

itracks Video IDI

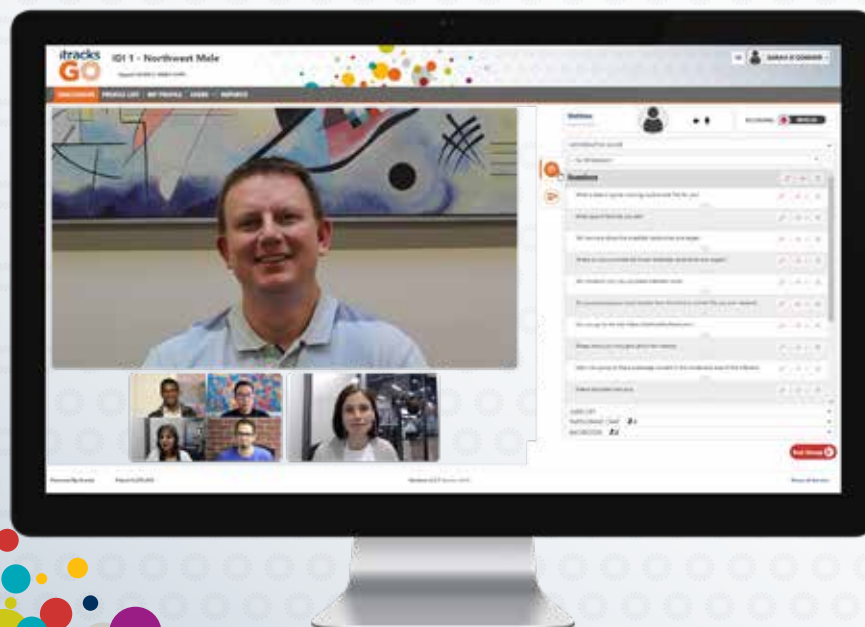


Flash-Free Streamed Video Interviews

itracks Video IDI provides a flash-free video solution built for market research interviews with extensive white labeling/ branding capabilities. The platform is conveniently accessible with the most robust browser support in the industry. The intuitive screen-share feature allows users to share their online activities with the researcher. Leverage the industry-leading output solutions, including high quality individual video feeds and multi-track audio export options. itracks Video IDI is an easily accessible, secure and reliable software, created to empower the voice of the customer through video interviews.

Why Use itracks Video IDI?

- Start your sessions on time with the easy-to-access flash-free experience
- No plug-ins, add-ons, or downloads preventing users from connecting
- Seamless access with the most robust web browser support in the industry
- Access to high quality individual video recordings
- Custom branding available
- Technical support and hosting services available
- Client back room with dedicated and isolated access with independent audio and video
- Enhanced participant interaction with multimedia viewing and screen sharing capabilities
- Enhanced user experience with intuitive interface
- Integration with itracks GO, allowing streamlined project management



888.525.5026 | www.itracks.com

Qualitative Software | Respondent Recruiting | Quantitative Data Collection | Reporting



BENEFITS

Video In-depth interviews allow researchers the ability to engage participants in a one-on-one setting, and are generally faster and more cost-effective than other methods of qualitative research. Researchers are able to conveniently conduct remote sessions with geographically-dispersed participants. Scheduling is often easier with no travel time required.

Participants with security and download restrictions are able to participate in the flash-free application which does not require downloads or plug-ins which are often restricted for B2B clients.

itracks Video IDI also includes a virtual backroom, which allows clients and stakeholders to watch in real time from remote locations as the interview takes place, and allows text, video and adjustable audio communication between the moderator and observer without the participant being aware.

The itracks GO platform allows researchers to manage all of their qualitative projects from one integrated system creating numerous efficiencies.

FEATURES

FLASH FREE

Flash-free experience with no plug-ins, add-ons or downloads required.

INDIVIDUAL VIDEO FEED RECORDINGS

Industry-leading output solutions, including individual video feed and multi-track audio export options.

ENHANCED VIRTUAL BACK ROOM

Clients and stakeholders are able to sit in on the interview and videoconference amongst themselves, and send messages to the moderator without the respondent being aware of their presence. The solution features dedicated (and isolated) client-observer access with independent audio and video.

CONNECTION STATUS

Software shows moderators the telephone and computer connection status of each participant and client.

MULTILINGUAL

itracks Video IDI is available in nine different languages with additional languages available upon request.

INTERNATIONAL INTERVIEWS

Schedule interviews with participants from all over the world with easy-to-use time zone management capabilities.

BRANDING

Custom brand the software with your own logos, background images and color schemes.

TIME SELECTION

Participants can choose their preferred time from available times provided by researcher.

CALENDAR INVITES

Users receive calendar invites allowing them to efficiently add the session to their calendar.

VIDEO TAGGING AND HIGHLIGHTS

Researchers can tag key moments within the video recordings, create video clips and curate highlight reels.

EASY SCHEDULING

itracks Video IDI uses advanced scheduling technology to manage email invites, interview times and web links.

WHITEBOARD FEATURE

Share media with respondents as the interview takes place. Organize media in the GO platform for use with other projects and platforms.

ACCESSIBLE AND SECURE

A secure log-in process offers enhanced security and privacy. Data is hosted in a secure ISO-certified datacenter.