

The Comprehensive Platform for Modern Qualitative Research

InOpinia IO empowers researchers to conduct insightful qualitative studies with greater efficiency and depth. Move beyond fragmented tools and leverage a powerful suite designed for today's research challenges.

Engage participants through dynamic **Online Communities**, conduct seamless **Video Research**, and unlock insights faster with integrated **Al-Powered Analysis**—all within one cohesive environment.

Designed For:

Corporate Insight Teams, Market Research Agencies, UX Researchers, Product Managers, Consultancies, and Academic Researchers seeking robust, efficient qualitative tools.

Why Choose IO?

- Rich Methodologies, One Platform
 - Execute diverse qualitative approaches from long-term communities with varied activities (diaries, heatmaps, surveys) to live/asynchronous video interviews and focus groups.
- Accelerate Analysis with Al
 Leverage Al for thematic analysis, sentiment, segmentation, summaries, and interactive querying across communities, interviews, and survey data.
- streamlined Research Operations

Reduce administrative burden with features like automated logistics, Al-assisted community moderation, centralized participant management, and seamless data flow between components.

Flexible & Scalable

Adapt the platform to your needs, supporting short pop-up communities or long-term panels, individual interviews or large focus groups, single projects or cross-study analysis.

IO's Core Components:



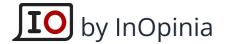




VidIO for Research

AI-Powered Analysis

(Detailed features on the following page)



AI-Powered Online Communities

- Flexible & Scalable Support both short-term and long-term communities
- Activities Surveys, media reactions, heatmaps, drawings, diaries and more
- Real-Time Analytics Monitor engagement trends in real-time
- Multilingual Support Communicate across languages with Al translation
- Al-Assisted Moderation Suggests responses based on context and goals

■ VidIO for Research

C

- **Flexible Integrations** Works with bespoke videoconferences, third-party platforms (Zoom, Teams), or in-person sessions
- **Observer Spaces** Central dashboard provides access to all invisible virtual backrooms, recordings, transcriptions, and pre/post session spaces
- Automated Logistics Manage invitations, reminders, and technical checks
- Activities Engage participants with real-time activities
- Instant Transcriptions Synchronized recording and transcription

AI-Powered Analysis

- Multi-Source Analyze interviews, focus groups, UX, communities and surveys
- **Predefined or Custom Analysis** Generate summaries, themes, segments, personas or create bespoke analyses for specific research needs
- Prompt Assistant Get recommendations on how to improve your analysis prompts
- Key Quotations Extract quotes with downloadable video clips when available
- Interactive Chats Explore data insights through natural conversation
- Smart Reporting Create compelling presentations that showcase research results effectively

Ready to Elevate Your Qualitative Research?

Discover how IO can streamline your workflows and uncover deeper insights.

Request a Personalized Demo