itracks Board

Keep the conversation going.

itracks Discussion Boards give respondents the ability to log in at their leisure and provide feedback over a set period of days, weeks, or months. Respondents are engaged in the research asynchronously, or over a period of time. The fully-integrated mobile app allows users to fully participate via a smartphone or tablet in addition to online participation.

Variety of Response Choices

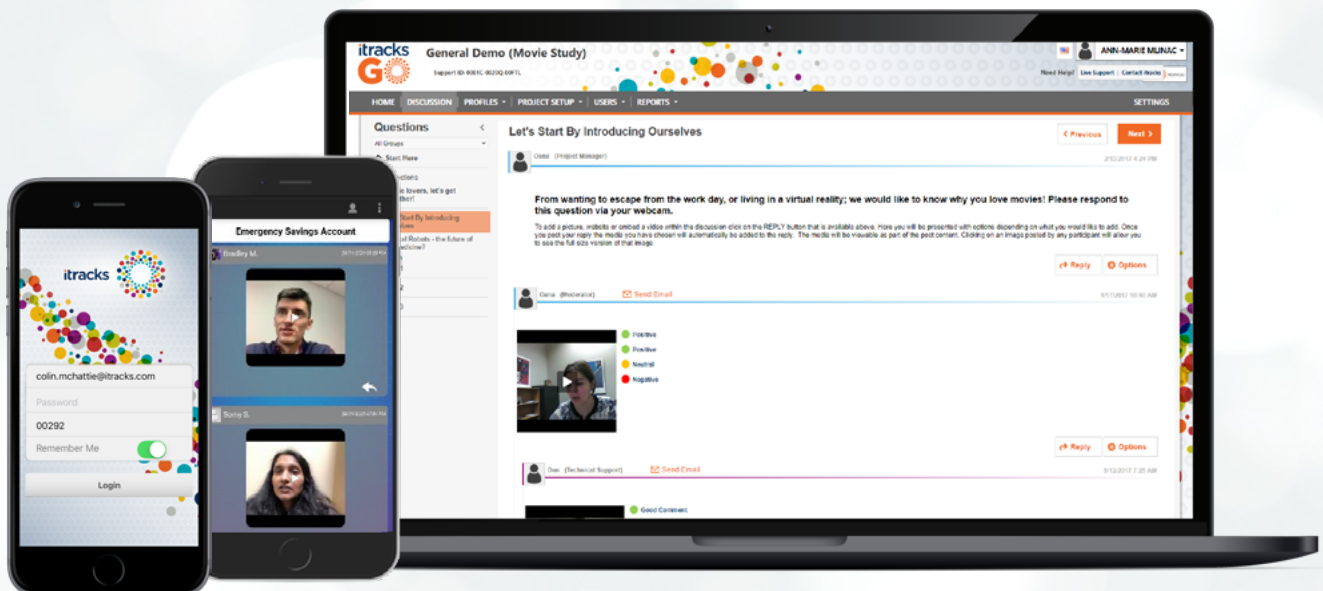| Text	Audio	Image	Video	Polling

itracks Board takes online bulletin board focus groups and elevates them to another level with rich features and in-depth research capabilities.

With our **Quant-To-Qual Integration**, participants can be automatically moved from a survey to a discussion board allowing you to efficiently collect deeper insights from targeted respondents while they're already engaged.

The fully-integrated mobile app allows you to efficiently access hard-to-reach respondents from around the globe and gather in-the-field and in-the-moment data, while respondents enjoy the freedom to take as much time as they need to say what's on their mind with unlimited length video capabilities. Participants are even able to post responses while offline to be automatically uploaded once they reconnect online.

Features

Interview Mode
Specific participants can have a private one-on-one discussion with the moderator.

Uninfluenced Mode
Participants answer questions before seeing responses from other participants

Profiles
Users can update and manage profiles including profile pictures.

Sequential Question Ordering
Participants easily navigate through a discussion in a pre-defined order.

Quick Poll Closed-ended Questions
Single or multiple-choice questions can be added.

Video Questions
Moderators ask questions via webcam or text.

Video Responses
Participants provide video responses with their webcam or mobile device.

Randomization
Randomize questions and/or topics to eliminate order bias.

Real Time Participant Transcript
Follow a participant story within the discussion with a single click.
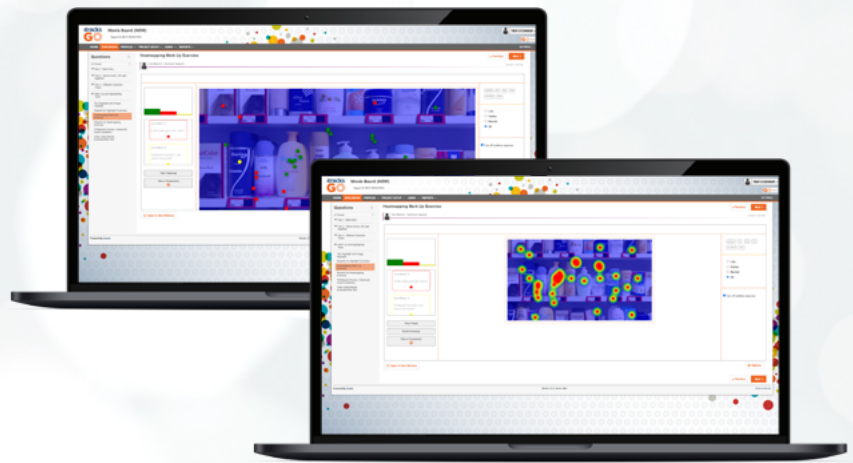
Quant-to-Qual Integration
Recruit participants for your qualitative project from any survey.

Automatic Sound Quality Check
Our system will prompt participants to adjust their microphone settings and re-record if adequate volume levels are not achieved.

Multimedia Transcripts
Instantly available for download.

Flexible Reporting Options
Generate transcripts in Microsoft Word or Excel with advanced filtering and presentation options.

White Labelling
Custom brand the software with your own logos, background images and colour schemes.

Notifications*
Automated notifications alert users to new discussion posts.

Mobile Accessibility
All users have the choice of interacting online or via a fully-integrated mobile app.

Offline Mode*
Users may review responses and reply offline. Reply posts are automatically uploaded to the Discussion Board once users reconnect online.

Inter-Participant Discussions
Interactive discussions take place posting comments provided from desktop or mobile app.

Segmentation
Segment group participants and ask specific questions that only they can see.

Unlimited-Length Mobile Videos
Participants are free to upload videos of any length, giving them all the time they need to express themselves.

Mark-Up Activities
Participants can mark up images and add comments. Aggregated heat map reports available.

Mobile-Only Features