



InOpinia

Qualitative Analysis from Input to Output

Interviews & Focus Groups via Videoconferences

IO Platform for qualitative market research

IO Platform

IO is an online platform for market research. It helps to collect data, analyze it, and present it to the client.

IO can be used to analyze interviews and focus groups, chats (WhatsApp, Telegram...), social media conversations, online studies and communities, and even open-ended survey questions.



In this document, you can see how to use IO with:

1. Interviews and FGs, conducted via videoconferences
2. WhatsApp chats

Similar principles apply to other types of imported data.

Dashboard

The Research Dashboard provides access to all the content and the tools shown below:

The screenshot shows the Research Dashboard interface. On the left is a navigation sidebar with options: Dashboard, Home, Insights: Topics, Insights: Tags, Insights: Participants, Tools, Report, Participants, Content, Topics, Comments, Tags, Memos, and Configuration. The main content area displays a 'Home' view with two summary cards: 'Members' (61) and 'Topics' (9). Below these is a 'Topics' section with search filters for Title, Content, and User. A table lists various topics with columns for Title, a checkbox, a number, a dropdown, and a checkbox. A callout points to the 'Topics' section, stating: 'Topics: Access your project topics: Focus Groups, Interviews...'. Another callout points to the 'Add Topic' form, stating: 'Add a Videoconference topic: Use our Videoconference tool with Skype, Zoom, and other software for online meetings'. A third callout points to the 'Add Topic' form, stating: 'Import data: You can also import different types of content: transcriptions, notes, chats from WhatsApp, Viber, and so on'. The 'Add Topic' form includes fields for Type (Videoconference), Title (Focus-Group 1), Recording (Add), Automatic transcription IO (Add), Participants (User, Tag), and Transcriber (Choose Transcriber). A list of users is shown: Jessica, Jack, Oliver, Emily, and John. A 'Create' button is at the bottom right of the form.

Side Bar
Navigation bar to access different tools of the Research View

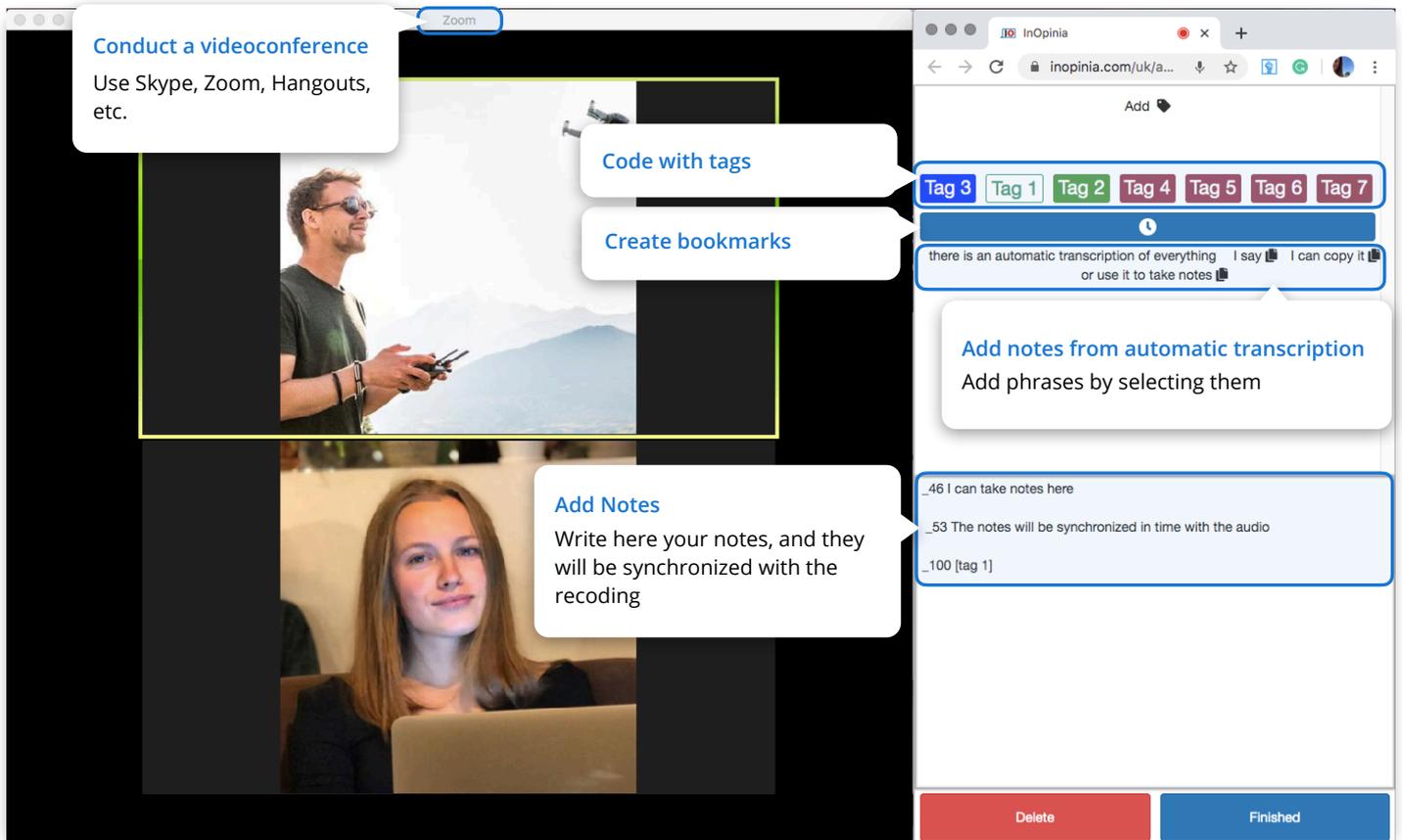
Topics
Access your project topics: Focus Groups, Interviews...

