



VIRTUAL SPACES

Online Focus Group
Community Platform

SERVICE OVERVIEW

ONLINE FOCUS GROUP

SYNCHRONOUS

COMMUNITY PLATFORM

ASYNCHRONOUS

Meetingood. A single solution, multiple services.

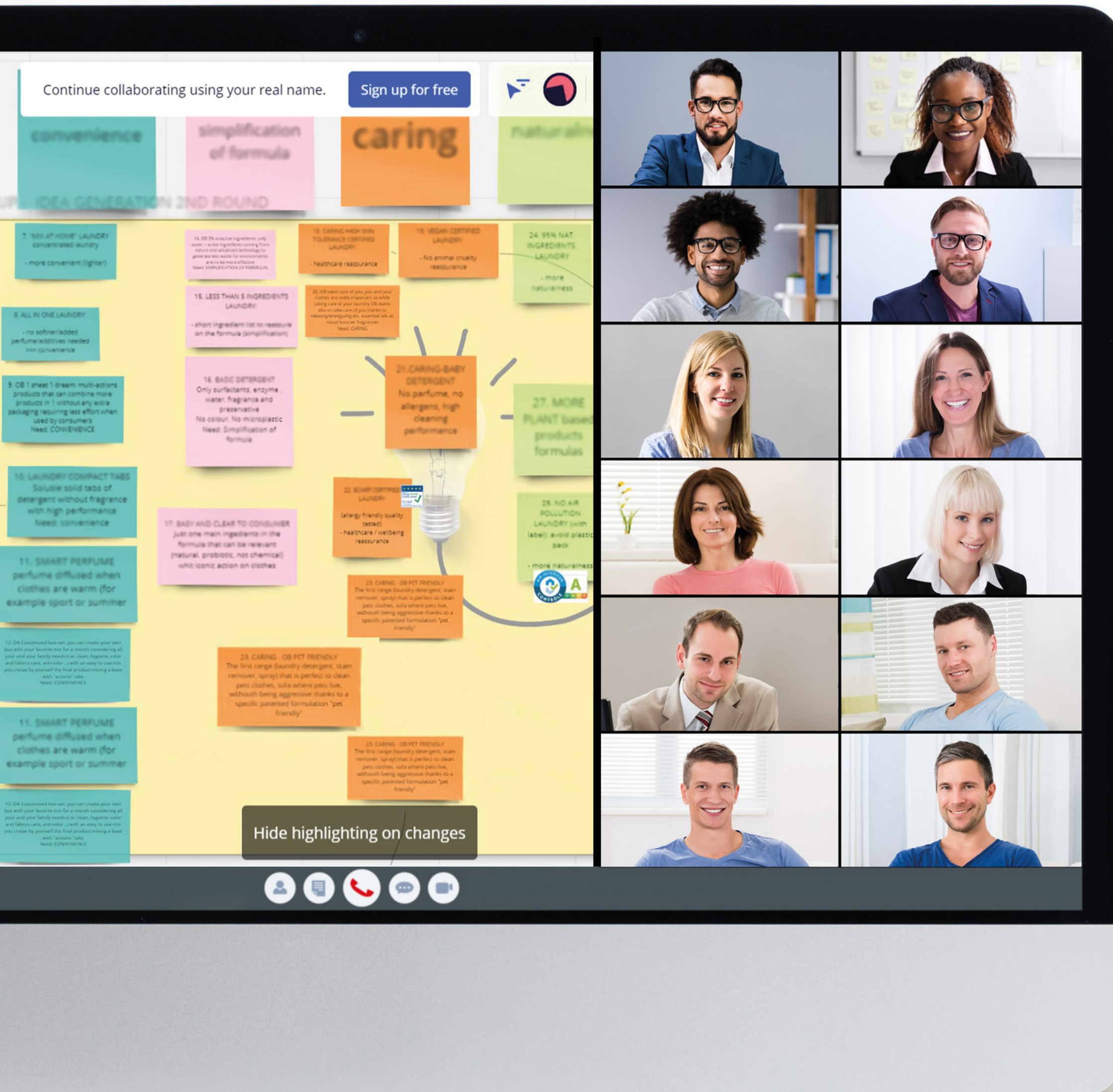
Two different solutions to make your market research more dynamic and flexible.



