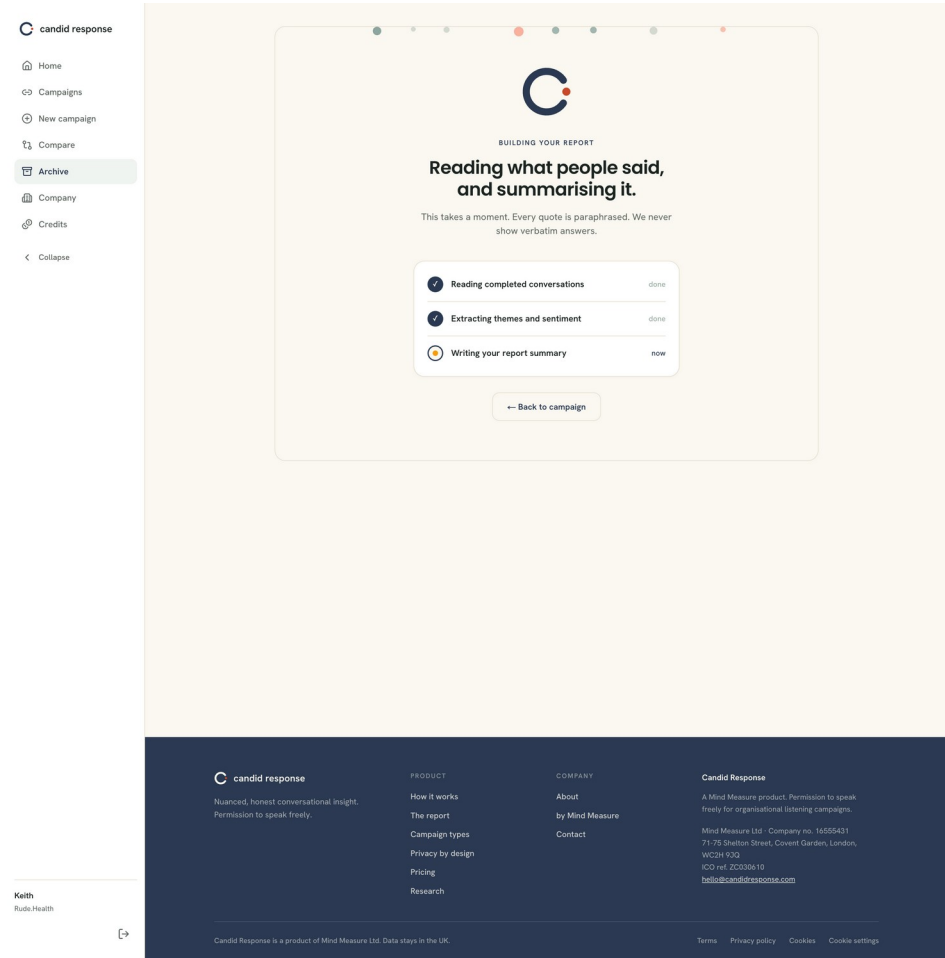
What you cannot see yet is any reading of what was said. Sentiment, themes, emerging signals and paraphrased samples stay locked until at least five people have finished. Once you cross that fifth response, the page opens up, and it keeps updating as more land. Nothing here is ever a raw answer, and nothing is tied to a person.

[illegible]

16

Building your report

When you open a campaign report, Candid Response reads the completed conversations, extracts the themes and sentiment, and writes the summary. Every quote is paraphrased. This takes a moment, and you can leave the page and come back to it.

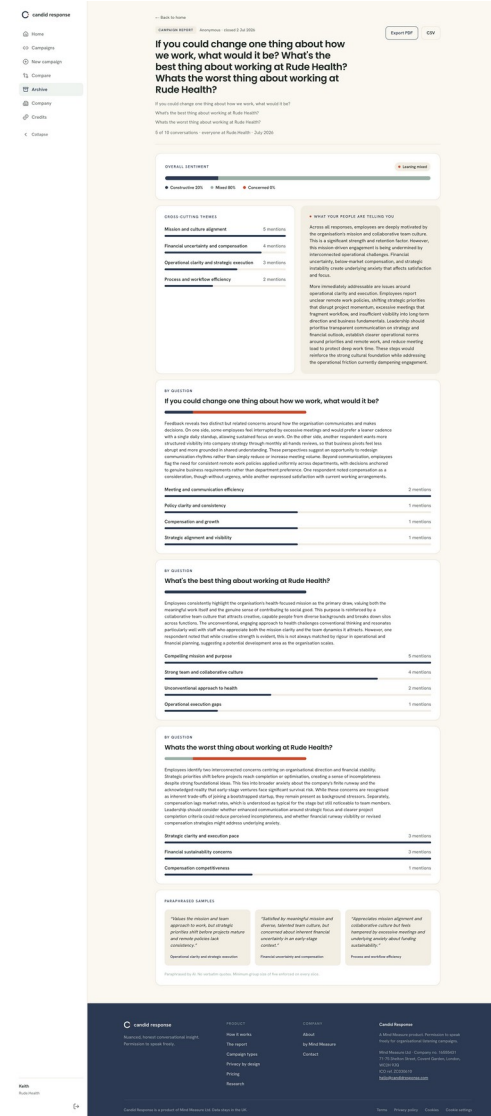


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The report

This is what you are buying, and it becomes available once at least five people have finished the conversation. Until then there is nothing to generate, which is the privacy floor doing its job.

You get overall sentiment, the cross-cutting themes ranked by how often they came up, and a plain-language account of what your people are telling you. Each question is broken out with its own themes, with paraphrased samples for tone, never exact words. Export to PDF or CSV. No result is shown from fewer than five conversations, on any slice.



That is the whole loop.

Set up once, ask in minutes, share a link, and read back the themes and the feeling underneath them, all without ever holding a name or a raw answer. Ask what you need to know, and hear the truth.

Permission to speak freely.

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