flex^MR

Report Card^MR
Creative and thoughtful feedback in a simple, responsive format.

About Report Card^MR

Report CardMR displays both qualitative and quantitative questions on a single page alongside a relevant stimulus in order to gather quick, actionable feedback.

How It Works

This tool produces interactive feedback cards from a range of question types and stimuli. Once published, report cards can be set as a one-off or repeating task depending on research objectives.

Common question types added to report cards include free-form text boxes, multiple choice questions, sliding-scales and media responses. Uploaded media such as images, videos and screenshots add an extra layer of depth that can be used to bring insight to life.

"The unique report card format engages research participants quickly and really supports our agile projects."
Amy Eborall, Head of Research and Insight at FlexMR

Report CardMR supports InsightHub audience segments, making it easy to control which platform members are invited to take part. In addition, variations of a Report CardMR task can be displayed to different groups for greater personalisation.

As this format provides a snapshot of opinion, researchers have the option to send follow-up emails or private messages to individual participants in order to clarify feedback or request further information.

Key Benefits & Advantages

Though simple, Report CardMR is a versatile tool that offers a unique and effective approach to common research tasks. Mystery shopping summaries, beta testing reports and video vox pops are just a few of the report card variants that can be created.

Video and image-based tasks can be added to any report card, offering rich, emotive feedback to research teams. However, the best report cards blend these tasks with both qualitative and quantitative questions in order to collect compelling stories.

Crucially, Report CardMR is optimised for both desktop and mobile devices, enabling participants to respond at the time most convenient to them. Mobile-only report cards can be set up to gather in-the-moment, instant feedback as a task is performed.

Noteworthy Use Cases

Example uses of Report CardMR include:

- Bug Reporting: Daily report cards provide testers and customers with a simple, easy-to-use channel through which to report software bugs.

- Customer Experience Reviews: qualitative and quantitatve report cards offer customers a way to rate their experience and explain why.

- Ethnographic Vox Pops: researchers collecting video feedback through report cards can take advantage of the most compelling media formats in stakeholder presentations.

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