

Online Qualitative Methods



Online Focus Groups



Online Bulletin Boards
Individual Blogs



Online Communities

Meet in a unique virtual space thanks to the Internet
On-Qual a tool designed to your needs

PRICING

Prices start from:

- Online Focus Group: 3 hours – 8 respondents£500
- Bulletin Board : 7 days – 20 respondents£860
- Bulletin Board : 30 days - 50 respondents £1,450
- Online Communities..... Contact us for a tailored quote

The platform can be tailored to meet all your needs

Online Quantitative Research is everywhere.
Online Qualitative should be too.



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Features of On-Qual

SET UP

(yourcompanyname.on-qual.com)

Personalise the platform with your **logo** and with a **dedicated URL**.



Organise the study, times and topics before starting.



Create and manage your topics as you wish with themes and sub-themes.



Compatible with tablets and smartphones.



Create **spectator accounts** for your end clients and chat with them through a dedicated chat.



Insert texts, images, videos etc. at any time, from your **moderation guide** to be even more efficient.

MODERATION



Interact in a **synchronous or asynchronous** way in **group discussions** or **individually**.



Add **pictures and videos** and invite your participants to post their own multimedia.



Survey the participants' opinions through **quantitative questions**.



Switch from an individual discussion to a group discussion for **richer content**.



Share with your participants using **video conference**.
(Coming soon)



Tag words or a group of words to highlight them in a discussion.

EXTRA TOOLS



With our **word analysing tool** you can see word occurrences, tags, detailed statistics etc.



Analyse during and after the study using our **flexible export module**: you can choose specific, participants, topics, discussions etc.



Contact participants with our messaging tool and send emails straight from the platform.



Enjoy a **multi-national** platform.



Dedicated hotline.



See the number of words posted by each participant to reward the most active.