



visionslive

Accessing Reports after a Live Session

Prepared for:

Users of VisionsLive NEW Focus Groups and Interviews

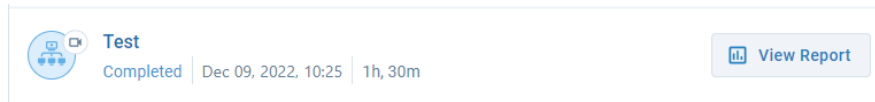
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Generating Your Reports

Once your group or interview has ended on the platform, you will have immediate access to your session's Reports page.

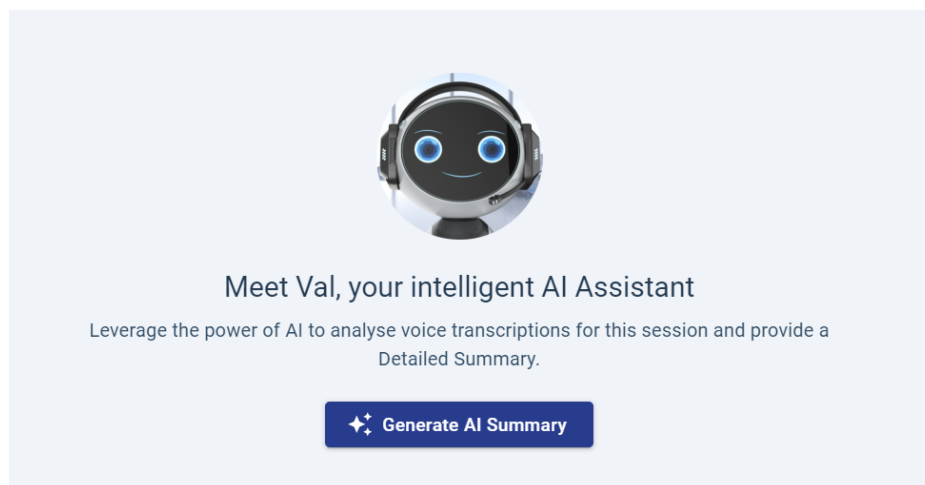
To find this, go to your project dashboard and click the 'View reports' button that will appear when the session is completed. Alternatively, you can click on the activity's title and the previous dashboard will now be updated to a reports page.



Your reports page will allow you to easily find and extract recordings, chat messages, and activity outcomes.

AI Reports

When you conclude your focus group or interview session on the VisionsLive platform, you can immediately access your account dashboard to generate a comprehensive AI-powered report in seconds. VAL (VisionsLive AI) automatically compiles the most valuable insights, highlighting key points and actionable takeaways from your session—eliminating the need to sift through large amounts of data.



Additionally, you'll receive a convenient Moderator Summary Report, providing a complete overview of your findings. To download a copy of the reports mentioned above, select the 'Print' option. Then, in the 'Destination' field, choose your preferred file type, such as PDF. Finally, click 'Save' to download the file to your device.

Fast Food Brand Study

24 September 2024 at 11:03 BST

 Print

KEY TAKEAWAYS


- Participants generally recognized the brands and their logos, with SFC (Southern Fried Chicken) being the most positively received due to its personable and relatable logo featuring the Colonel.
- There was a consensus that logos should reflect the company's values, with some participants feeling that the Kola logo was too plain and did not convey any values.
- The importance of sustainability was frequently mentioned, but when asked to prioritize values, participants chose good quality ingredients and care for staff over sustainability.
- The Big Kahuna Burger's values statements were critiqued for being vague and not directly tied to the brand's identity, with participants suggesting more transparency and specificity.
- Participants appreciated the idea of donating to good causes but wanted more clarity on where the donations would go and suggested involving consumers in the decision-making process.
- The statement about raising meal prices to improve the carbon footprint was met with skepticism, with participants feeling that the cost should not be passed on to consumers and that the company should bear the expense.

Participation/Chat

The next tab on the reports page is the 'Participation/Chat' tab. In this tab you will be able to see any communication from the chat boxes throughout your session.

The respondent chat will be shown on the left and the observer chat is on the right. You can download the contents of the respondent chat in a HTML file by clicking the download icon at the top right of the respondent chat.

