



Question Board^{MR}

Asynchronous exploration of complex opinions, beliefs and values.



About Question Board^{MR}

Designed for asynchronous feedback, Question BoardMR is perfect for collecting well-considered and reasoned opinions.

How It Works

Perfect for conducting mass qual, this tool allows researchers to structure questions in a Q&A style group or individual environment.

Boards - comprised of sets of questions - can be assigned to any number of audience segments. Within each board, the questions moderators pose can be configured to allow public or private answers. Answers can also be hidden until a participant has posted a response of their own, at which point others are displayed.

If enabled, comments can be added to responses to facilitate pointed, relevant discussion.

“The fact that questions can be scheduled in advance is a key feature that perfectly supports our long term research projects.”

Dr Dorota Crockford, Chief Research Officer at FlexMR

Questions can be uploaded and scheduled in advance. Once posted, participants are encouraged to answer each in a thoughtful manner through email and web notifications. Moderators can later ask for further details or clarification via private prompts.

Core features include: a space to host multiple question boards, topic guides to aid moderation, and a broad range of supported stimuli.

Key Benefits & Advantages

Vital to inspiring engagement, moderators can embed video and image-based stimuli into questions, which serve as focal points for further discussion. Moderators can also make use of full HTML formatting options to give participants complete freedom of expression.

The tool encourages participants to make use of the wide range of response options in order to generate thought-provoking insight. HTML formatting, emojis, and image upload facilities all contribute to a constructive discussion that can include modern, emotive forms of communication such as GIFs, memes, emojis and stickers.

Importantly, Question BoardMR enables effective analysis of audience segments, including comparisons between audiences, groups and key individuals.

In addition, researchers can quickly analyse participants' responses across multiple days to understand how and why opinions change over time.

Noteworthy Use Cases

- Web Development: a question board can support specification development with qualitative feedback on features and functionality.
- Reputation Management: a long-running question board can highlight product, service or reputational issues before they have an impact.
- User Acceptance Testing: creating a question board for beta testers gives structure to varied, real-world feedback.