

Product Brochure

Designed for Research.
Made for people.

VisionsLive Platform

Our purpose-built online market research platforms are designed to offer every company or agency the ability to undertake any qualitative research project to gain the best possible insights.

VisionsLive, a Market Research Society Member, is now in its 4th generation with synchronous, asynchronous, mobile app and browser-based technology. Companies can choose whether they hold real-time sessions, or have participants take part in their own time.

Our platform is used in over 32 languages across 40+ countries to run thousands of online qualitative research projects worldwide. We provide online focus groups, interviews, ad-testing, concept testing, creative refinement, co-creation, new product development and much more. And we do it in a way that keeps people engaged.

Multiple Research Methods in a single platform



Online Video Focus Groups and In-Depth Interviews



Live Text Chat Focus Groups



Online Discussions Bulletin Boards & Communities



Concept Testing

Asynchronous				
Synchronous	•	•		
Breakout Rooms	•	•		
A Secure Backroom for Clients	•	•	•	
Interactive Whiteboards	•	•	•	
Run Snap Polls	•	•	•	
Heat Maps	•	•	•	
Concept Testing	•	•	•	•
Review and rate videos and audio	•		•	•
Multi-language	•	•	•	•
Digital media uploads	•	•	•	•
Detailed Reporting	•	•	•	•
Screen Sharing Capabilities	•			
Event Tagging	•			
Live Captions & Transcripts	•			
Accessed on mobile devices	•	•	•	•
Sentiment Analysis	•	•		
Observer/ Respondent waiting room	•	•		
Transcripts	•	•	•	

Online Focus Groups & Interviews

Quick. Easy. Engaging.

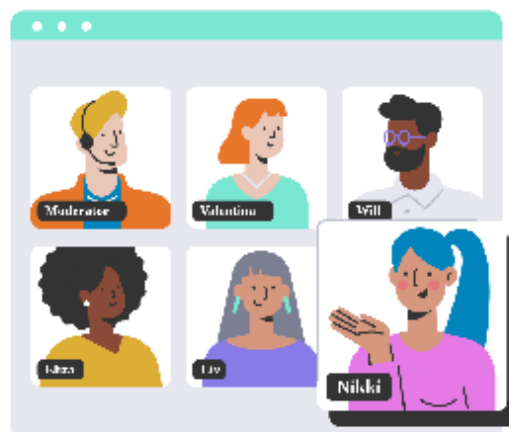
Planning a session is simple – Our Session Manager ‘Wizard’ guides you through the step-by-step process of setting up a group, while still being flexible enough to allow you to make any changes and customisations. You can choose whether you want to use Text-based chat or full AV interaction with webcams. Log in to your account and you could be running your first online qual session in just a few minutes!

Versatile. Interactive. Agile.

A comprehensive toolset so that your sessions meet your needs – VisionsLive Online Focus groups give researchers full control to moderate the discussion and interact with respondents via rich chat or full webcam/audio; show stimulus, annotate, and move objects on a whiteboard; send open-ended or closed questions; upload and present video clips.

Our platform is the fastest and most cost-effective way to run live online focus groups. Anyone with an Internet connection and a web browser can take part. Our platform is the most feature-complete and easy-to-use system available.

- ✔ Live Focus Groups & Interviews
- ✔ Images, videos, heatmaps & interactive whiteboard
- ✔ Run snap polls
- ✔ Advertising & brand reach
- ✔ Idea generation & validation
- ✔ Customer segmentation insight
- ✔ 24/7 Support
- ✔ Detailed reports inc. transcripts and sentiment analysis



Nikki Hello everyone, my name is Nikki and I live in London

Features of Online Focus Groups & Interviews



System Tech Checks - Send email invitations for your session from the VisionsLive Portal. Include a system tech check link to test respondents' webcams, mics, and connectivity. Access recordings of respondents in advance to assess audio and visual quality.



Secure Backroom for Client Observers and Stakeholders - No need to worry about observers disrupting a session, our secure backroom allows them to watch a research project as it happens. They will not be seen or heard but can still engage with their colleagues via a chat facility.



Breakout Rooms - Send respondents to work in groups or use the breakout space for private discussions, then bring everybody back to the group to share their thoughts and ideas – you can add up to three Breakout Rooms to your session.



Interactive whiteboard, polls, heatmaps - Use heatmaps, whiteboard activities and snap polls to allow respondents to review products, letters, and images that have been uploaded. Review in real-time where the respondents have chosen to place markers, as well as reports for all activities available immediately after the end of the session, giving you fast and easy access to your insights.



