


## Artafact Online Bulletin Boards

**Artafact Online Bulletin Board** asynchronous focus groups take place over time (days or weeks) and go beyond simple chat to include photos, albums, video and polls making them fun and interactive.



The screenshot shows the 'Artafact Diary' website interface. It features a navigation menu with options: Main, My Page, Members, Videos, Photos, Forum, Invite, and Manage. The main content area includes a welcome message, a 'Your Artafact LLC Box' with instructions for participation, a 'Members' section with 'Popular Members' (including Sarah Rolph), and a 'Forum' section with a discussion thread titled 'What topics are you interested in discussing?'. Three callout boxes on the left side of the screenshot point to specific features: 'Description boxes allow you explain the project or task' points to the welcome message; 'Discussion threads are ongoing.....' points to the forum thread; and 'Members upload a photo of themselves' points to the member profile photos.

### Features

Artafact Bulletin Boards are customized for each individual project. Moderators can choose any or all of the following list of features when designing their projects.

**Respondent Profiles:** Moderators have the option of creating respondent profiles. Respondents complete a short quantitative survey when they log-in providing demographic and background information. They also have the option of uploading a photograph of themselves.

**Description Text Boxes:** Add any number of description or text boxes to greet respondents when they login and to provide instructions for a project or task the respondent needs to complete.

**Forum:** These are threaded chat discussions that can be organized by topic. For example, moderators can post multiple questions at the same time and have



respondents answer each one or answer only those that apply. Responses can be sorted, viewed and exported and saved to Microsoft Excel by the moderator.

**Photo Uploads:** Moderators can upload photos for respondents to view and comment. Also, respondents can upload photos to the bulletin board from their computer or cell phone. Photos can be arranged in slide show or album format. For example, each respondent could create a photo album as a project or task or moderators could choose to display a photo album for a photo sort exercise.

**Video Uploads:** Videos can be uploaded by respondents or moderators. Most file formats are accepted and converted to flash for playback. Respondents and moderators can comment on the videos.

**Private Chatting:** Moderators can choose to carry on a private conversation with each respondent instead of using public forums.

**Broadcast emails:** Automatic emails are sent to the moderator whenever a respondent posts a reply or to the respondent when the moderator posts questions or content. Also, moderators can send automated invitations and reminder messages by broadcast emails.

**Polling:** Conduct short polls and quizzes with respondents. Have them "vote" on favorite photos or taglines.

**Languages:** Seventeen languages are currently supported but we are adding languages all the time. Currently supported languages include: Korean, Greek, Norwegian, Finnish, Swedish, Polish, Czech, Traditional Chinese, Dutch, Two English (US and UK), Two Spanish (Argentina, Spain), French, Italian, Portuguese, and German.

### **Pricing**

Artafact offers full-service and self-service pricing options. Full service includes a host that will set up the bulletin board, load the content, monitor responses and export the text files for the moderator. Self-service pricing is for moderators trained on how to set up and conduct bulletin boards. Artafact offers training and documentation for bulletin boards. Pricing starts as low as \$500 for a 3-5 day self service bulletin board. For a complete price list, including full service options, please contact Artafact.

**For further information or to see a demo, please visit us at**

**<http://www.artafact.com>**

**Contact Us: [Istegeman@artafact.net](mailto:Istegeman@artafact.net)**

**1-800-618-3228**