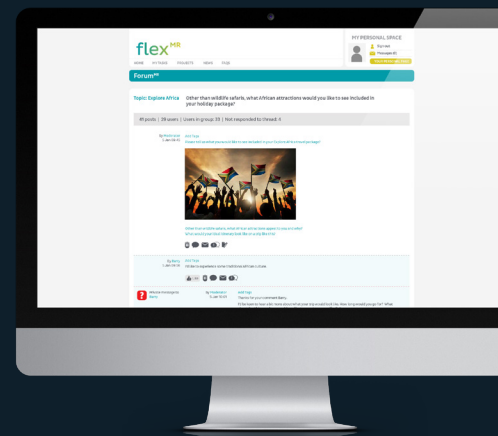


flex^{MR}



Forum^{MR}

Informative discussions that offer maximum freedom of expression.



About Forum^{MR}

This tool provides the perfect environment for in-depth, peer-to-peer discussions, without sacrificing participants' freedom of expression.

How It Works

ForumMR is a community-oriented tool in which platform members are invited to leave comments on forum threads, displayed in order of most to least recent.

“The community was really valuable, picking up useful information on our content discovery process.”

Marketing Manager, ITV Player

Not only researchers, but platform members can start new threads, allowing the forum to take on a life of its own. Participants can choose to participate in any number of threads depending on their interest in the topic.

Participants have complete freedom of expression and are able to stimulate new discussions on the topics most important to them by adding new threads, uploading stimuli such as images and videos and engaging in natural conversations. Hyperlinks to external sites or other research tasks can also be added to help ensure ForumMR remains a constant source of insight.

Moderators can ask for more detail or clarification away from the group through a private prompting feature when additional insight is required. Email and platform homepage notifications can also be sent to remind participants to post after a period of inactivity.

Key Benefits & Advantages

ForumMR includes a host of features designed to provide supplementary feedback and increase participant interaction. In-built social features, including member profiles, statuses and a 'like' button encourage interaction. These work to stimulate further discussion and enables a deeper insight into consumer opinions.

Participants can leave comments using HTML formatting options and embed multimedia objects within responses such as GIFs, images, and videos. These multimedia objects provide the widest form of expression possible for participants, whilst adding depth and context to responses.

Crucially, ForumMR is a space for members to take the lead. An active forum becomes the centre of any successful research community, supported by the rich social features InsightHub offers.

Noteworthy Use Cases

Example uses of ForumMR include:

- User Experience Evaluation: centring threads around customer or user experiences provides participants with an opportunity to compare, contrast and discuss opinion.
- Community Forum: an engaged forum is the heart of a successful research community, with content driven by both moderators and participants.
- Innovation Scanning: forums offer the ideal space for customers, often a brand's best source of inspiration, to suggest new ideas.

Want to find out how our enterprise-grade research platform and flexible services could help your organisation make informed decisions at speed? Call our friendly team on +44 (0)15395 65455 or send an email to enquiry@flexmr.net for more information.

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