# VoC-cards layouts

There are totally 48 different predefined layouts in VoC-cards (8x3x2):

- eight predefined "Master Spreads" (InDesign terminology) that can be applied to the Value cards
- three predefined rating scales – an analog scale (5 cm long) and two fixed scales with 10 and 11 checkboxes respectively
- division element (on/off) between the Value story part and the benchmarking part (see the last two examples).

The logotype is imported to the "Master Spread". The text boxes have named styles enabling global change of font size.

The text on the cards are all created in the modules VoC-xml or VoC-translate and exported as xml tagged text to import in VoC-cards.

*Master* A1-LBB

**High technical competence of vendor**

Vendor has high competence in customer applications and processes.

8-Step-VoC

Brand 1

Brand 2

(v 1.0 eng)

© Value Model 2019

13

*Logotype and two benchmarks given by the respondent. Fixed rating scale with 10 checkboxes.*

*Master* A3-PBB

**High technical competence of vendor**

Vendor has high competence in customer applications and processes.

8-Step-VoC

Brand 1

Brand 2

(v 1.0 eng)

© 8-Step-VoC 2019

13

*Product name and two benchmarks given by the respondent. Fixed rating scale with 10 checkboxes.*

*Master* A2-LCC

**Easy to install and set up the system**

The time and efforts needed to get the system up and running is low.

8-Step-VoC

**Your current solution**
(If not 8-Step-VoC)

**The best solution**
(8-Step-VoC excluded)

(v 1.0 eng)

© 8-Step-VoC 2019

7

*Logotype and two fixed benchmarks, here with comments on the benchmarks. Fixed rating scale with 10 checkboxes.*

*Master* A4-PCC

**High comfort when driving in cold weather conditions**

Quickly getting up the heat and remove the mist from the windows and mirrors.

**Car brand 1**

**Car brand 2**

**Car brand 3**

(v 1.0 eng)

© 8-Step-VoC 2018

4

*Product name and two named benchmarks. Fixed rating scale with 10 checkboxes.*

*Master* A5-LB

**High technical competence of vendor**

Vendor has high competence in customer applications and processes.

8-Step-VoC

Brand 1

(v 1.0 eng)

© 8-Step-VoC 2019

13

*Logotype and one benchmark given by the respondent. Analog rating scale.*

*Master* A7-PB

**High technical competence of vendor**

Vendor has high competence in customer applications and processes.

8-Step-VoC

Brand 1

(v 1.0 eng)

© 8-Step-VoC 2019

13

*Product name and one benchmark given by the respondent. Analog rating scale.*

*Master* A6-LC

**Concrete and interesting insights about innovation practise**

Presentations and workshops that provide practical insights on innovation management principles.

8-Step-VoC

**The best conference ever**
(This conference excluded)

(v 1.0 eng)

© 8-Step-VoC 2018

7

*Logotype and one fixed benchmark. Fixed rating scale with 11 checkboxes. Division element shown.*

*Master* A8-PC

**Concrete and interesting insights about innovation practise**

Presentations and workshops that provide practical insights on innovation management principles.

8-Step-VoC
(This conference)

**The best conference ever**
(This conference excluded)

(v 1.0 eng)

© 8-Step-VoC 2018

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*Product name and one fixed benchmark. Fixed rating scale with 11 checkboxes. Division element shown.*

# VoC-cards language* support

**VoC_cards_XXX_ArialNova** template

Covers all Pan-European languages and is using the font Arial Nova that is distributed as an additional font in Windows 10. Arial Nova is a major improvement of the font Arial with better kerning (and readability).



*English*



*Ukranian*



*Polish*



*Greek*

**VoC_cards_ZHO_SourceHanSansTC** template (part of the additional language package)

Covers traditional Chinese and is using the font SourceHanSansTC, a font developed by Adobe and Google. SourceHanSansTC is licensed under the SIL Open Font License and can be distributed and used freely.

Traditional Chinese is used in Taiwan, Hong Kong, Macao and most overseas Chinese.

# VoC-cards language* support

**VoC_cards_CHI_SourceHanSansSC** template (part of the additional language package)

Covers simplified Chine and is using the font SourceHanSansSC, a font developed by Adobe and Google. SourceHanSansSC is licensed under the SIL Open Font License and can be distributed and used freely.