ONLINE FOCUS GROUP

SYNCHRONOUS

Flexible • On time • Multilingual • Safe & Certified



New online **spaces**, same **quality** **guaranteed.**

Our team perfectly replicated the two rooms of a typical “focus group” location:

- **Focus Room** dedicated to the moderator, the respondents and the note-taker;
- **Observer’s Room** dedicated to the client and the interpreter.

We focus on **you**.

From the first check with the respondents to our live technical support, our main focus is you and your client.

- **Quality check** for each participant;
- Introduction to any potential **activities** to undertake during the meeting;
- **Technical support** for the moderator:
 - **briefing, training and live support;**
- Check to verify the **compatibility** of our technology with your client's policies;
- **Customization** of the platform based on the needs of your client;
- **Support** to the client throughout each stage of the meeting.

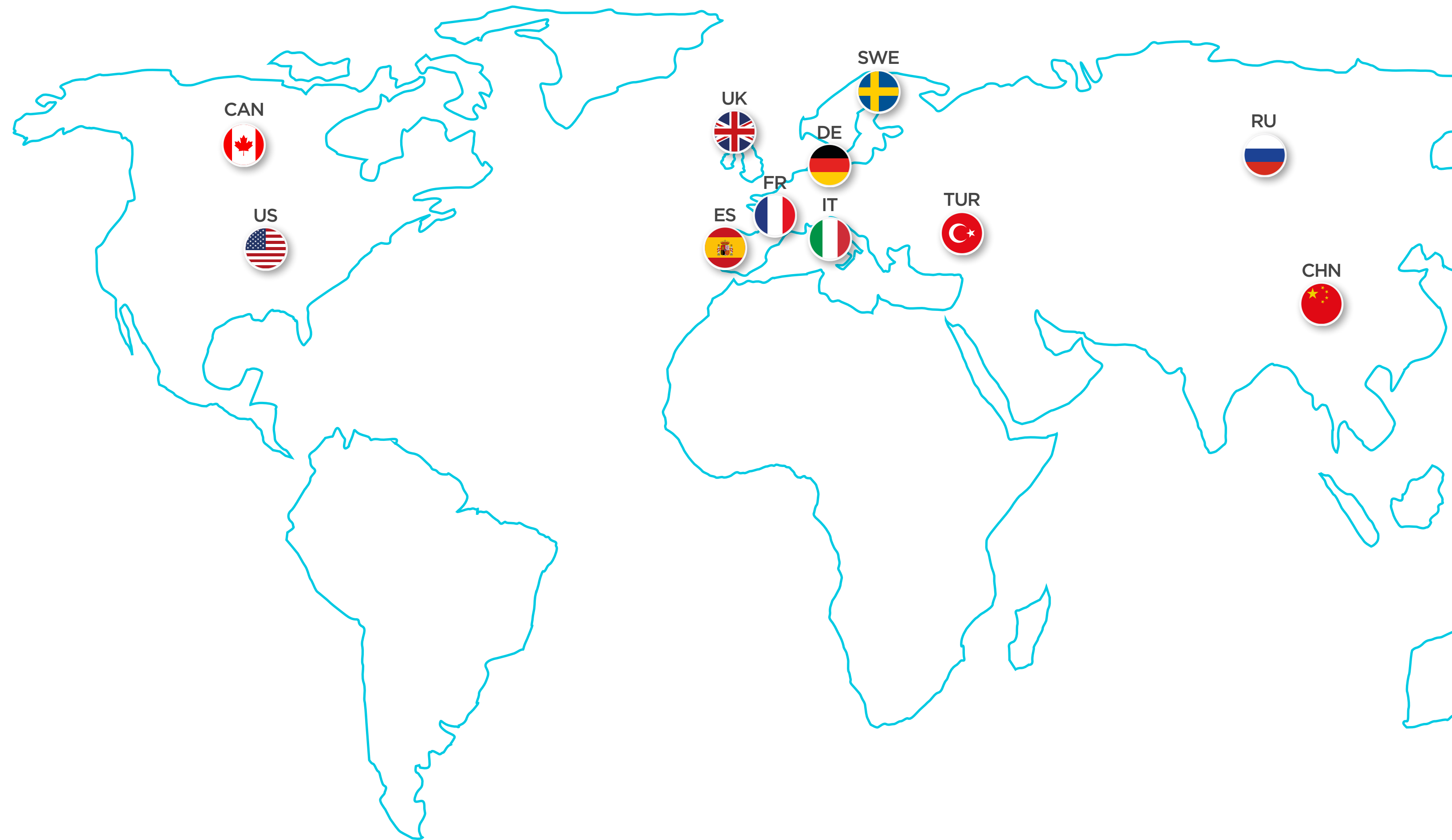


GDPR compliant.

All our platforms adhere to the **GDPR EU regulations**.

Your meetings, everywhere in the world.

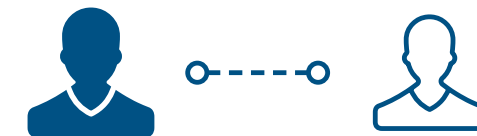
Where doesn't matter anymore, our multilingual team can manage your projects all around the world, in any language you need.



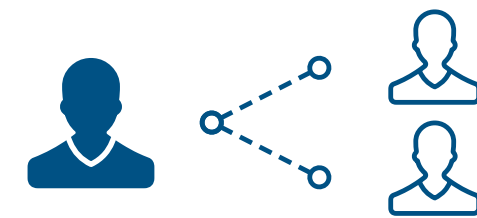
* the countries listed on the map represent all the meetings completed until 2021

From a **simple** meeting... to a creative **session**.