Respondent chat

Download 

Superman joined the waiting room 10:12

Keilah C invited all the respondents 10:13

Jonboy joined the waiting room 10:23

Jonboy left the waiting room 10:27

Keilah C closed the session 11:20

Superman left the session 11:20

Moderator/Observer chat

Below this you will find a grid with the names of all the session's participants.

This grid shows you which participants clicked on their link to join the session, their role, and their arrival time. It also shows you whether they were invited into the session room by giving you a tick or cross to indicate if they participated or not.

You can therefore use this table to determine which of your invited respondents require incentives for arriving to the session.

Participants


Name	Pseudonym	Email	Device	Role	Arrival time	Participated
Keilah Chambers-Turner		keilah@visionslive.com	Desktop	Moderator	05 Jan, 10:12	✓
VisionsLive Admin		demos@visionslive.com	Undefined	Moderator	✗	✗
Bob B	Superman	bob@vvltest.com	Desktop	Respondent	05 Jan, 10:12	✓
John Smith	Jonboy	john.smith@vvltest.com	Desktop	Respondent	05 Jan, 10:23	✗



Activity Results



The Activity Results page of the reports will show you the results of any interactive activities you have run during the interview or group.



Participation/Chat **Activity Results** Text Analysis Recordings Voice Transcriptions

Holiday Collage

 **Your Ideal Holiday**
Text Prompt Activity [Explore Results](#)

 **Destination Type**
Heatmap Activity  Mostly Positive [Explore Results](#)

 **Holiday Type**
Poll Activity  [Explore Results](#)

 **Tick & Cross**
Heatmap Activity  Mostly Positive [Explore Results](#)

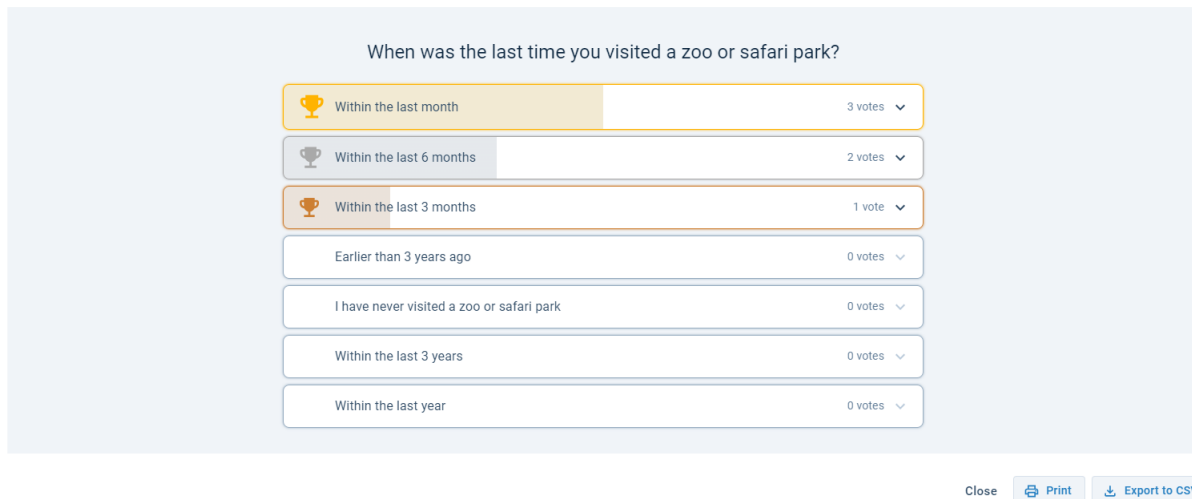
The polls, heatmaps, and text prompt questions associated with each slide will show up under the name of each piece of stimulus.

This page gives a quick overview of sentiment from your heatmap activities, to make it easy to compare different pieces of stimulus.

Click on the 'Explore Results' button on the activity you would like to see more detailed responses for, and it will show you the answers in the centre of the screen.

Polls

If you click on 'Explore Results' for a poll, it will bring up the results in the centre of the screen.



You will see the results ordered with the option with the highest number of votes at the top, and the lowest at the bottom. In addition, the first-place response will have a gold trophy and outline, second place will have silver, and third place will have bronze.

If you click on a specific option, you will be able to see the names of the respondents who chose that option.

Exporting:

There are two options to export your results –

Print: To save the poll as a PDF file, select the 'Print' button and a pop-up will show. On this page, ensure the 'Destination' is set as 'Save as PDF', and then click 'Save'. Alternatively, select a printer as the destination, and you can print the results directly.

