

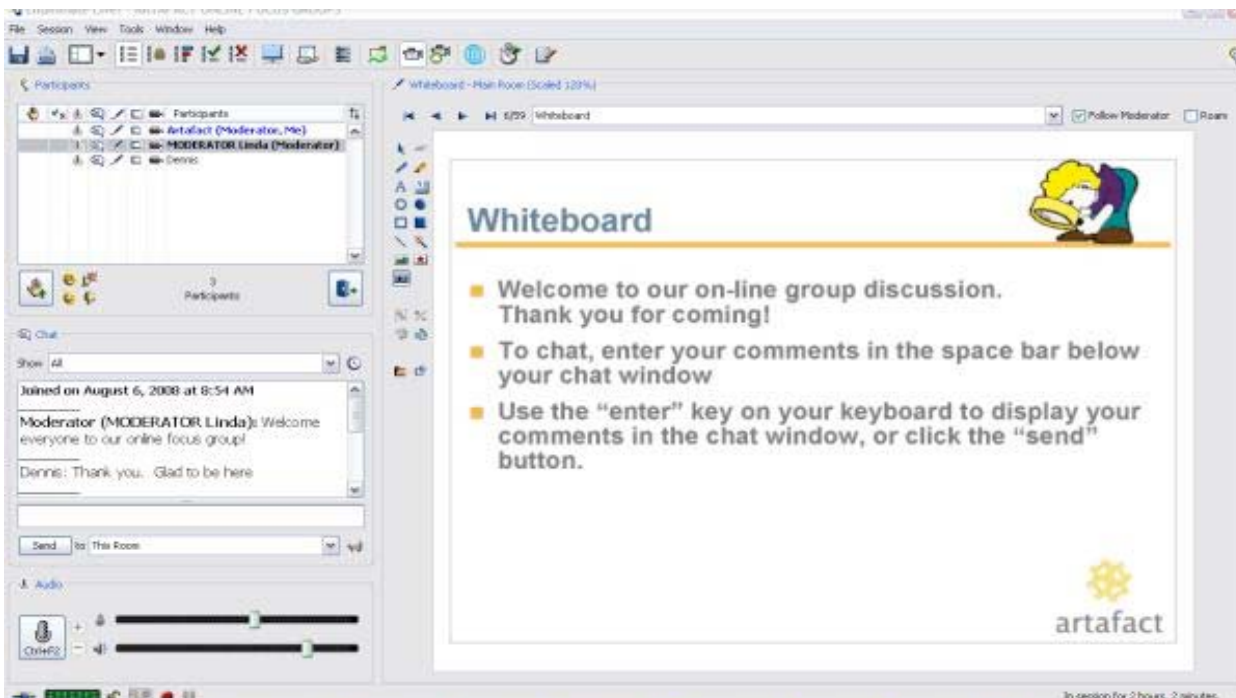


Artafact Online Focus Groups

Artafact's mission is to bring reliable software to the research industry, complete with the services and tools you need to conduct high quality market research.

How It Works

Artafact online focus group software closely mimics an in person focus group facility allowing respondents to interact with the moderator by phone and instant messaging chat AND mark up websites, whiteboards and documents using the embedded drawing tools. The sessions are real-time with eight to ten participants who are able to participate from their home or office using just a computer and web browser. Clients log-in to watch the research and can chat privately with the moderator during the research session without being visible to the respondents.



When to Use Online Focus Groups

The flexibility of the software allows for more sophisticated research techniques online than what has been feasible in the past such as web site usability, product and packaging design, decision-making, concept screening, in home product placement, attitude and usage, positioning research, shopping studies and more.



Recruiting

Recruiting takes place within a matter of days, not weeks. By leveraging online household panels, we recruit even the most difficult to reach populations in the least amount of time.

Moderating

Online focus groups are guided by a professional moderator, just like in-person groups. The moderator prepares a Power Point discussion guide in advance of the group which is uploaded to the application. Web Conferencing software supports many projective and probing techniques used by moderators such as card sorts, lists, creative exercises, games, etc. A typical online group runs from 60-90 minutes. Artafact can provide a trained moderator or train your moderator on how to use the software.

Reporting

Transcripts and recordings of each session are provided immediately following each group. The format for the transcripts is Microsoft Notepad and PowerPoint which can be easily manipulated to review the data and incorporate it into a final report, provided by the moderator of the group.



Online Qualitative Techniques Feature Comparison

Web Conferencing focus groups are ideal for all types of focus group research and are the closest substitute for a traditional face to face focus group. You can conduct groups in chat format or with a voice bridge, have respondents mark up concept boards and web sites, conduct web-site usability testing and play multi-media files real time.

Research Methods Comparison		
	Artafact Online Focus Groups	Bulletin Board
Takes Place	Real-time	Over time
Length of Study	60 to 90 minutes per group	Days to Week
Features	Chat, Share photos/websites	Chat, Share photos/websites
Advanced Features	Drawing Tools, Telephone Integration, Polling, Web Sharing and Annotating	
Security of Data	Secure chat stream and documents	Chat can be copied
Reporting	Microsoft Excel/PPT/Recorded File	Text file

For further information or to see a demo, please visit us at <http://www.artafact.com>
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