



Open Poll^{MR}

The quickest way to get answers; a single open-ended question.



About Open Poll^{MR}

Open Poll^{MR} is an easy to use tool that provides a fast and effective way of generating qualitative feedback.

How It Works

Using this tool, researchers can create a short, open-ended poll question designed to understand a single topic. Open polls take the format of a simple question that requires a written, qualitative answer.

“We found a dynamic research process gave us exactly what we needed to know and helped us make savings.”

Business Intelligence Manager, Ennera

Researchers can set maximum or minimum character limit on answers in order to encourage quick thinking and focussed responses or detailed, considered thoughts.

Additionally, open poll questions can be tailored towards audiences based on segment, demographic or custom data points. This ensures the most relevant open poll question is asked to the right groups. The data gathered from different audiences can be used to focus other activities on the reported topics that are the most important to each.

Once an open poll has closed, answers can be immediately exported or used to generate word cloud visualisations that highlight common themes and are displayed to both researchers and participants.

Key Benefits & Advantages

Open Poll^{MR} is perfect for asking an initial question to ascertain broad opinion on a particular topic. These answers can then inform further research and more substantial questions in later tasks.

Participants can submit answers quickly with a single click and access questions on both desktop and mobile devices. This simplified access and submission process encourages participants to engage in qualitative tasks even when time is short.

The word cloud visualisations, generated once a poll has closed, allows researchers to instantly identify the most popular words and themes associated with a particular topic or question.

This creative visualisation technique is simple and impactful. It allows researchers to easily display complex opinions from a large group of consumers.

Noteworthy Use Cases

Example uses of Open Poll^{MR} include:

- Quick Fire Associations: asking for the immediate thoughts that come to mind on a single topic enables researchers to quickly map associations.
- Feature Development: open polls can be used as a feature suggestion box that enables participants to add ideas as they are thought of.
- Product Naming: insight platform members can be a wealth of inspiration and can be effectively used to inspire new product names.