



SmartboardMR

Image-based discussions for creative, collaborative feedback.



About SmartboardMR

SmartboardMR allows participants to comment on images, leaving sentiment tags and written explanations of their opinions.

How It Works

This innovative tool acts as a visual forum for discussion. Designed to encourage collaborative, creative feedback, participants can pin sentiment tagged comments anywhere on the uploaded stimuli.

Participants can colour code any tag – green for positive comments, amber for neutral and red for negative. Alternatively, researchers can manually code any non-tagged comments after the task has been completed. SmartboardMR uses this data to generate detailed heatmaps, displaying the most and least popular elements of the image.

During setup, researchers can choose whether a smartboard will be private or public. On a private smartboard, participants can only view their own comments. On public smartboards, participants will be able to view and comment on the tags left by others, enabling constructive conversations all on the image itself.

“The combination of visual heatmaps, combined with detailed comments makes for an impactful presentation.”

Iulia Ghindeanu, Research Manager at FlexMR.

When the task concludes, researchers can export the annotated images and comments, alongside a demographic breakdown of respondent data.

Key Benefits & Advantages

SmartboardMR blends both quantitative and qualitative feedback into one tool, offering both statistical data and the reasons behind it. Additionally, smartboards can be added to tasks created in other InsightHub tools such as Focus GroupMR and Question BoardMR.

Smartboards can even be linked together, creating interactive paginated content that allows participants to leave feedback across multiple easy-to-navigate images in one seamless research task.

To ensure rich data, minimum completion targets can be applied to any smartboard, incentivising participants to leave a number of comments. Additionally, participants are notified of new comments on their tags, fostering community-led discussion.

Noteworthy Use Cases

Example uses of SmartboardMR include:

- Brochure Design Testing: pages from key marketing communications can be uploaded and linked together to give participants a chance to comment on every page.
- Package Testing: by uploading an image with multiple packaging options, popular and divisive elements of each can be compared.
- Online Shopping Journey Testing: multiple screenshots linked together can be used to re-create an online shopping experience, enabling comments on the journey.