Add a Videoconference topic
Use our Videoconference tool with Skype, Zoom, and other software for online meetings

Import data
You can also import different types of content: transcriptions, notes, chats from WhatsApp, Viber, and so on

Coding and Note-taking tool for Videoconferences

Take notes and code interviews conducted through Skype, Zoom, etc.



Using the app, you can:

1. Get real-time automatic transcription and use our tool to transcribe with it
2. Create bookmarks and notes with automatic time-stamps
3. Code the interview while conducting it. Codes will be synchronized with the recording.

Topic page - Interview, FG, Videoconference

The Topic Page contains the player, filters, and the content: transcriptions or notes divided in comments.

The screenshot shows a web interface for a topic page. The top navigation bar includes 'Research View' and 'Client View' tabs, a search icon, and user account options. The main content area is titled 'FG - "Beginners" - London' and features a video player with a progress bar and a transcript. Below the player are filter options for content, tags, and participants. A list of comments is displayed, with a memo attached to one of them. Callouts provide detailed explanations for various UI elements.

Media player
Listen or watch the recording. Transcription text will appear as subtitles below

Side Tool
Tag the content quickly and create memos

Filters
Filter by content, tag or participant. The results will appear below as highlighted text

Hide context
You can choose to see or hide the context of the filtered results

Click and listen
Click on a word and the recording will start playing from that moment

Memos
See the Memos with your ideas and insights

Comment Information
You can see the author of the comment, when it was made, and the tags applied to it

Report tag
Select the most relevant comments for your report

Electric Screwdriver
We have to look for brands and add this tool to the guide.

Topics - Messaging app

In IO you can also import conversations from WhatsApp, Telegram, Viber; comments from Instagram, Facebook, YouTube; open-ended survey questions and other types of data.

