

# Case Study - Website Testing Using Video IDIs

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**45**

**IDI Interviews**

**22**

**Participant Segments**

**8**

**Countries**

McConchie AND Seamster

## Project Overview

- Fortune 100 Global Life Sciences company
- Assess content and user experience of beta website
- Included diverse userbase of customers (scientists), targeted non-customers and internal stakeholders



# Challenges

- Complex qualitative engagements required
- Multiple time zones
- Client observers wanted to engage from multiple locations
- Complex recruitment and scheduling
- Tight budget and timeframe

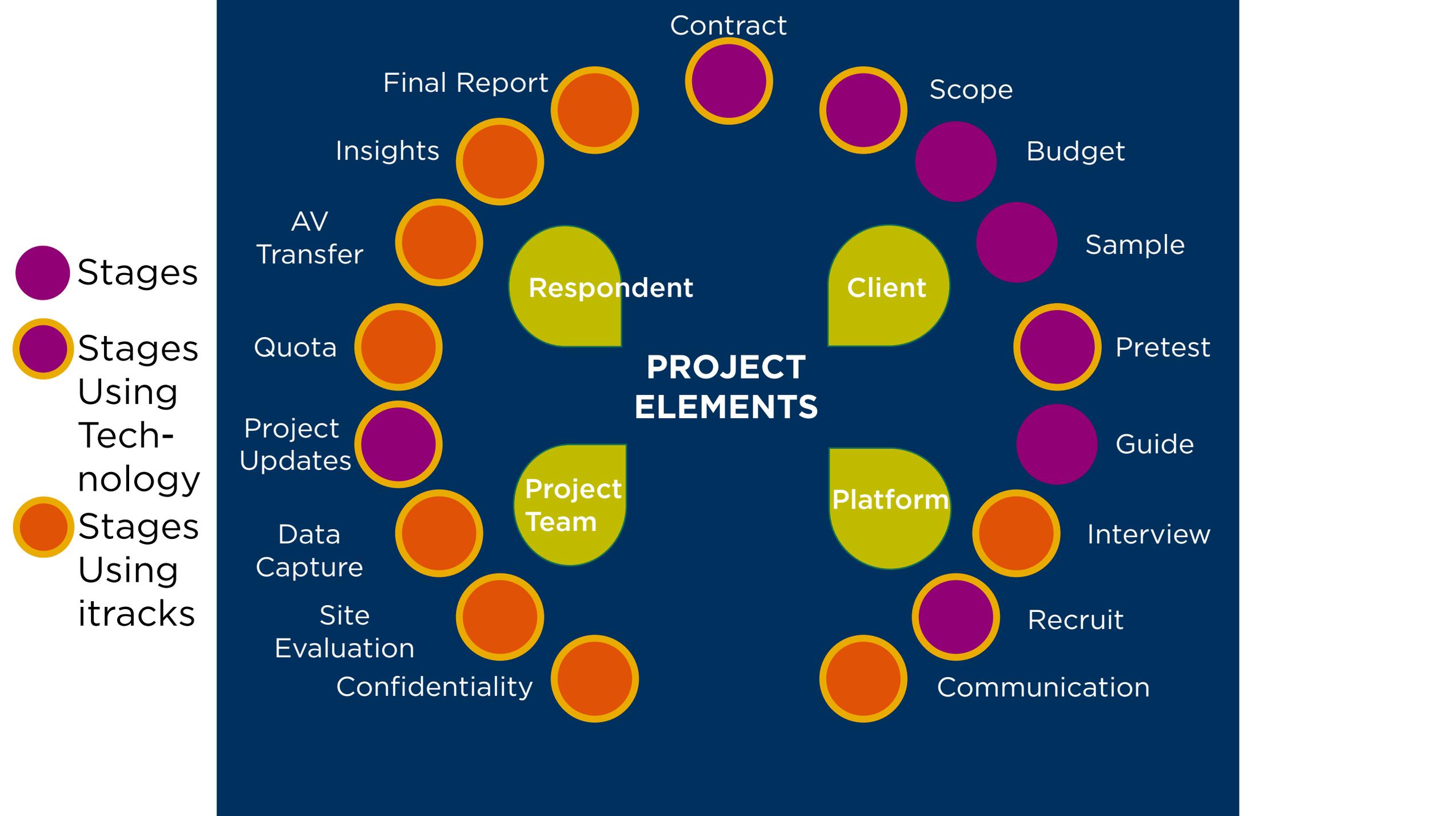


# Solution - itracks Video Interview Software

The screenshot displays the itracks Moderator View interface. At the top left, the itracks logo is visible, along with the text "Moderator View" and "Support ID: 0091C-008B4-0140V". A user profile for "SARAH O'CONNOR" is shown in the top right. A navigation bar contains the following items: DISCUSSION, PROFILE LIST, MY PROFILE, USERS, and REPORTS.