Event Tagging - Moderators, Respondents and client observers can tag moments within a session as they occur. Keep track of interesting discussions by adding emojis and comments, then quickly pinpoint these moments in your MP4 Video recording immediately available at the end of your session.



Highlights Reel - Make your very own session collage, edit and snip sections of your video recording to create your own highlights reel, eliminating the need to use an alternative site for video editing. This can all be done in the VisionsLive Portal helping you to save both time and money!



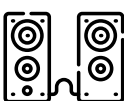
Screen Sharing - At any point in a session, a moderator can share their screen and request screen share from respondents. Perfect for usability testing and sharing websites.



Watermarking - Safeguard your digital media through our unique watermarking feature which allocates an individual rolling code per respondent over the top of the video or image being shared, making it impossible for respondents to record stimulus and leak any content online without being identified.



Live Captions - Capture the entire discussion with your respondents using Translated Live Captions, appearing at the bottom of the screen as subtitles. The discussion is then immediately available at the end of the session as a full transcript both in local language and default English.



Dual Audio Channel for Simultaneous Transcription - This tool enables a translator to join the session and hear Moderator & Respondent audio whilst broadcasting their own audio to a separate channel. Moderators and Observers can choose to listen to the Translated Audio channel or the local language.

Text Chat Focus Groups & Interviews

Social. Familiar. Intuitive.

Accessed across all devices including smartphones and tablets, our Text Chat platform allows you to engage and interact with your respondents in real time in an environment that is socially friendly, familiar and intuitive. Use the text chat function and get immediate replies and responses from both your respondents and client observers. Run multi-country, multi-language studies with respondents for one-on-one discussions, or for groups with up to 30 respondents.

Discuss. Probe. Engage.

Save valuable research and discussion time - Pre-populate your probe bank and send messages in the chat box at the click of a button. Upload a discussion guide including moderator instructions and chat messages in advance of your group beginning. Initiate private chats with respondents in the chat facility or take them to a breakout room for more in-depth discussions. Allow your respondents to interact with the stim using polls, heatmaps and the interactive whiteboard.

Text Chat is the fastest and most effective way to gather qualitative insights, it lowers the point of entry for both researcher and participant and speeds up the research process as there are no technical requirements involved to participate or travel required for in-person work.



Live Text Chat Focus Groups & Interviews



Advertising & brand reach



Website Evaluations



Product Evaluation



Service Evaluation



Testing Business Ideas



Consumer Groups



24/7 Support



Simple. Effective. Powerful.

Get in-depth insights from a real-time discussion, a backroom for clients and colleagues to participate and the rich engagement that comes with whiteboard exercises and multimedia stimuli.

- Eliminate travel and expensive support required
- Easily filter 'white noise' from respondents
- Include group observers at key points
- Get direct answers to direct questions
- Access instant transcripts and reports
- Create interactive discussions with polling, video, images, and text
- Quickly validate designs, concepts, products, services, and brand opinion

Features of Text Chat Focus Groups & Interviews



Run sessions across all devices including smartphone and tablets, with a familiar, simple and inviting messenger style layout.



Quoting feature allows you to reference past messages in a fast-flowing chat environment.



Moderator features, including private notes and commonly used probes library.



Live respondent activity scores to measure participation levels.



Customisable respondent profile fields visible to moderators in live sessions.



Improved poll results and randomisation to eliminate order bias.



Create, run, and present heatmap exercises.



Embed videos onto the whiteboard allowing moderators to probe respondents when watching a video.

Communities & Bulletin Boards

Accessible. Efficient. Agile.

Setting up your online discussion is easy with the tools in your Bulletin Board Dashboard! Create a day, a week, a month or even a year long diary segmented into sections and questions. Perfect for asynchronous discussions where respondents can log in at various times independently to complete a series of activities, such as whiteboard exercises, snap polls and heatmaps.

Flexible. Powerful. Engaging.

With 32 languages to choose from, set up multiple boards in different languages at the click of a button. Create the wrapping of your board by choosing from a selection of themes. Enable push notifications and assign moderators and observers to various boards. Use profile fields for your respondents to route them to different questions within the board. Want answers from a certain age group? Route them. Then bring all your participants back together for the rest of their journey.

VisionsLive Bulletin Boards is a purpose-built tool for online qualitative research that embraces social media concepts and culture. Bulletin Boards are designed to allow researchers to really engage respondents in an environment that feels familiar, safe and intuitive. Respondents participate and contribute freely and honestly, so you can get the insights you need, quickly and effectively.