Export to CSV: This will export your data in a table in a CSV formatted document.

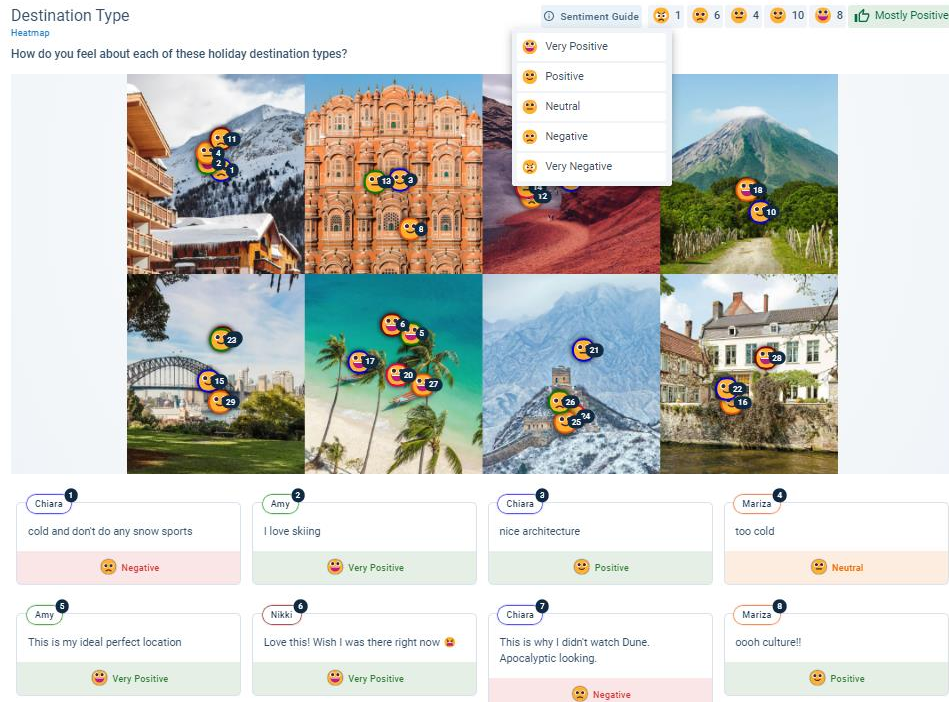
Heatmaps

If you click on 'Explore Results' for a heatmap, it will bring up the results in the centre of the screen.

This shows you the stimuli that was used, and all the markups that respondents left on the image depending on whether they dropped pins or used the highlight options. Each markup is numbered, and if comments were enabled, the number will correspond with the comments listed underneath the image.

In the top-right corner, there is an overview of the responses given and an automatically generated marker showing the general sentiment of the activity. This can also be seen on the 'Activity Results' tab. This is useful to quickly compare different heatmaps showing various concepts.

You can also hover over the 'Sentiment Guide' label to check what each emoji represents in the exercise.



Note: If you are conducting an activity where the emojis are customised, the auto-generated sentiment marker based on what position the custom emoji was placed in during setup, not on the emoji itself.

For example, in the tick-cross exercise below, the 'Very Positive' sentiment was replaced with the tick emoji, and the 'Very Negative' one was replaced by the cross emoji (and the others were disabled). If the emojis had been placed the opposite way around, the results would say 'Mostly Negative' despite it having a lot of ticks.

This is important to note and check if your generated results do not seem accurate.



Exporting:

If you would like to export these results as a PDF, click on the 'Print' button on the bottom-right, choose 'Save as PDF' as the Destination when prompted, and then click 'Save'.

Text Prompts

If you have click on 'Explore Results' for a Text Prompt activity, it will bring up the results in the centre of the screen.

Text Prompt

What is your favourite animal? Why?

Text Prompt Activity

Tr 4 Responses

The screenshot displays a grid of four response cards. Each card has a name in a colored circle at the top and the response text below. The responses are: Mariza (green circle) says 'a dolphin cause they're super smart, fast swimmers and the national animal of greece hehe'; Nikki (pink circle) says 'I love a meerkat because they're always looking around to see what's going on and that is literally me! A meerkat is my spirit animal!'; Jon (blue circle) says 'crocodile, they lie on the bottom and wait for the prey'; and Amy (red circle) says 'A Tiger because they are beautiful'.