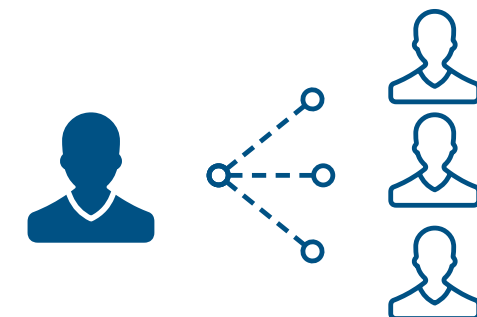
Individual



Two-ways



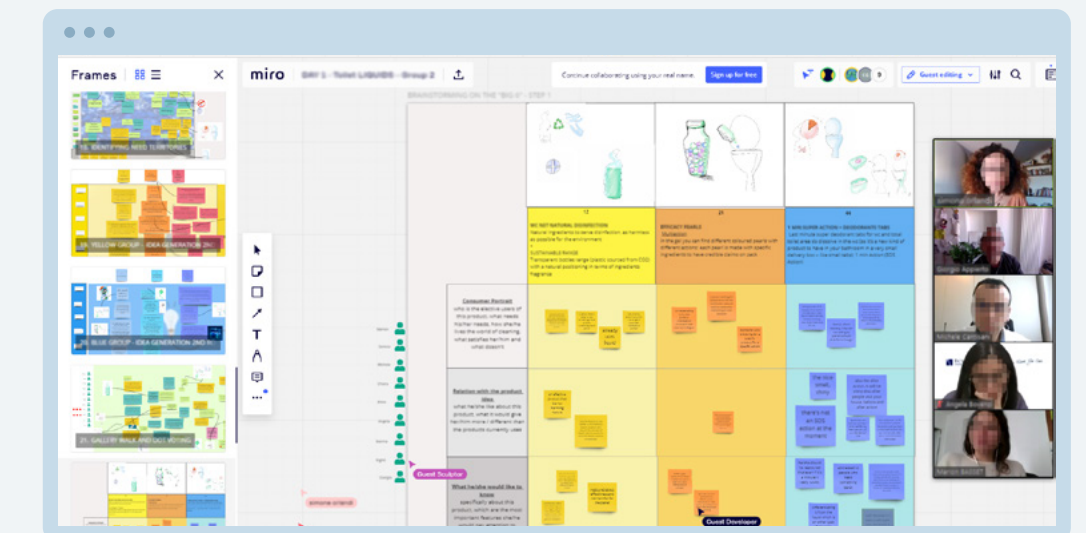
