flex^MR

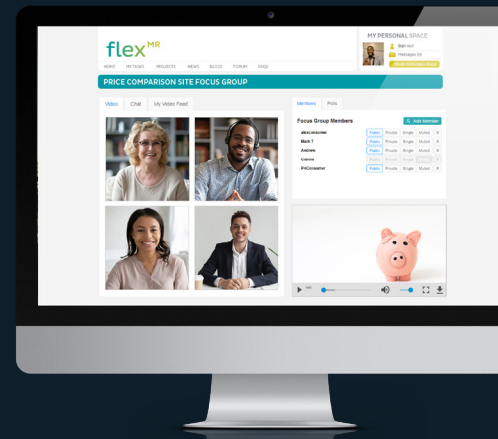## Focus GroupMR
Real-time qualitative discussion through video and text chat.

About Focus GroupMR

Focus GroupMR is purpose built to facilitate individual and group conversations in real-time. Video and text chat options offer unparalleled flexibility, supported by a range of interactive features that engage participants.

How It Works

When a new Focus GroupMR session is created, researchers have the option of choosing a video or text chat configuration. Video groups support up to four participants, while between six and twelve is optimal for text chat sessions.

Stakeholders and decision makers can watch both types of session from a virtual observation room that includes a private chat facility. Hosts liaise between moderators and observing stakeholders to actively facilitate engagement.

> **"Access to agile, qualitative options enable us to dive deeper into insight and really understand customers."**
> **Research Analyst, SkyBet**

Visual stimuli and interactive tasks can be set up prior to each session. Topic guides, images and videos can be uploaded for use throughout, while polls and smartboards add interactive tasks.

After a focus group has ended, video recordings, text chat transcripts and task results are available immediately through a one-click export.

In addition, participants can be invited, through InsightHub, to take part in follow up sessions or tasks to further explore discussion points that were raised during the focus group.

Key Benefits & Advantages

Online, real-time focus groups remove a number of barriers that are often present in face-to-face methods. Better audience representation can be achieved through access to global participants, and sessions can be set up quickly – streamlining the qualitative research process.

The Focus GroupMR tool is designed to be fast, flexible and research-oriented. Participants take part in a fully branded experience, while moderators have control over stimuli, observation rooms and more. Project organisation and role settings can also be used to effortlessly connect key business decision makers to the conversation.

All sessions take place in a secure InsightHub. FlexMR holds both the ISO 27001:2013 and Cyber Essentials Plus certifications. The team is GDPR compliant and takes information security commitments seriously.

Noteworthy Use Cases

Focus GroupMR is a broad and versatile tool that offers significant value. Examples of how video and text chat sessions can be used include:

- Advert Testing: showcasing adverts prior to release enables insight and marketing teams to better understand impact and effectiveness.

- Innovation Workshops: group collaboration on brand perception, products and customer needs can provide the inspiration for new developments.

- Stakeholder Connects: brining empathy to the boardroom and business decisions, these sessions bring stakeholders and customers face to face.

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