Name	Response
Mariza	a dolphin cause they're super smart, fast swimmers and the national animal of greece hehe
Nikki	I love a meerkat because they're always looking around to see what's going on and that is literally me! A meerkat is my spirit animal!
Jon	crocodile, they lie on the bottom and wait for the prey
Amy	A Tiger because they are beautiful

Close

Print

Exporting:

If you would like to export these results as a PDF, click on the 'Print' button on the bottom-right, choose 'Save as PDF' as the Destination when prompted, and then click 'Save'.

Text Analysis – Sentiment Analysis

The text analysis section is where you will find the sentiment analysis tools. You can find more information about these tools [here](#).

Recordings









Video and audio recordings will be available to view and download after a group or interview has completed. It may take a couple of minutes to upload depending on the length of the session, so please note that the recording tab may not be available straight away. If it is not there after 10 minutes, please contact VisionsLive Support.

View Recording

See reactions as they happened and browse key moments easily using our interactive session timeline.

▶ Open Enhanced Player

Downloads

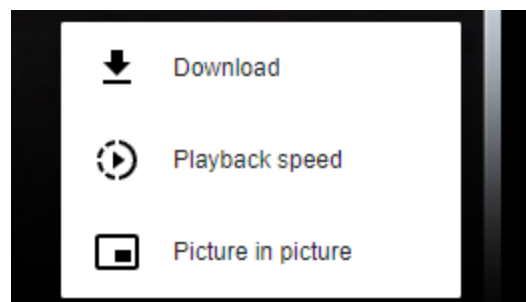
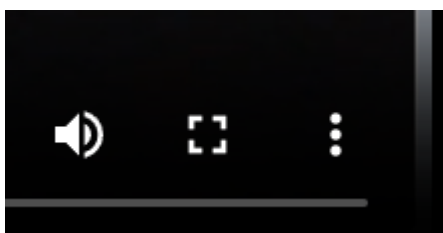
Original Audio	
 Video	
 Audio only	
Translated Audio (if available)	
 Video	
 Audio only	

Once they have uploaded, the recording tab will show the option to access both the original audio and the translated audio, if simultaneous translation was used.

There are two ways to save your recordings:

URLs: When you click on the download icon on the reports page, it will open a new page with your recording. The URL of this page can be copied and used to directly link to the recording. This can be used to send to clients, add to a shared document, etc. to avoid having to download each recording.

Downloads: When you have clicked into your recording's page, you can click the three dots icon, then click 'Download', and this will begin downloading the recording to your device.



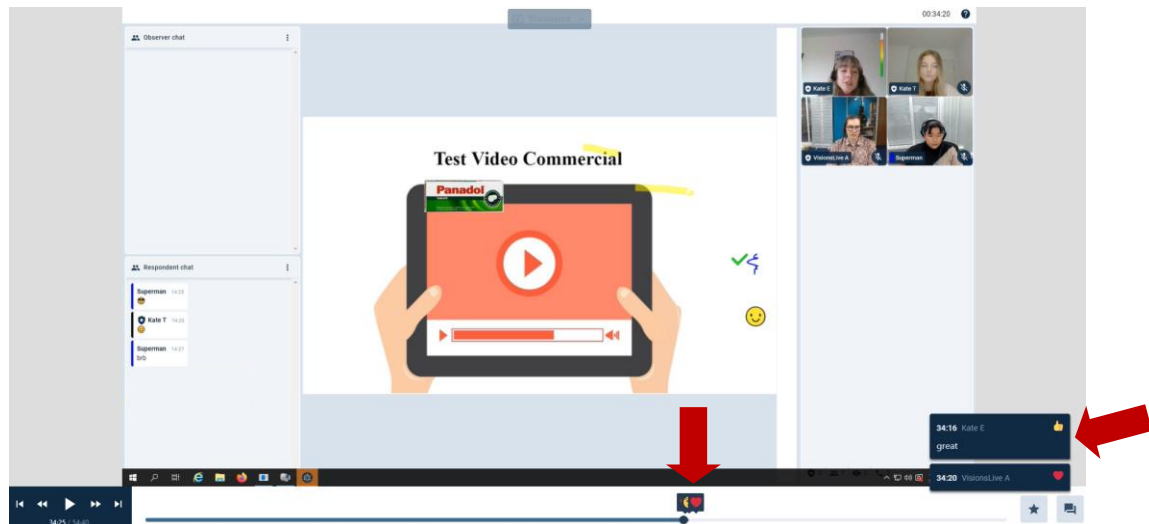
Enhanced Player

At the top of the page, there is a button to take you to your Enhanced Player – this is where you will find any event tags and reactions made during the session.