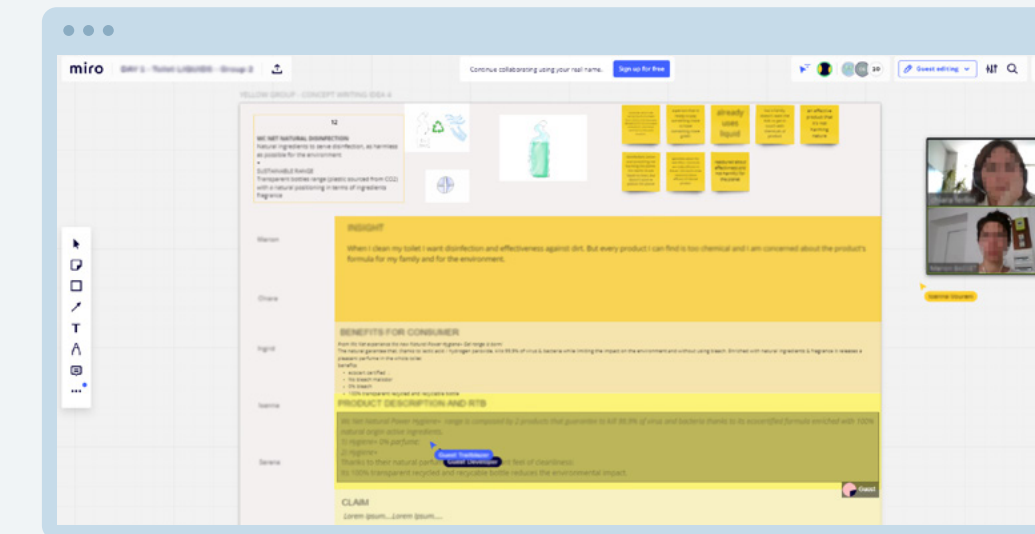
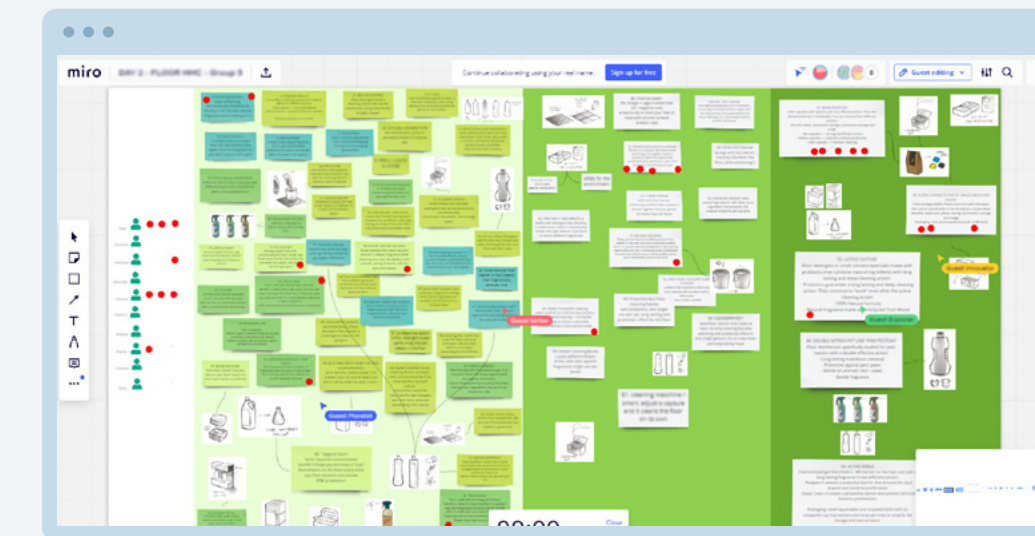
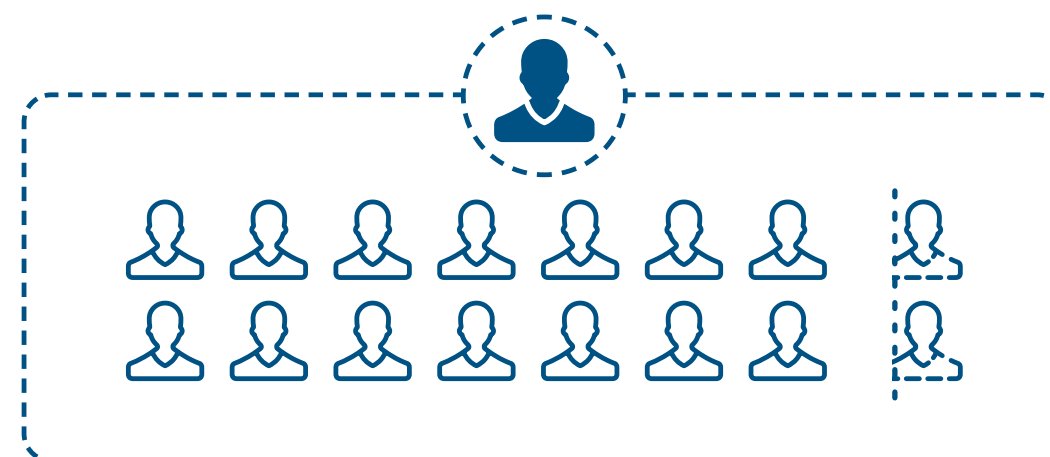
Three-ways



