

EasyQual

EasyQual uses a very high quality, proven platform that is offered to our clients as a full, assisted or self-service online qualitative tool.

EasyQual includes several approaches to conducting online qualitative research: EasyBulletinBoard, EasyFocusGroup and EasyOneOnOne .

Key Features

- Easily upload HTML, JPEG, GIF files
- Multi-media display capabilities
- Survey participants and view results in real-time
- Quick-click probe buttons for rapid follow-up
- Clients can watch the groups and privately discuss the proceedings
- Individually adjusts the frames for a customised view
- Multi-level private message communications

EasyBulletinBoard

- ✧ EasyBulletinBoard is an excellent platform for collecting qualitative feedback without the lengthy set-up time and constraints
- ✧ Panelists take part in real-time across a period of 1 – 7 days due to the advanced threaded discussion system that allows you to conduct your EasyBulletinBoard over an extended period of time
- ✧ EasyInsites can build and host an EasyBulletinBoard for you, or you may choose your own moderator and EasyInsites will train and support them to ensure a successful project
- ✧ You can be involved in real-time, initiating conversations between contributors and introducing new threads during the “life” of the EasyBulletinBoard
- ✧ EasyBulletinBoard is effective as a stand-alone research project, or as a follow-up to an online quantitative survey
- ✧ The multi-media capabilities allow the moderator to provide thought-provoking question stimuli to the participants
- ✧ Clients can observe the proceedings and send private messages to the moderator for answer clarification or to ask new questions

For more information, please visit us at www.EasyInsites.com

Contact us at info@easyinsites.com Telephone +44(0) 1483 549 418

EasyOneOnOne

- ☼ EasyOneOnOne allows you to conduct one-on-one interviews using our EasyQual platform
- ☼ Often times, the qualitative approach you desire would be skewed if you were to include others in the dialogue
- ☼ By using EasyOneOnOne, our clients can conduct one-on-one interviews with selected individuals quickly and easily at a very low cost relative to arranging these interviews to occur in-person

EasyFocusGroup

The screenshot shows a web browser window titled "OLFG - Windows Internet Explorer" displaying the "EASYSITES DEMO PROJECT" interface. The interface is divided into several sections:

- Chat Window (Left):** Contains a list of messages from participants. The messages include a moderator's welcome, greetings from Adam, Sally, Joe, and Barbara, and a discussion about advertising on television. A private message is also visible.
- Main Content Area (Center):** Features the "EasyInsites" logo, which consists of a stylized eye icon above the text "EasyInsites".
- User List (Right):** Titled "USERLIST MOD GUIDE", it lists "Online Participants" and "Online Observers". Each participant has a checkbox, a name, a "VIEW INFO" link, and a "FG" status. The "Online Observers" section lists "Cheer1".
- Bottom Section:** Includes a "To:" dropdown menu set to "Current Room", an "Auto Scroll" checkbox, and a "SEND" button.

- ☼ EasyFocusGroup allows you to conduct online focus groups, globally, at any time at a lower cost and with minimal set-up time versus traditional focus groups
- ☼ You can select respondents from a broad range of panels from within EasyExchange or from your own EasyPanel
- ☼ EasyFocusGroup is a great way of getting qualitative feedback to concepts and media, and reducing the cost of a standard focus group by up to 70%
- ☼ Clients have access to view EasyFocusGroup as it evolves, and have a link to the moderator to contribute and steer the topic guide in real-time

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