When you click 'Open Enhanced Player', a separate tab in your browser will open.

This tab will show your recording with a timeline underneath. This timeline will indicate any reactions that were made by moderators, observers, and respondents during the session by showing the corresponding icon above the time it was selected.

You can then click by the reaction to find details about who left it, if a message was attached, and to watch the part of the interview it was associated with.



If you click on the speech bubble icon in the bottom left corner of the player, it will open a tab displaying all reactions made in the session with the exact times and any comments made alongside them.

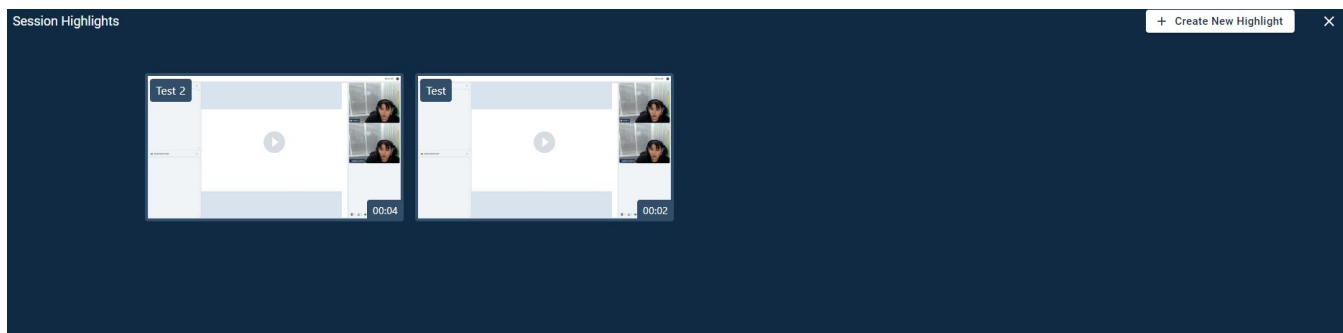
To the left of the speech bubble icon, you will find a star icon. This will take you to the 'Session Highlights' feature. Clicking 'Create New Highlight' on this page will open a version of your recording that you can snip down.

To do this, click on the timeline to find the time you would like your highlight to start. Once you have found this, click 'Set Clip Start' in the bottom right. You can then let the video play or use the timeline to skip to where you want your highlight to end. Once you have found this, you can click 'Set Clip End' and press 'next'.



To complete your highlight, give it a title/description if needed, and then click 'Save Highlight'. This will take you back to your highlight reel where your new highlight will be uploaded. Please note, if it is a longer clip, it may take a few moments to load. When it is ready, you will have access to it for as long as you need it.

You can also download this snippet by clicking the highlight to open it, and then clicking the three dots, followed by 'Download'.



Voice Transcriptions

The voice transcriptions tab is where you will find the full transcript from your interview or focus group.

It shows every line of dialogue in the spoken language, along with the speaker's name and the time it was said.

If the native language of the transcripts wasn't English, you can click the 'Show English Translations' to translate the transcripts.

As these transcripts are AI generated and may not be 100% accurate, you can click the 'Edit Voice Transcriptions' button to bring you to a page where you can fix any obvious mistakes within the platform. To do this, double click on a line of the transcript to edit it, and then press enter when you are ready to save your changes.

We recommend ensuring that the transcript is accurate for your usage before using it to generate sentiment analysis, as the analysis can only be run once.

Meet VAL – Your AI Research Assistant

'VAL', our AI-powered feature on the VisionsLive platform is designed to make your research analysis a whole lot easier.

After your focus group or interview session, 'VAL' generates an AI-driven report highlighting all the key takeaways, saving you hours of manual sifting through data. And that's not all – you'll also get a Moderator Summary Report packed with:

- Significant insights and interesting outcomes
- Patterns and themes across your sessions
- Stand-out perceptions and controversial points
- Missed opportunities and actionable recommendations
- Plus, a clear conclusion tying it all together

It's available in the reports area at the end of every session and can be generated in just one click.

