flex^MR

InsightHub Project Configuration

A flexible insight platform that supports ad-hoc and long-term insight generation.

About Projects Configuration

The InsightHub project configuration is an ad-hoc online space that allows insight professionals to build a bespoke set of research tools that best fit their needs.

Any of our 10 distinct qual and quant tools can be added to this configuration, which can hold up to 500 participants in a secure database at any time.

As with all InsightHub licences, the project configuration includes secure hosting, data security compliance checks, 12 hours of dedicated support, bespoke branding and a custom URL all within the licence fee.

Why Choose a Project Configuration?

Flexibility is at the heart of our project configuration. That's why any of our tools can be added or removed from this configuration as required, meaning the space is always delivering insight and value.

Multiple projects can run simultaneously, making it easy to scale research capacity as brands grow. New participants can be added through a number of methods including: existing CSV file uploads, open surveys (if activated) and through marketing materials such as QR codes, emails, social media or web links.

"Our methodologies are bespoke, so it was crucial for us to be able to choose online research tools to match."

Account Group Manager, Swift Research

InsightHub supports over 60 languages, meaning global or multi-national projects can be run from a single platform.

Importantly, every aspect of the InsightHub project configuration improves agile research generation capacity. From readily available tools, to easy-to-use recruitment methods – the project configuration reduces the time between project commissioning and delivery.

Included & Suggested Tools

To offer full flexibility, the InsightHub project configuration does not include any pre-packaged tools. This means the space can be fully tailored to suit the needs of any short term or ongoing projects.

Both qualitative and quantitative tools may be added depending on research needs. These tools can be used independently or integrated to form part of a larger project.

While no tools are included as standard, our team do recommend making use of the following that can be used in a standalone capacity and best fit the ad-hoc nature of the project configuration.

Focus GroupMR
Real-time, in-depth exploration of feedback in an engaging group environment.

DiaryMR
Short, structured tasks that can be repeated on a daily, weekly or monthly basis.

SurveyMR
Engaging, dynamic surveys with a broad range of question types that don't compromise on quality.

SmartboardMR
Image-based discussions that encourage participants to leave creative, collaborative feedback.

Question BoardMR
Designed for asynchronous feedback, question boards are a space to collect structured consumer insight.

Project configurations may be upgraded to a community or panel configuration at any time to facilitate growth in research capacity.

flex^MR