

Qualitative Software Product Comparison Chart



itracks IDI



itracks Video Chat



itracks Chat



itracks Board



itracks Community

Time Frame	30 minutes - 1 hour (per interview)	30 minutes - 2 hours	1-2 hours	1-7 days	1 month +
Number of Participants	1 (per interview)	1 - 6 (up to 8)	8 - 12 (no technical limit)	15 - 20 (up to 50)	30 + (up to 400)
Discussion Type*	Real-Time	Real-Time	Real-Time	Asynchronous	Asynchronous
Report Output	<ul style="list-style-type: none"> • Audio file • Order/manage text transcript in software 	Video file	Transcript	<ul style="list-style-type: none"> • Transcript with embedded videos • Highlight reel • Tagged videos 	<ul style="list-style-type: none"> • Transcript with embedded videos • Highlight reel • Tagged videos
Language Capabilities <small>List of languages offered: www.itracks.com/languages</small>	Yes	Yes	Yes	Yes	Yes
Patented Chat Backroom	Yes	Yes	Yes	Yes	Yes
Why Everyone's Talking About It	<ul style="list-style-type: none"> • Combines telephone interviews with online media viewing capabilities • Automated scheduling and reminders • Instant audio recording 	<ul style="list-style-type: none"> • Real-time face-to-face interaction • Streamlined booking and technical checking services • Individual or group interviewing 	<ul style="list-style-type: none"> • Instant reports • Good for quick project turn arounds • Great for low bandwidth • Interactive polling 	<ul style="list-style-type: none"> • Interactive mobile app with offline capabilities • Reliable video capabilities • Randomized questions and topics 	<ul style="list-style-type: none"> • Mobile capabilities • Leaderboards • Cost effective for small to mid size companies • Mix of qual and quant questions

*Real-Time - Everyone logs in at one time

Asynchronous - Threaded discussion, participants log in at their convenience