Same principle
All imported content is organized and can be compared in the same way

Additional Filter
Filter by date and time when the message was sent

Imported Media
Multimedia is also be imported

WhatsApp Group - UK
IO MOD 23 days ago 738

Comments Analysis Edit

Filters Hide context

Content

Andrew DIY Chris DIY Donald DIY Jen DIY Joseph DIY Moderator
Richard DIY Roger DIY Sarah DIY Thomas DIY

Publication Dates

From

To

Tags Thematic Framework

1/8

#1 1 WaUp
Hello, everybody! We're starting "Future DIY"

#2 1 WaUp
You're gonna be our eyes on the street, our coolhunters 🤖. The information you are going to share will be very relevant to the next trends in the world of DIY.

#3 1 WaUp
We will be in this group for three weeks (until Friday 28th). Each day we will ask you 2 questions that you should all answer, at any time of the day or night, but during the same day when the question is asked, so that we can keep an order and not mix topics 🤖.

#4 1 WaUp
You can generate conversation among yourselves too if you have to, it's not just a question of asking and answering, feel free to comment on what others are saying, no problem. You can also send an audio if you find it more comfortable, upload links, photos, whatever you want. Any doubt you can write me for private as well.

#5 1.1 FaTo
1.- Today, to start, I would like you to tell me what you would say is your favourite tool when you do DIY

#6 5 Safety
2.- In this picture, what is the first thought that comes to your mind? 🤖

#7 Tools 1.1 FaTo R
JOSEPH DIY 7/11 - 12:31 1.1 FaTo Tools
Hello! For me the essential tool in any do-it-yourself job is the hot glue gun. I almost always use it. 🤖

#8 5 Safety
JOSEPH DIY 7/11 - 12:32 5 Safety
What the second image conveys to me is professionalism. 🤖 You can see that he knows how to use the tool...

#9 Tools 1.1 FaTo R
ROGER DIY 7/11 - 12:38 1.1 FaTo Tools
In my case, the tool I like best is the square and the bevel. Without them, the project will go wrong 🤖

Topic page - Sidebar Tool

Sidebar tool helps to categorize the content. You can tag manually or automatically, and create and review your memos.

Memos view

See the memos for each comment and create new memos

Fast coding

Select tags to quickly code the comments

Range coding

Select a tag and the range of comments you want to tag

The image displays three sequential screenshots of a web application's sidebar tool, illustrating its tagging and memo creation capabilities. Each screenshot shows a list of comments on the left and a sidebar on the right with various tools and tags.

- Left Screenshot (Memos view):** Shows a list of comments. A blue circle highlights the 'Add a Tag' button in the sidebar. A callout box points to this button with the text 'Add a Tag'. The sidebar also shows a search bar and a 'Hide context' checkbox.
- Middle Screenshot (Fast coding):** Shows the same list of comments. A blue circle highlights the 'Tools' button in the sidebar. A callout box points to this button with the text 'Tools'. The sidebar also shows a search bar and a 'Hide context' checkbox.
- Right Screenshot (Range coding):** Shows the same list of comments. A blue circle highlights the 'Range' button in the sidebar. A callout box points to this button with the text 'Range'. The sidebar also shows a search bar and a 'Hide context' checkbox.

The sidebar tool includes a search bar, a 'Hide context' checkbox, and a list of tags. The tags are categorized into 'Tools' and 'Topics'. The 'Tools' category includes tags like '2.2 Workplace', 'Tools', 'Knowledge', 'PPE', 'Stores', '1 WaUp', '1.1 FaTo', '2 DIY', '2.1 Beginnings', '2.2 Workplace', '3 Shopping', '4 Current Projects', '5 Safety', and '6 Group Dynamic'. The 'Topics' category includes tags like '1.1 FaTo', 'Favorite Tool', 'Knowledge', 'PPE', 'Tools', 'Brands', 'PowerPoint', 'Stores', '1 WaUp', '1.1 FaTo', '2 DIY', '2.1 Beginnings', '2.2 Workplace', '3 Shopping', '4 Current Projects', '5 Safety', and '6 Group Dynamic'. The sidebar also includes a 'From' and 'To' range selector and an 'Apply' button.