AI Reports Participation/Chat Activity Results Text Analysis Voice Transcriptions

Fast Food Brand Study

24 September 2024 at 11:03 BST

You will see the name of your session at the top along with the date & time your session ran - your session's Key Takeaways are below

Print

KEY TAKEAWAYS Val

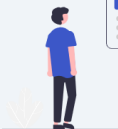
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- The Big Kahuna Burger's values statements were critiqued for being vague and not directly tied to the brand's identity, with participants suggesting more transparency and specificity.
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- The statement about raising meal prices to improve the carbon footprint was met with skepticism, with participants feeling that the cost should not be passed on to consumers and that the company should bear the expense.

Overall Project Summary

You can now browse all your VAL-generated session summary reports in one place, along with your overall project summary. Simply go to your project and then click on the 'Reports' tab. Here you can browser all your VAL generated session summaries by clicking on the 'view reports' button or you can view your overall project summary.

Reports Help Guides Keyra


Activities Reports Participants Settings



AI Summary Reports

Browse all your VAL-generated session summary reports in one place, along with your overall project summary.

View Reports >



Activity Results

Use intuitive tools to explore cross-session activity results and find the insights you need.

Explore Activity Results >

See the overall Project Summary as seen below.

CT Insights VisionsLive

Activities

Reports

Participants

Settings

...

← Reports / AI Summary Reports

Project Summary Report: CT Insights

Aug 9, 2024 - Jan 16, 2025

Print

Executive Summary

This report synthesizes findings from multiple online focus group sessions and in-depth interviews, each exploring distinct yet interconnected themes related to software development, healthcare, workplace dynamics, and sports performance. The primary objectives of these sessions were to identify technical and interpersonal challenges, assess workplace and healthcare environments, and evaluate sports coaching and performance. Across 10 sessions, involving participants with varied backgrounds, including IT professionals, healthcare workers, and sports enthusiasts, the discussions revealed significant insights into team dynamics, emotional well-being, infrastructure challenges, and performance expectations.





Key demographic differences emerged, particularly in the healthcare and sports sessions, where participants' professional backgrounds and regional influences shaped their perspectives. Commonalities included a shared emphasis on communication, conflict resolution, and the need for strategic planning across all groups. The report highlights these themes, offering strategic recommendations to address identified challenges and enhance project outcomes.

Key Themes & Insights

Common Insights Across Groups


Or navigate to your individual reports easily.

Session Summary Reports

	<div>Live test check</div> <div>This session hasn't finished yet Scheduled Tue, Feb 4, 2025, 4:55 PM</div>	
	<div>AI Reporting</div> <div>Report Generated Successfully</div>	<div>View Report</div>
	<div>PSR session two</div> <div>Report Generated Successfully</div>	<div>View Report</div>
	<div>PSR session</div> <div>Report Generated Successfully</div>	<div>View Report</div>
<div>Rows per page: 10 1-4 of 4 < ></div>		

Overall Project Wide Activity Results

You can also access a combined view of all activity results in a project. These can be found in the reports tab again, under Activity Results. You can then see all activities within a project and an overview of each one.



Homemade ICE CREAM
Best in town
Sweet and delicious
Since 1982


Heatmap

4 sessions

4 7 5 9 12 Mixed

Explore Results

Packaging



M MAGNUM
CLASSIC

Heatmap

4 sessions

2 4 4 6 11 Mostly Positive

Explore Results

Poll 1



Tr

Poll (2)

3 sessions

8 votes

Good Engagement (100%)

Explore Results

Poll (2)