Journals, blogs, diaries & forum discussions



Activity scheduling



Structure & segment conversations



Allow Respondents to upload media both online & offline



Comprehensive reporting & transcripts



Mobile – ethnography



Native multi-language support



Test concepts



Geo-tagging / Geo location



Features of Communities & Bulletin Boards



Ask your respondents to upload video, images, or audio files. Want to know what they had for lunch? Ask for a picture. Want to know what's in their kitchen, ask for a video. There's no limit to the number of media your respondents can upload.



Present and view any kind of rich stimuli – video, audio, images, polls, interactive whiteboard tasks and more.



Easily test any kind of digital image document with Heatmaps, get rich feedback and commenting linked to specific points and areas of your image. Easily spot the differences in opinions between segments, see focus areas and understand where changes need to be made.



Our Mobile App lets users share videos and pictures with you and other participants, while you track their journey and interactions. It even works when the respondent has no WiFi or signal making it unique in the industry.



Data Anonymisation Tools allow you to ensure that your respondent data is secure and once your bulletin board has ended, no respondent details would be stored within your project or within our database.



Every account has a choice of multiple themes reflecting common topics and industries. We also have a bespoke design service if you, or your client wishes to have a theme based on corporate colours and logos.

Concept Testing

Develop. Generate. Review.

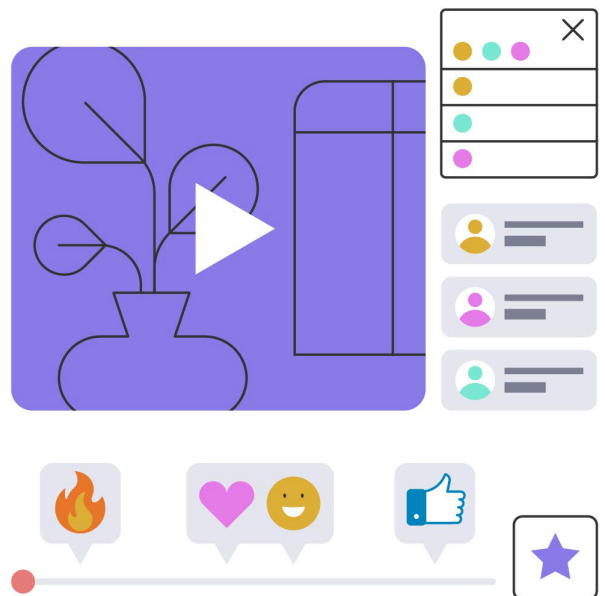
We have three innovative platforms available for you to test concepts with your target audience. Test any kind of digital video media with our VideoDial platform. Test your digital image and uncover rich feedback linked to your concept via our Heatmap platform. Crowd-source ideas from respondents to come up with new products, select names or taglines with our H@tch platform.

Engaging. Agile. Innovative.

Access our simple-to-use solutions on any device. Set up via our intuitive platform is quick and easy with our step by step 'wizard'. When you need rich and detailed feedback on concepts, our concept tools enable you to test and review any kind of digital media, images, or video easily and quickly with your target audience.

Our video and image concept research tools allow you to gain detailed feedback on your concepts. You can test and review any kind of digital media, images or video easily and quickly with your target audience.

- ✔ Test video and image concepts easily
- ✔ One-click browser
- ✔ Touch friendly interface
- ✔ Visual Concept Testing
- ✔ Video Testing
- ✔ Integrated Commenting
- ✔ Heat-mapped Output
- ✔ Advanced Reporting



VideoDial

Easily test any kind of digital video media with Videodial, and get rich feedback and commenting linked to specific points in your video. Select your target segment and easily browse comments and opinions within the video in real-time.



- Quick and easy to set up and test video ads, webinars, training videos and viral videos
- Continuous dial-rating across the entire video, with custom rating criteria
- Respondents can comment at any point in the video.
- Tablet, Desktop and smartphone friendly
- User segmentation capability
- Filter between, positive, negative, and neutral comments
- Browse comments made within the video quickly and dynamically
- Download and share graphical charts & comments.

Heatmaps

Easily test any kind of digital image document with Heatmaps and get rich feedback and commenting linked to specific points and areas of your image. Easily spot the differences in opinions between segments, see focus areas and understand where changes need to be made.



