

Online Qualitative Methods



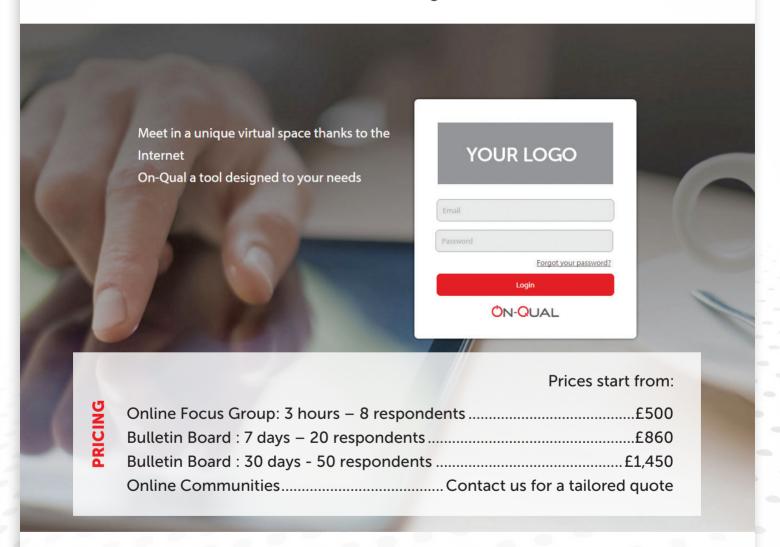




Online Bulletin Boards Individual Blogs



Online Communities



The platform can be tailored to meet all your needs

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



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ON-QUAL

Features of On-Qual

(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 subthemes.



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.



Interact in a sychronous or asychronous 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.



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.