QUALITATIVE RESEARCH SOFTWARE
Product Comparison Chart

	itracks Phone IDI	itracks Video IDI	itracks Chat	itracks Video Chat	itracks Board
TIME FRAME	30 minutes - 1 hour (per interview)	30 - 90 minutes (per interview)	1 - 2 hours	30 minutes - 2 hours	As long as your project dictates
NUMBER OF PARTICIPANTS	1 (per interview)	1 (per interview)	8 - 12 (no technical limit)	1 - 6 (up to 8)	15+ (up to 400)
DISCUSSION TYPE*	Real-Time	Real-Time	Real-Time	Real-Time	Asynchronous
REPORT OUTPUT	• Audio file • Tagged audio clips • Order/manage text transcript in software	• Independent video feed files • Text transcript can be ordered • Tagged video clips • Highlight reel	• Transcript • Chart	• Video file • Text transcript can be ordered • Tagged video clips • Highlight reel	• Transcript with embedded video • Tagged video clips • Highlight reel • Charts
LANGUAGES AVAILABLE**	9	9	9	9	20
BACKROOM FOR OBSERVERS	Yes	Yes	Yes	Yes	Yes
WHY CLIENTS LOVE IT	• Combines telephone interviews with online media-viewing capabilities • Automated scheduling and reminders • Instant audio recording	• Real-time face-to-face interaction • Flash free/ no downloads required • Individual video feed files • Screensharing and whiteboard capabilities	• Instant reports • Good for quick project turn arounds • Great for low bandwidth • Interactive polling	• Real-time face-to-face interaction • Streamlined booking and technical checking services • Individual or group interviewing	• Interactive mobile app with offline capabilities • Reliable video capabilities • Randomized questions and topics

*Real-Time - Everyone logs in at one time
Asynchronous - Threaded discussion, participants log in at their convenience
**Additional languages can be added on an as-requested basis, languages available can be found at www.itracks.com/languages