Simplified Chinese is used in Mainland China, Singapore and Malaysia.



**VoC_cards_JPN_SourceHanSans** template (part of the additional language package)

Covers Japanese and is using the font SourceHanSans, a font developed by Adobe and Google. SourceHanSans is licensed under the SIL Open Font License and can be distributed and used freely.



**VoC_cards_KOR_SourceHanSansK** template (part of the additional language package)

Covers Korean and is using the font SourceHanSansK, a font developed by Adobe and Google. SourceHanSansK is licensed under the SIL Open Font License and can be distributed and used freely.



*) Note: the non-English texts have been translated by Google translate and are not proofread!

# VoC-cards language* support

**VoC_cards_THA_AdobeThai** template (part of the additional language package)

Covers Thai and is using the font AdobeThai, a font that is distributed by Adobe as part of Adobe Reader Extended Language Pack.

ข้อมูลเชิงลึกที่น่าสนใจเกี่ยวกับการปฏิบัติด้านนวัตกรรม

การนำเสนอและการประชุมเชิงปฏิบัติการที่ให้ข้อมูลเชิงลึกเกี่ยวกับหลักการการจัดการนวัตกรรม

**8-Step-VoC**    ☹ ☐☐☐☐☐☐☐☐☐☐ ☺

การประชุมที่ดีที่สุดตลอดกาล ☹ ☐☐☐☐☐☐☐☐☐☐ ☺
*(การประชุมนี้ไม่รวม)*

(v 1.1 tha)

© 8-Step-VoC 2019

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**VoC_cards_HIN_AdobeDevanagari** template (part of the additional language package)

Covers Hindi and is using the font AdobeDevanagari, a font that is distributed by Adobe as part of Adobe Reader Extended Language Pack.

नवाचार अभ्यासके बारे में ठोस और दिलचस्प अंतर्दृष्टि

प्रस्तुतियाँ और कार्यशालाएँजो नवाचार प्रबंधन सिद्धांतों पर व्यावहारिक अंतर्दृष्टि प्रदान करती हैं।

**8-Step-VoC**    ☹ ☐☐☐☐☐☐☐☐☐☐ ☺

अब तक का सबसे अच्छा सम्मेलन ☹ ☐☐☐☐☐☐☐☐☐☐ ☺
*(यह सम्मेलन बाहर रखा गया)*

(v 1.1 hin)

© 8-Step-VoC 2019

7

# VoC-cards language* support

**VoC_cards_HEB_AdobeHebrew** template (part of the additional language package)

Covers Hebrew and is using the font AdobeHebrew, a font that is distributed by Adobe as part of Adobe Reader Extended Language Pack.

בטון ותובנות מעניינות על תרגול חדשנות

מצגות וסדנאות המספקים תובנות מעשיות על עקרונות ניהול החדשנות.

**8-Step-VoC**

☹ ☐☐☐☐☐☐☐☐☐ ☺

הכנס הטוב ביותר אי פעם
(הכנס הזה לא נכלל)

☹ ☐☐☐☐☐☐☐☐ ☺

(v 1.1 heb)

7

© 8-Step-VoC 2019

### Note on the RTL language templates

*In some cases, the benchmarks (or the product name) should be written from left-to-right and not right-to-left. In these cases, go to the relevant "Master Spread", mark the text box and change the Paragraph style from "Benchmark" to "Benchmark LTR".*

**VoC_cards_PER_Scheherazade** template (part of the additional language package)

Covers Arabic and Persian scripts and is using the font Scheherazade. The font is licensed under the SIL Open Font License and can be distributed and used freely.

بینش های بتنی و جالب در مورد عمل نوآوری

سخنرانی ها و کارگاه های آموزشی که بینش عملی را در مورد اصول مدیریت نوآوری ارائه می دهند.

**8-Step-VoC**

☹ ☐☐☐☐☐☐☐☐☐ ☺

بهترین کنفرانس تا کنون
(این کنفرانس حذف شد)

☹ ☐☐☐☐☐☐☐☐ ☺

(v 1.1 per)

7

© 8-Step-VoC 2019

*Persian*

رؤی ملموسة ومثيرة للاهتمام حول ممارسة الابتكار

عروض تقديمية وحلقات عمل تقدم رؤى عملية حول مبادئ إدارة الابتكار.