Session 4

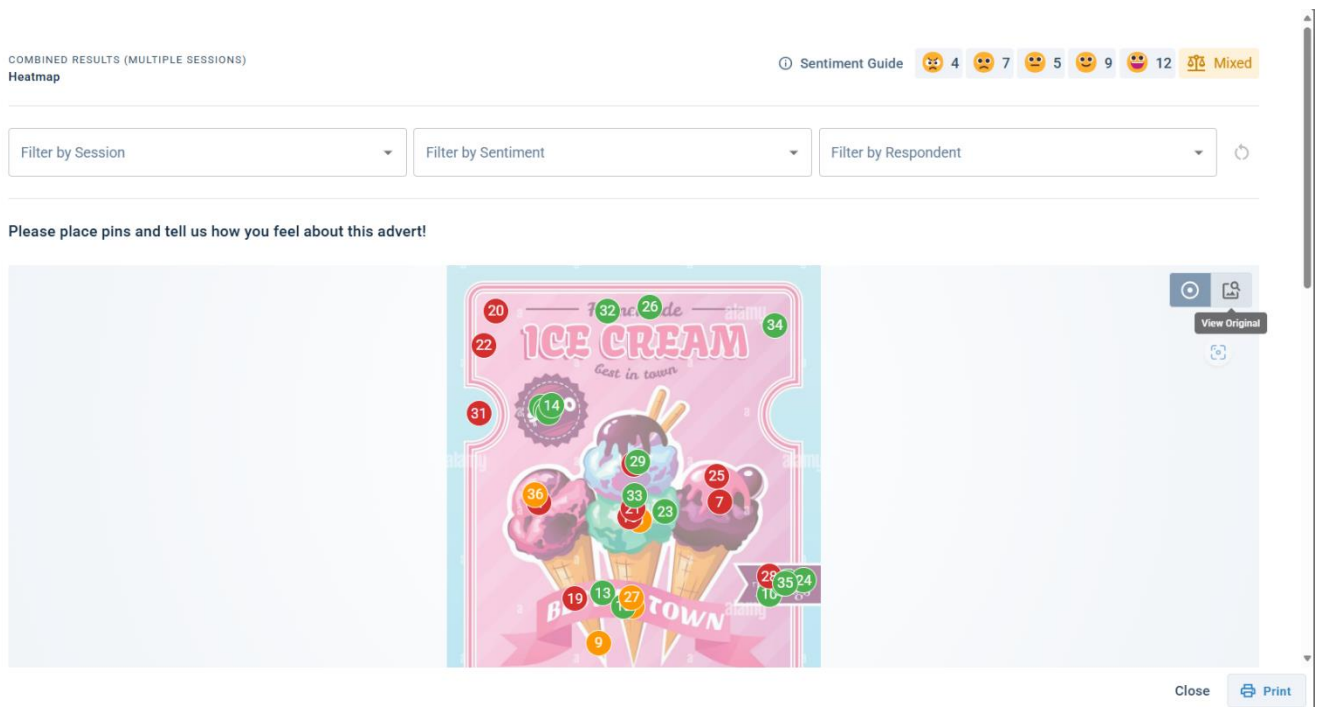
6 votes

Good Engagement (100%)

Explore Results

First, we can see the image that has been attached to the activity (if there is one), how many sessions it ran in and then a brief over-view of the results. To see a more in-depth view of the results, we need to select 'Explore Results.'

For any heatmap results, we will be shown the image that was used and then any mark ups that have been left by respondents across all activities that ran within that project.



At the top, we can filter how we see these results; this can be by session, sentiment or respondent. We can also change if we want to see the mark ups or not by selecting the appropriate option on the right-hand side next to the image.

