



i-Focus

(Interactive Focus Group)

Our systems have been designed by researchers to ensure that they perform in methodologically sound and appropriate ways which guarantee the best possible research outcome.

A great deal of research and development has gone into all aspects of our qualitative and quantitative research tools with each element considered in terms of ensuring responses are well considered and not unduly influenced or biased and so participants are able to participate easily and are not hindered by the technology.

i-Focus (Interactive Focus Group)

Used for conducting interactive focus groups in real time this system provides the moderator with the effective ability to manage group discussions with ease by using features such as pre-loading discussion guides, one touch probing & control and clear messages displayed in differentiating colours (i.e.: system messages are green, moderators are blue, etc.)

Images, web-pages, video and audio streaming can be instantly sent to group members via an inbuilt whiteboard. In addition, groups can be silently observed by non-participants with the option for observers to issue notes to a moderator's mailbox for reading when time is available.

A simple survey can also be deployed at the beginning of the group to capture demographic information on your participants – which can be viewed by the moderator for any participant at any time during the group. Transcripts can be downloaded at any time in Word or Excel formats.

The i-Focus Live Group system has a range of inbuilt redundancies to ensure that groups are not compromised in any way. In addition, this system can be accessed from a web-browser and does not require users to download any software.

i-Link's online focus group (interactive) facility, provides researchers with the ability to reach geographically dispersed respondents in the one group. Responses are textual and recorded live.



In essence, our interactive group facility is designed specifically for research purposes.

- Facilities are easily customised to suit your needs including brand, logo and corporate image.
- Data is collected live to highly secure databases within our system.
- Sensitive data can be encrypted and all files routinely backed up on an hourly basis.
- Security options can be employed to restrict project entry only to invited respondents.
- All facilities have the ability to integrate images, audio and video streaming.

Simple moderation

Similar to text-based chat programs, i-Focus allows you to run groups with small groups. Respondents type live textual responses to Moderator messages. Group interaction is all live. Moderators have complete control within the group and can privately chat to any participant or even remove a participant from the group if need be.

Audience viewing

i-Focus also provides you with the ability to invite others to view the group. An audience cannot interact with or be seen by respondents within a group. You can also allow audience members to send messages to the moderator without the participants' knowledge.

Pre-loaded Moderator's guide

Running a group is extremely easy with i-Focus. Moderator's guides can be pre-loaded for easy click and send messages - freeing up the Moderator's time to view the respondents' messages and keep the discussion flowing.

Quick select probes and controls

We've created a standard set of probes and controls for the moderator to use within the group. These can be edited and added to prior to the group commencing or on the fly during the group.

Easy to identify message groups

Messages being sent to the screen by the i-Focus system, the Moderator, the participants or the audience are in distinguishing colours. Colour coding messages by group allows participants to view the flow of a discussion easily and to quickly identify when the Moderator, system or a fellow participant has sent a new message.

RSVP group participation

E-mail invitations can include an automated RSVP link. This confirms the respondents' intention to participate and allows project managers to manage group numbers and follow-up invitations effectively.

Transcriptions collected live

All conversations are text-based and recorded live as a discussion occurs. Moderators and Project Managers can download transcripts of the focus group at any time during or after the field period.

Online help and immediate support

As with all of i-Link's facilities, help documentation can be obtained from within the focus group room. All i-Link facilities also have 24 hour, 7 days a week support. An immediate support request can be sent by e-mail from within the group, or participants can phone our Support Centre Tollfree from anywhere in Australia. Toll-free support outside of Australia is available on request.

Image and video presentations

Focus groups can also refer to images or audio and video streaming. In addition, Moderator messages can contain hyperlinks to other web-material if required. Pre-loaded images are identified at the appropriate place within the discussion guide, so Moderators can quickly click on a link to display them.

Security access

Entry to focus groups is always secure to prevent unauthorised participation or viewing.