The main area features a large video feed of a participant named Matthew, who is wearing a grey shirt and white earbuds. Below this feed is a grid of smaller video thumbnails for other participants. To the right of the main video feed is a control panel for Matthew's session. This panel includes:

- A "PARTICIPANT" header with a profile icon, a mute/unmute icon, and a "RECORDING" indicator showing a duration of 00:14:26.
- A "My Audio - Video" section with two buttons: "I am here to conduct the interview" (highlighted in orange) and "I am here to watch the interview".
- Controls for "Microphone" (checked) and "Camera" (checked), both with explanatory text.
- A "Start Screen Share" button.
- "Matthew's Discussion Settings" with a volume slider set to 00 and a "Request Screen Share" button.
- "Backroom Settings" with a volume slider set to 00 and a "Video Feed Visibility" toggle (checked).
- At the bottom right, "Stop Recording" and "End Group" buttons.



# Recruiting Warm-Up

# RESPONDENT OUTREACH



Subject: Requesting your participation in Life Sciences Web study

Dear Life Sciences Professional:

Life Sciences has recently redesigned its website in order to better serve the life sciences community, improve the look and feel, and offer enhanced functionality. Life Sciences is working with outside firm to obtain feedback from selected life sciences professionals on the functionality and content of the new site before it is released to the public.

You may be contacted this week to see if you are available to participate in an interview which should take 25 minutes to complete.



# Client Study Verification

Dear Customer,

In an effort to meet the changing needs of our customers, we have undertaken a complete redesign of the Life Sciences website.

Before we launch it to the public, we have contracted with an outside firm to conduct a study with selected customers to obtain feedback on the functionality and content of the new site.

You may be contacted to participate in the study. The process will include a scheduling call, a technology check call and the online interview, which will last 25 minutes. You will be provided with an honorarium to compensate you for your time.



# itracks Follow-Up

Subject: itracks information to participate in Life Sciences Web Study

Dear [FULLNAME]

Thank you for agreeing to participate in our upcoming GE Healthcare Life Sciences Web VOC Study on [STARTDATE].

**Registration and Login**  
You can register for this study here [LOGINURL].

Registration enables you to create your password and establishes you as a participant in this research project. You will need this password to log into the research at the time of your scheduled interview.

Once you have registered, click on the registration/login link above and enter in the following:



# Interview Confirmation

Subject: Life Sciences Web Study Confirmation Email

Dear

It was great speaking with you today, and thank you for being willing to help Life Sciences test their new website. We appreciate your time, and highly value your input.

Your interview has been scheduled for:  
Time and Time Zone:  
Incentive: \$ 150.00

So, what happens next?

1. To facilitate this interview, itracks (the company that manages the technology interview platform) will reach out to you and coordinate a time when they can check your internet connection to their platform. You should expect to spend about 10 minutes or less with itracks



# Platform Registration

Subject: Thank you for your participation

Congratulations, Sandra!

McConchie and Seamster sent you a Virtual Visa® Virtual Account Gift Card from GiftCards.com for your participation in the Life Sciences Web Study. Don't delete this message – you'll need the link below to retrieve your Visa® Virtual Account Gift Card.

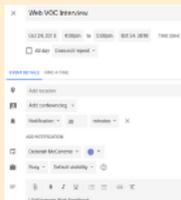
To claim your Virtual Visa® Virtual Account Gift Card, please follow this link <https://www.giftcards.com/virtualgift/index.html?id=BHNSN93FGILQNR18X2COUHP69D7>

Have the GiftCards.com mobile app? From your phone, click [here](#) to add this gift to your wallet.

With thanks,  
GiftCards.com  
make 'em smile :)



# Calendar Invite



# Thank You

# Managing Confidentiality

**Respondent**

Preserving  
Anonymity

**Client**

Managing  
Access

**Data Ownership**

Platform  
Security

**Project Team**

Adhering to  
industry  
guidelines



## The Results

The project provided valuable insights including web design recommendations to provide additional navigation links at the top of the home page, branding recommendations to incorporate the brand both in the messaging as well as emphasizing the brand identity throughout the site, enhanced search functionality and content recommendations.





# Why itracks?

## Technology

- Real time, user friendly software
- Non-invasive, not intimidating for first time users
- Robust data gathering capabilities
- Creates great verbatim and video clips for reporting
- Assisted with implementing additional clickographic tracking to the platform
- Polling feature to administer “quant questions”

## Customer Service

- Flexible with last-minute rescheduling and back end support
  - Dedicated tech support for interviews
  - Process in place to support a complex methodology and sampling structure
- 



# Require Full Service Researchers with Online Qual Expertise?

McConchie **AND** Seamster

McConchie and Seamster leverages our individual marketing strategy, communications, branding and VOX strengths into a nimble and targeted boutique Marketing Agency. Our mission is to provide actionable and strategic marketing insights to support the overall business strategies of your organization.

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# Interested in Conducting Your Next Project Using Online Qualitative?

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**Interested in Conducting Your Next Project Using Online Qualitative?  
Contact us for a project consultation discussion!**



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