Focus Group



Webinar /
Workshop



Workshop - from big groups to small subgroups, our interactive whiteboard will make your sessions more productive and fun.

Voice Morphing & Face Blurring.

Try our additional services of Voice Morphing and Face Blurring for the anonymization of the participants.

Thanks to the latest technologies we are able to offer to our clients different solutions if they wish to hide the identity of their respondents.

The Face Blurring and Voice Morphing tools allow us to conceal the face and alter the voice, ensuring a total anonymization, in **real time** or post editing!



COMMUNITY PLATFORM

ASYNCHRONOUS

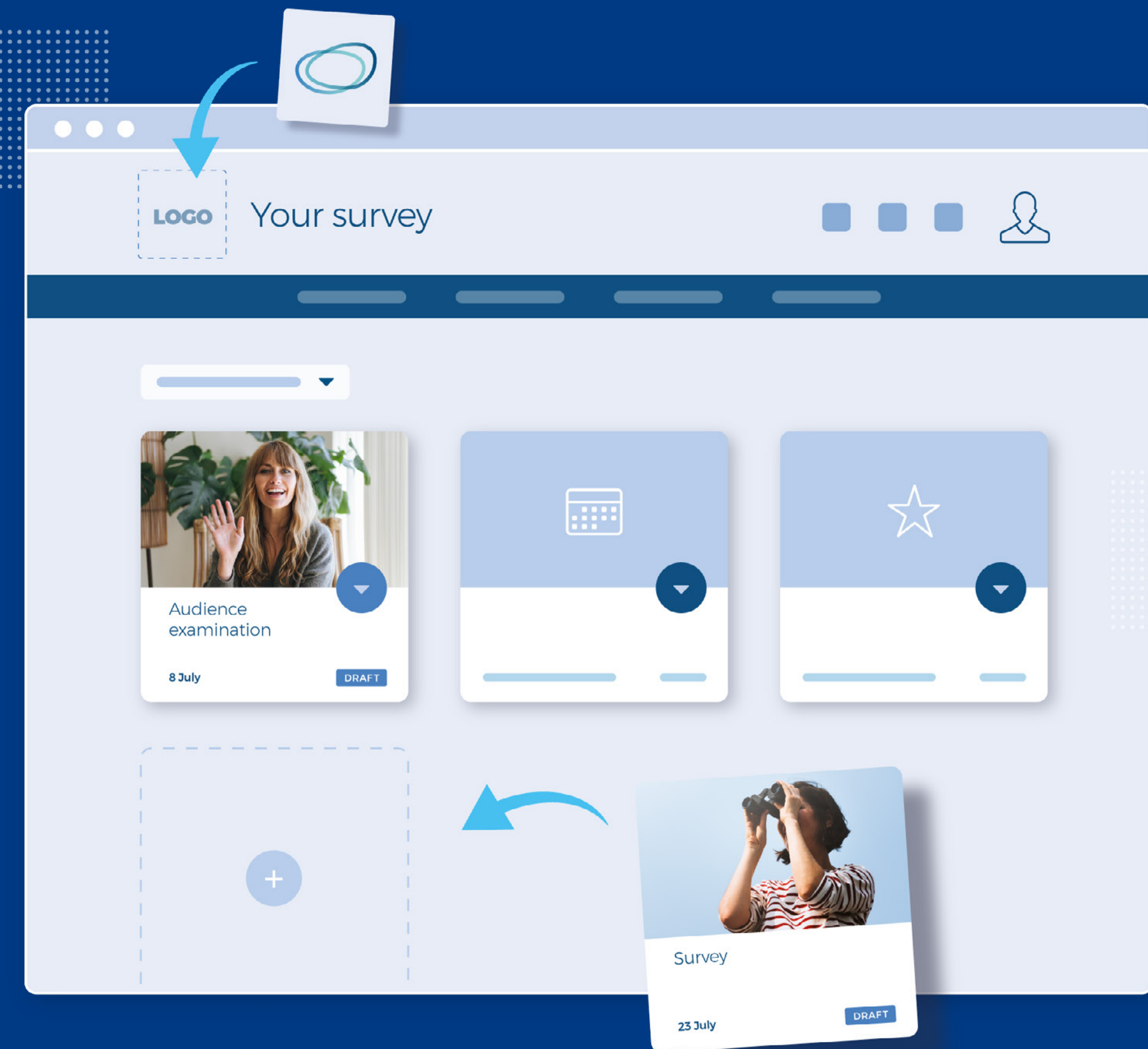
Complete • User Friendly • Affordable • Stress-Free

All-in-one.

Everything you need.

- Countless types of tasks;
- Activities journal, to plan your project;
- Forum section, to create your discussion topics;
- Interactive questions with the option to include images, video, surveys and much more... ;
- Backroom for moderator, observer and client;
- Report, chart, data exports in different formats;
- Available up to 20 languages;
- Discussion boards with @mentioning;
- Gamify with custom points, levels and badges;
- Accessible via PC, tablet and smartphone;
- GDPR and other privacy regulation compliance.

FULLY CUSTOMIZABLE



COMPLETE

Suitable for any type of focus.

