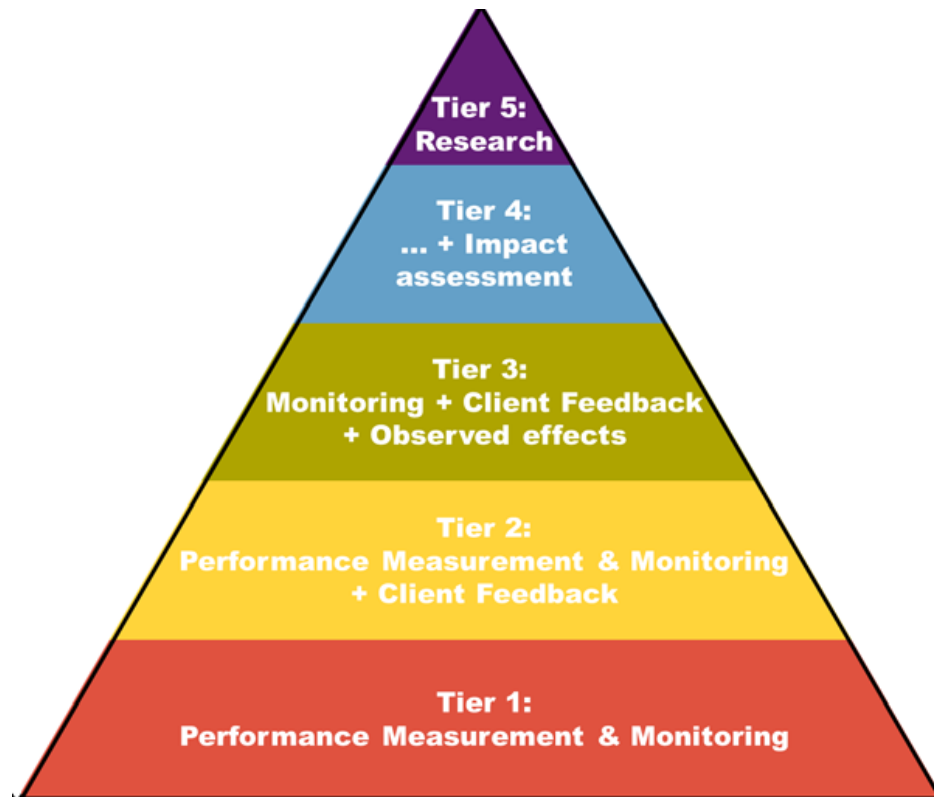


TIERS – Know Your Participants First



“...we suggest that it is **better to have fewer high-quality data points** than more low-quality data points. TIERS helps you identify the data that you need to collect, in the order you should collect it, so that you can focus your resources on achieving high-quality data.”