- Rate images by placing positive, negative or neutral pins
- Detailed image testing with configurable pin size
- Touch-friendly and works with all devices: mobile, desktop and tablet
- Detailed reports with traditional heatmap image available
- Filter between, positive, negative, and neutral comments
- Browse comments for specific areas of an image quickly and dynamically.

H@tch

H@tch is a proprietary solution for crowdsourced idea storming and validation. Easily set up an idea brief and invite between 10's and 1000's of profiled respondents to draw or describe their ideas to solve a problem, come up with a new product, select names or taglines. Via a combination of drawing board, video and text description, respondents generate the idea which is then automatically sampled, presented to and rated by the crowd.



- A unique and powerful tool for tapping into the wisdom and creativity of the crowd
- Share, discuss and rate ideas using various media formats
- Allow respondents to create their idea using a whiteboard idea sketch pad, record and upload video or through a text description
- Ideas are automatically sampled, presented to and rated by the crowd
- Detailed reports give capability to sort via rating, comments and participants.

EXCELLENCE IN EVERYTHING WE DO

Our Support & Services

We are set up to support success, the Sales Team will demonstrate the platform in detail to ensure they fully understand your project requirements. **A Dedicated Project Manager** will be assigned to take you through the on-boarding process and train you on the platform in advance of your project. We have **24/7 Technical Support** and a **VisionsLive technician** will be on-hand at every session, to ensure that all the respondents are tech checked and don't have any technical issues while they are in the waiting rooms and will offer support throughout your session if required.

Report and Export. Full detailed reports immediately available at the end of the session or once the Bulletin Board has ended. MP4 video and MP3 audio recordings are provided as standard.

With our client centric approach, we have evolved over the years to not only provide clients with the platform to conduct their research, but we can also assist with **recruitment, moderation, translation, and transcription services.**

We go the extra mile for our clients. Want a specific look and feel? That's not a problem, ask us about our white-labelling service.

ONLINE QUALITATIVE RESEARCH EXPERTISE

Our Project Success Team is by your side every step of the way!

Methodology and Approach - The Project Success Team can help you decide which of the VisionsLive tools to use, help you with the design of your chosen methodology, and can provide ideas for structuring and executing any kind of project - whether it is a live online focus group project, task driven immersive research, online in-depth interviewing, diaries, web ethnography or any combination of these. Contact us to get help with your project.

Project Set-up - From loading your respondents and discussion guide, through to generating transcripts, our team can set up your project for you so that you can simply log in and moderate your project when it goes live.

High Quality Recruitment - We know how important it is to find high-quality respondents for your project, and how hard it can be to find the right people to participate. Our extensive recruiter network enables us to find you the right respondents for your research fast and at the right price.

Participant Management - Our platform contains extensive tools to manage your participants, throughout your project – from start to finish. If you need any assistance in ensuring that respondents turn up, stay focused and engaged on their activities, our Project Success Team are on-hand to help.

Moderator Services - We have a network of moderators around the world, including experts in many sectors that can discuss topics with ease. These include Healthcare, Pharma, Automotive, FMCG, Travel and Tourism, Youth, Technology, IT, Telecommunications, Education, Social Research.

Language and Translation Services - We have language translation services available for your research – including multi-lingual moderation services (Bilingual English-Speaking moderators), simultaneous translation of live online focus groups, and translation of discussion guides, tasks and stimulus for international research.

SECURITY & PEACE OF MIND

Your data is our priority! We are **ISO 9001 & 27001 certified**, **SSO security** as standard, **GDPR compliant** and have a security first approach for our platforms, with in-built data anonymisation tools which allow you to anonymise and delete your data for any completed project or choose a regular timeframe in which this occurs automatically.

We have **dedicated servers** in regions of choice around the world, giving you control of where your data is kept and for how long. As standard practice all data is encrypted in transit and at rest to ensure you data is always kept secure.

PRICING

Our ambition is to achieve cost savings and add value to our clients by providing them with a purpose-built online market research platform for their projects to gain the best possible insights, so in turn they can bring value to their customers.

Our platform has everything you need for a wide variety of research methodologies and uses from Focus Groups, Interviews, Text Chat to Bulletin Boards and Concept Testing.

Flexible pricing from pay as you go or subscriptions which can often provide substantial savings, our pricing models are based on simple, quantifiable parameters that scale as you need them to. No surprise bills or minimum usage fees and no hidden charges or cancellation fees.

Want to know how VisionsLive can help you discover the why and not just the how?

Let's talk, book a demo with the team today.

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Get closer. Get answers. Understand.