**8-Step-VoC**

☹ ☐☐☐☐☐☐☐☐☐ ☺

أفضل مؤتمر على الإطلاق
(هذا المؤتمر مستبعد)

☹ ☐☐☐☐☐☐☐☐ ☺

(v 1.1 ara)

7

© 8-Step-VoC 2019

*Arabic*

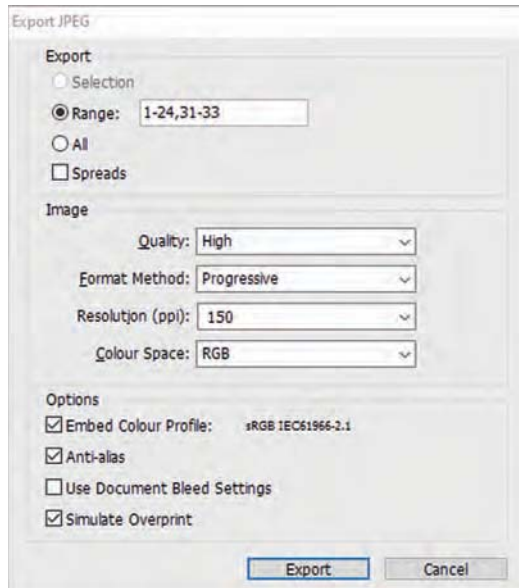*) Note: the non-English texts have been translated by Google translate and are not proofread!

# VoC-cards support for virtual dialogues

VoC-cards can create bitmap images of the cards, including the sorting cards, for use in a virtual VoC.

Steps for creating JPEGs of the cards:

1)  Create a folder for the bitmapped cards, e.g. "eng" for English cards

2)  In InDesign, double-click the layer "VIRTUAL CARDS" and check the checkbox "Print Layer"

3)  Select File->Export... and select "JPEG" as "Save as type:"

4)  Select the folder to create the cards in and choose "card_" as "Filename:"

5)  In the dialogue, set the range to the Value cards and the sorting cards, e.g.



6)  Select the options as above

7)  Click on "Export" and the JPEGs are created.

The Value cards created have the card number in the ranking window for easy identification.
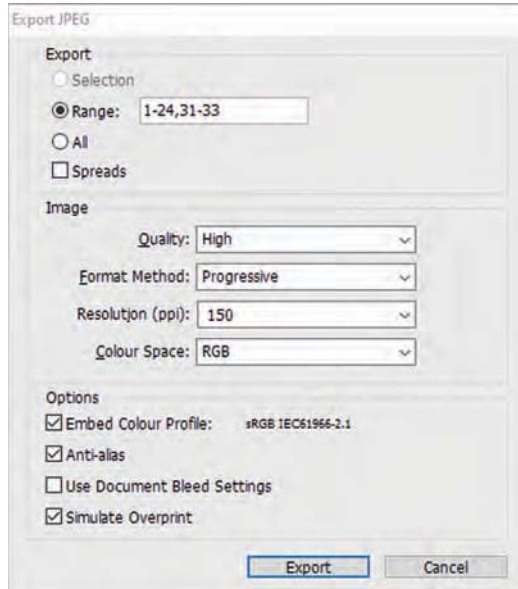
# VoC-virtual – optimized for virtual dialogues

VoC-virtual creates bitmap images of the cards, including the sorting cards, for use in a virtual VoC.

Steps for creating JPEGs of the cards:

1) Create a folder for the bitmapped cards, e.g. "eng" for English cards

2) In InDesign, double-click the layer "VIRTUAL CARDS" and check the checkbox "Print Layer"

3) Select File->Export… and select "JPEG" as "Save as type:"

4) Select the folder to create the cards in and choose "card_" as "Filename:"

5) In the dialogue, set the range to the Value cards and the sorting cards, e.g.



6) Select the options as above

7) Click on "Export" and the JPEGs are created.

The Value cards created are identified by a character in the upper right corner. In VoC-collect, the character is translated to a card number.