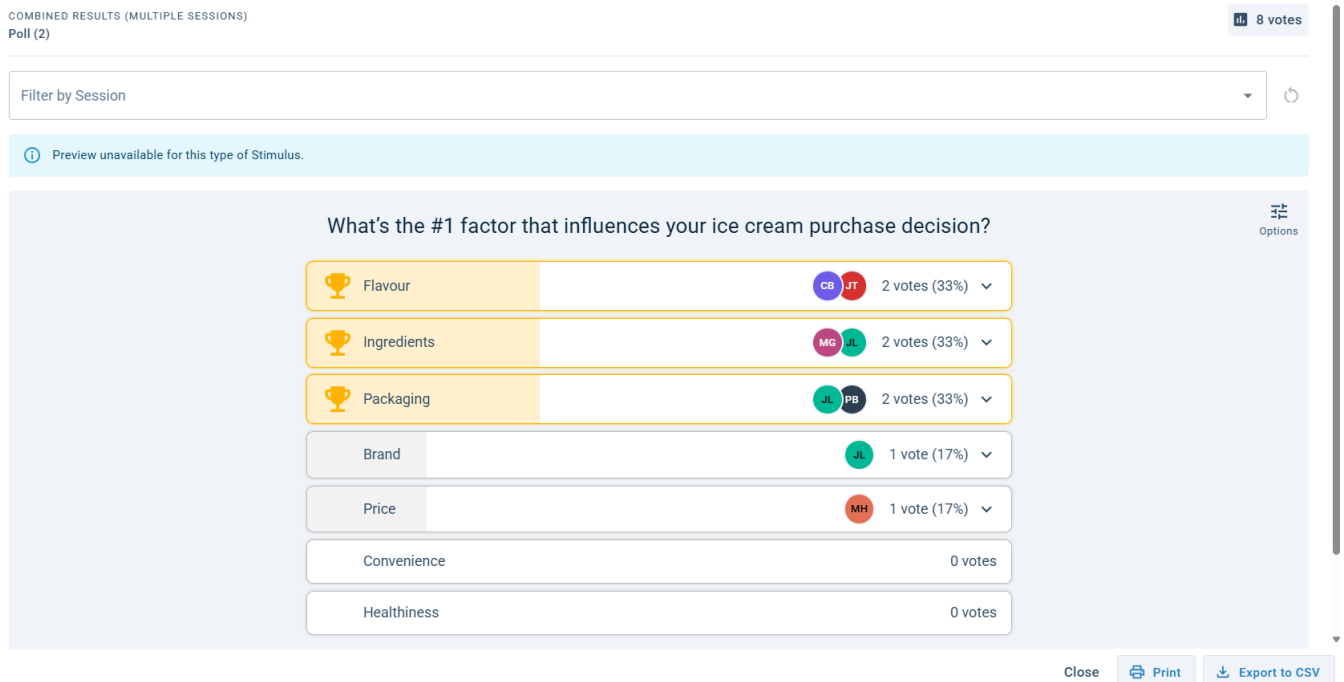
Underneath the image, we also have a list that shows you the mark up number, what session it was left in, the respondents name, the comment left and the sentiment. These will be filtered based on any filters selected at the top. Once you are happy with your options selected, this can be downloaded at the bottom by selecting 'Print' and then 'Save as PDF.'

1	Session 1	Chandler B	Yes, more mint	😊 Very Positive
3	Session 1	Monica G	Great price	😊 Very Positive
10	Session 1	Monica G	amazing!!!! we love free stuff	😊 Very Positive
15	Session 2	Joseph T	It's great that you can get free toppings!	😊 Very Positive
17	Session 2	Janice L	Free toppings is great	😊 Very Positive
18	Session 2	Janice L	wow it must be good	😊 Very Positive
23	Session 3	Mike H	I'm suspicious of anybody who doesn't like mint ice cream	😊 Very Positive
26	Session 3	Phoebe B	I love that it's home made	😊 Very Positive
29	Session 3	Mike H	This blueberry looking flavour looks great!	😊 Very Positive
32	Session 4	Rachel G	It sounds great- home made!	😊 Very Positive

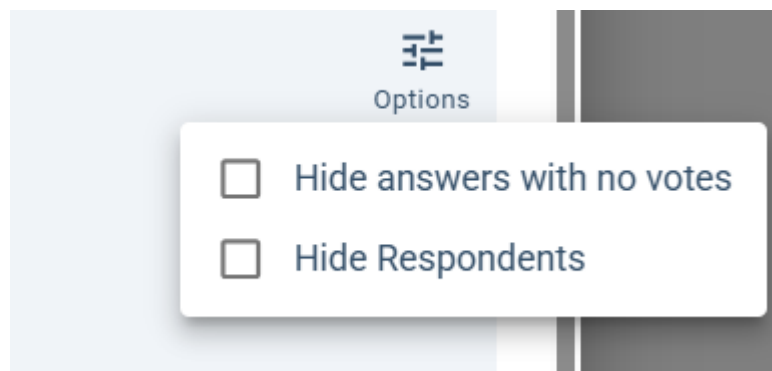
Rows per page: 10 1-10 of 37

Close Print

For a poll activity, we are shown a graph of the options given in the poll and this will be ordered from most votes to least. At the top, we also have the option to filter the results to only show us responses from particular sessions.



To view who has voted for each option, we need to click on the option and a drop down will appear that shows us the name of the respondent that has voted for it and what session they took part in. On the right-hand side, the 'Options' button allows us to change how the results are presented; we can hide answers with no votes, and we can hide the respondents.



To download this report, we can either save as a PDF the same way as heatmaps, or we can export to CSV by clicking the button at the bottom. This will then download an Excel spreadsheet with your results.