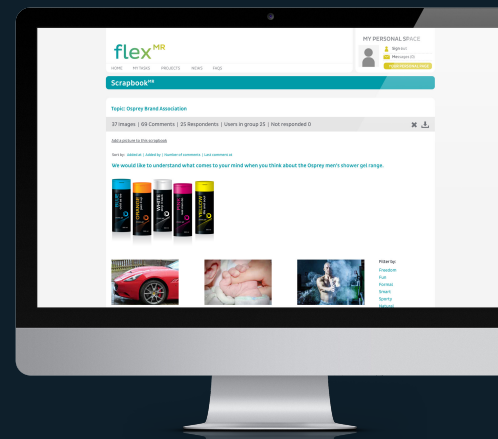


flex^{MR}



Scrapbook^{MR}

A shared digital scrapbook for generating visual feedback.



About Scrapbook^{MR}

ScrapbookMR is an image-oriented tool that encourages both individual reflection and participant collaboration to build detailed visual expressions.

How It Works

More artistic and expressive than words alone, a digital scrapbook embodies emotions and opinions effectively. Participants can create scrapbooks individually or collaborate with others depending on the research requirement.

“We find scrapbooks a highly personal, creative task that participants really enjoy taking part in.”

Charlotte Pearson-Duff, Insight Manager at FlexMR

To create a scrapbook, researchers simply need to ask a question which participants can respond to with images. Questions are asked in a shared group space that encourages collaboration and contributions. Images or videos can be added to the initial question to help inspire participants to create their own collages.

Both researchers and participants can comment on individual images, discussing the meaning of and impact behind the choices made. Researchers can also sort images by upload date or number of comments to view the most popular or newest first.

Once the project has concluded, researchers can download all images and associated comments for further analysis and creation of impactful presentations.

Key Benefits & Advantages

By participating in this creative group activity, participants are able to share ideas and concepts that may otherwise remain untapped. The group space provides the inspiration for all participants to get involved.

The creativity this method offers keeps participants engaged as they search for the perfect images to represent their opinions. Working as a team to find the right visuals creates better communication and enhances community elements.

The output from a scrapbook is a unique visual collage that represents concepts difficult to convey in words. This can add huge amounts of impact to stakeholder presentations and support the decision-making process.

Notable Use Cases

Example uses of ScrapbookMR include:

- Point of Purchase Scrapbooks: asking participants to take and upload their own photos at the point of purchase is an engaging way to evaluate buying habits.
- Market Reviews: scrapbooks can be used to create a collage of the adverts and creative material consumers believe to be most effective in a given marketplace.
- Focus Group Pre-Tasks: creating a scrapbook task before a Live ChatMR focus group helps participants get to know each other and produce stimuli that can later be used within the group discussion.

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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