USER FRIENDLY

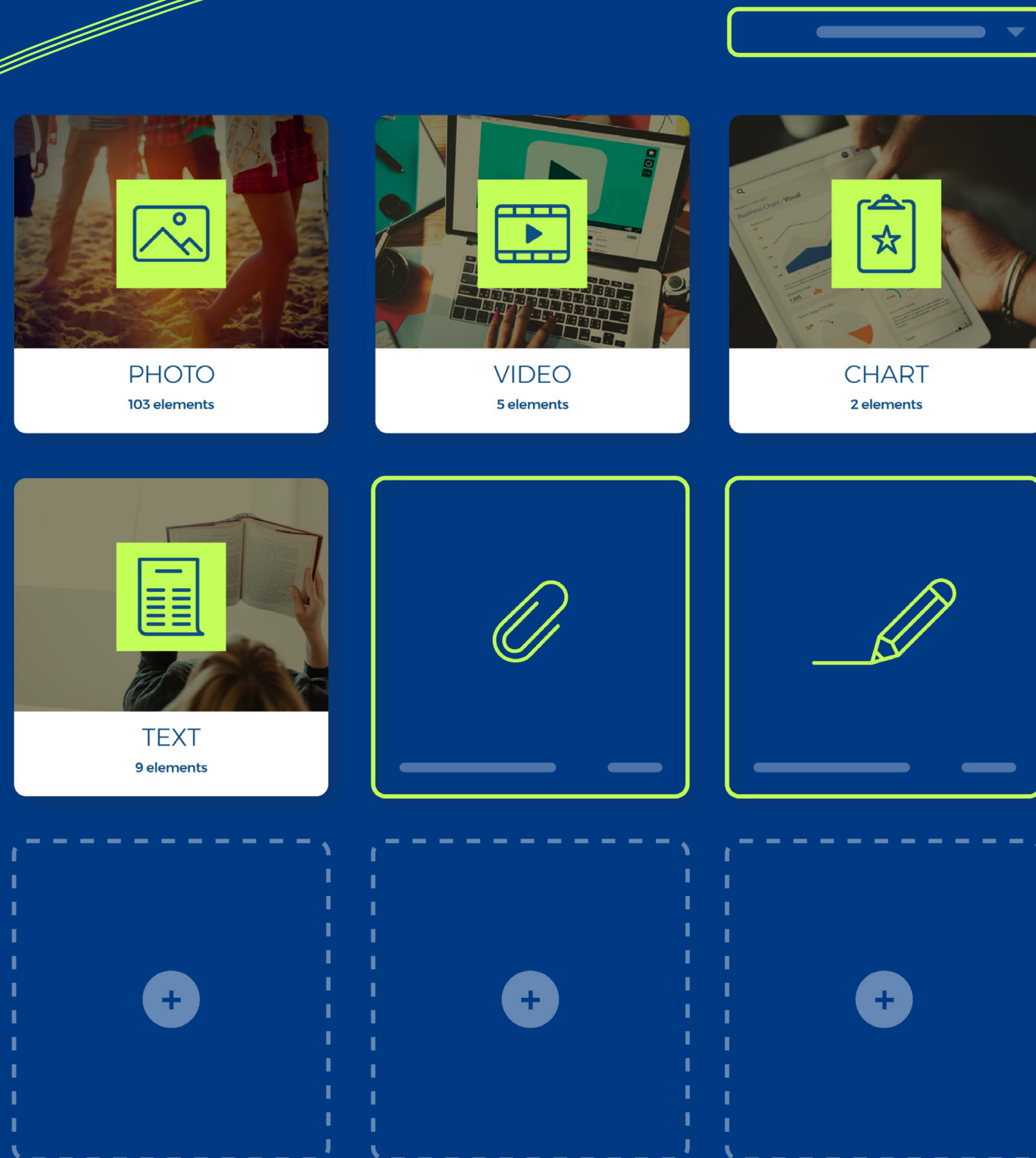
Intuitive and simple to use.

AFFORDABLE

Clear and competitive costs.

STRESS-FREE

We take care of everything!



All the **tasks** you need to achieve your **goals**.

Each activity can be automatically activated with the option to choose among more than 40 different types of tasks, allowing several combinations.

- Text, Photo, Video
- Image & Video reviews
- Polls
- Fill the blanks
- Surveys
- Drag & drop
- Upload of multimedia files
- Screen capture
- ... and more.

Stress-free formula!



Participants' management

- Participants' invitation management
- Check of each access to the platform
- Daily check of active tasks
- Public and private chats with the participants.



Moderation

- Exclusive training for the moderators
- Live technical support during the whole project
- Daily check of the respondent's level of interaction with the platform.



