Online Focus Groups and Interviews - Session Room Tools Overview

Media Library: This is where your media is uploaded to and stored.

- Images: Any slides you wish to present should be saved as images first and then uploaded into the images library. Once uploaded these can be added to slides or shown as an overlay.
- Videos: Choose your size, quality and title, before then uploading your video to be shown over the whiteboard area (allowing access to the chat areas) or as an overlay (increasing the size of the video).
- Audios: Upload your audio clips to be played over the whiteboard area (allowing access to the chat areas) or as an overlay.

Slides: Not to be confused with just the whiteboard. The slides represent the entire layout of the room. Each slide has its own layout and whiteboard.

Layouts: Set on a slide-by-slide basis. There are 6 layouts to choose from in an AV session and 4 to choose from in a text-chat session, some of which allow for more focus on the chat areas, more focus on the content or more focus on participant videos (if running an AV session).

Whiteboard: Use this to show your stimulus (e.g. PowerPoint slides), create stimulus such as ranking or tick exercises and allow respondents to interact with your stimulus using the 12 tools available. Respondent annotations can not be seen by one another unless the moderator manually allows this.

Heatmap: Allows respondents to place pins combined with comments on a whiteboard slide, often used when reviewing new concepts. Moderators and observers see a live feed as pins are placed but answers remain anonymous between respondents unless presented.

Polls: There are 5 types of polls which can be used. All poll answers can be seen by moderators and observers but are private between respondents unless presented. These are:

- Single-select - which allows you to give the respondents several options to answer a question for which they can only choose one.
- Multi-select - the same as single-select but the respondents can choose multiple answers.
- Agreement - you can give the respondents several options/statements which the respondents can choose to agree/disagree with on a 5-point scale.
- Text-prompt - you ask the respondents a question and they are provided with a simple text-box to respond.
- Ranking polls – you can give the respondent multiple options and ask them to order them in terms of

Chat Areas: Found in all session rooms but more valuable in the text chat versions of the tools. There is an Observer Chat and Respondent Chat available at all times, easy to access and easy to use making it great for text-chat groups. Also available in AV groups which can be quite resourceful given a respondent experience's technical difficulties. The Respondent Chat can be used by moderators and respondents, whilst observers can view the conversation. The Observer Chat can only be used and seen by moderators and observers.

Predefined Probes: Found within the Respondent Chat typing space, this allows moderators to log a personal bank or questions they would frequently ask, allowing them to quickly select them rather than having to type them out many times. *Usually used for text-chat.*

Attachments: Like any other application, the ability to upload all types of attachments is represented by a paperclip. This is also found within the typing space of the chat areas. *Usually used for text-chat.*

Emojis: Also found in the typing space, there are 32 emojis to choose from. *Usually used for text-chat.*

Private Chat: As well as having the group chat, you also have the ability to open up private 1-on-1 chats with all individuals in the room. This will create an additional tab allowing you to switch between chats by clicking on them. *Usually used for text-chat.*

Discussion Guide: Allows a pre-made discussion guide to be loaded into the session room, allowing the moderator to simply send questions into the Respondent Chat, rather than having to re-type them out. Can also be used to load in moderator probes/instructions. *Usually used for text-chat.*

TC Activity Score: For text-chat sessions only, this allows you to keep track of who is actively participating and who is not by measuring the number of messages each participant sends by the number of characters they are using in each message.

TC Activity Time-out: Also for text-chat sessions only, by default respondent icons will appear with a red ring around them after 5 minutes if they have been inactive in the respondent chat. This can be changed by the moderator to a different length of time.

AV Screensharing: You can share your screen, window or tab and request the respondent to also do the same. Screensharing is only available in the AV tool and requires the use of the staging tool to appear.

AV Live Captions: You can enable live captions from within the session room options, allowing each participant the option to have subtitles across the bottom of their screen if wanted.

AV Audio Transcripts: Enabling the live captions (see above) also enables the generation of live transcripts. Once live captions have been enabled, you do not need to have the subtitles showing on screen for transcripts to be generated. *All Text-Chat sessions have transcripts developed as standard.*

AV Staging: All moderators and respondents can be enlarged on the screen by a moderator when a layout with a staging area is used. If a moderator switches to a layout without a staging area, all participants will be automatically minimised.

AV Conference Call Details: Respondents in an AV session suffering from internet, microphone or speaker technical difficulties which are interfering with their ability to converse may use a telephone number* and PIN to dial-in to the session separately. *Most but not all countries have a toll-free number available.*

AV Video Tagging: Moderators and observers may place pins with comments on the recording timeline in-session to help them easily locate points of interest post-session.

AV Respondent Reactions: The respondent reaction tool is represented by the same smiley face icon as the video tagging feature for moderators and observers, however, the respondent tool allows them to use 5 enlarged emojis to represent their feelings throughout the session. Clicking on a reaction will cause this emoji to float up from the respondent's camera display box across the bottom.

AV Breakout Rooms: Moderators can add breakout rooms to their session, allowing them to split respondents into separate smaller groups throughout AV sessions.

AV Translator Features: Can be enabled within the session room options. Allows for the simultaneous translation of a session, all done within the platform. All observers and moderators are allowed to switch between an original audio line and a translated audio line. Translators only require 1 link per session.

AV = Video Online Focus Groups and Interviews specific   **TC = Text-Chat Focus Group specific**