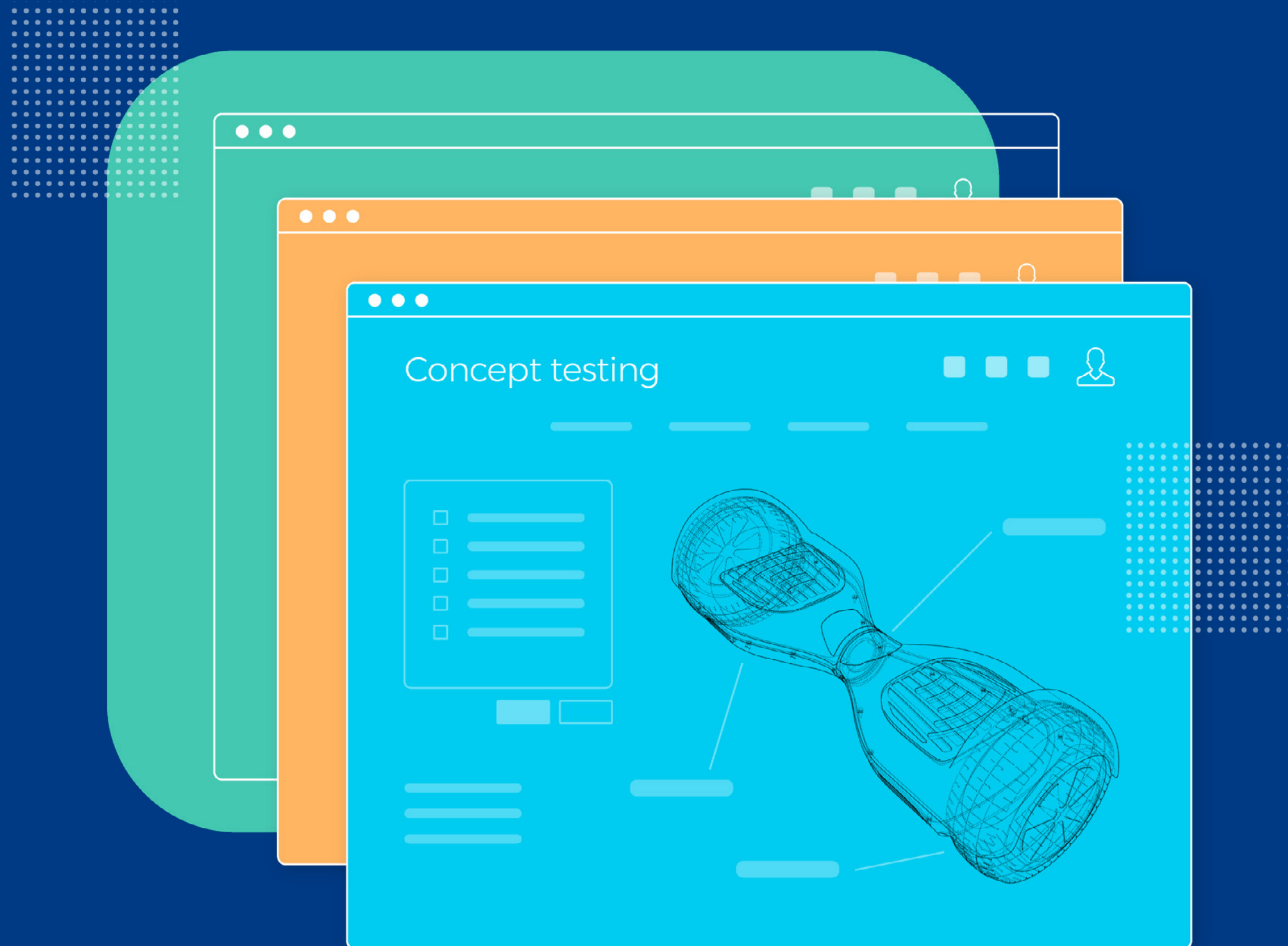
Script & Guide

- Script of the questionnaire
- Automation of all the activities
- Upload of guidelines and instructions.



Analysis & Reports

- Report of each participant
- Data Charts
- Diagram, Heat Map, Word Cloud
- Export of each completed activity
- Transcriptions
- Exports available in Excel, PDF, HTML.



Typical **uses** of our platform.

- Concept testing (ad, creative, product, etc.)
- Product and concept development;
- Purchase journey;
- Experience / satisfaction studies;
- Attitudinal and behavioral studies;
- Awareness, perception and performance.



See You Online!

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