Coding Admin

Create and manage the tags of the study.

Tags
Here are all the tags you've created

| Name | Description | Type | Count |
|----------------------------|---|----------|-------|
| Report | Relevant comments for the final report | Report | 19 |
| 1 WaUp Warm-Up | Thematic Framework: 1- Warm-Up | Thematic | 63 |
| 1.1 FaTo Favorite Tool | Thematic Framework: 1.1- Favorite Tool | Thematic | 58 |
| 2 DIY DIY as a Hobby | Thematic Framework: 2- DIY as a Hobby | Thematic | 43 |
| 2.1 Beginnings Beginnings | Thematic Framework: 2.1- Beginnings | Thematic | 53 |
| 2.2 Workplace Workplace | Thematic Framework: 2.2- Workplace | Thematic | 68 |
| 3 Shopping Shopping | Thematic Framework: 3- Shopping | Thematic | 43 |
| 4 Current Projects Current | Thematic Framework: 4- Current Projects | Thematic | 43 |
| 5 Safety Safety | Thematic Framework: 5- Safety | Thematic | 43 |
| 6 Group Dynamic Group | Thematic Framework: 6- Group Dynamic | Thematic | 43 |
| Brands Brands | Contains: Bosch, 3M, Hitachi, Caterpillar, Dremel, | Standard | 43 |
| Knowledge Knowledge | Participants' specific knowledge of DIY | Standard | 67 |
| PowerPoint PowerPoint | Verbatims for PowerPoint | Standard | 14 |
| Stores Stores | Contains: B&Q, Focus, Leroy Merlin, Wickes, Mr DIY, | Standard | 16 |
| Tools Tools | Contains comments mentioning any | Standard | 43 |

Actions
Preview, edit or delete tags

Name
Add the name of the tag

Label
Add a short name to visually recognize the tag

Description
Write notes about the tag

Search
Search for the content you want to tag

Assign tag to comments
Select comments you want to tag

Add Tag

Name: Safety Equipment
Label: PPE
Type: Standard

Description: Contains comments mentioning PPEs and other Safety Equipment

Items: safe, User

Content:
 Well... We are going to continue talking about safety. Do you have any safety equipment in your houses?
 always wear safety googles. I think is the most important thing you need wear when you're performing dangerous
 Now let's talk about safety. Do you have any safety equipment in your houses?

User: Moderator, Jessica, Moderator

Select All, Deselect All, Create

Here you can tag comments in bulk. Search for one or more words and apply a tag automatically to the comments that contain these words.

Analysis - Comparison tools

You can compare the content of different topics to extract insights quickly.

The screenshot displays the IO Insights: Topics interface. The left sidebar contains navigation options: Dashboard, Home, Insights: Topics (selected), Insights: Tags, Insights: Participants, Tools, Report, Participants, Content, Topics, Comments, Tags, Memos, and Configuration. The main area is titled 'Insights: Topics' and has tabs for 'Tags' and 'Users'. A search bar is present above a list of topics. A callout box says 'Topics: Select the topics to compare'. Below this is a table of topics with checkboxes and counts:

| Title | Count |
|--|-------|
| WhatsApp Group - UK | 738 |
| IDI - Thomas - London | 184 |
| IDI - Jane - London | 219 |
| Ethnography - "Village area" - Bedford | 391 |
| Ethnography - "Urban area" - Liverpool | 337 |
| FG - "Adults" - Birmingham | 648 |
| FG - "Young People" - Birmingham | 556 |
| FG - "Experts" - London | 614 |
| FG - "Beginners" - London | 520 |

Another callout box says 'Tags: Select the tags to analyze. If none are selected the whole transcription will be shown'. Below this is a table of tags with checkboxes and counts:

| Tag | Count |
|--------------------|--------------------|
| 2.2 Workplace | 2.2 Workplace |
| 3 Shopping | 3 Shopping |
| 4 Current Projects | 4 Current Projects |
| 5 Safety | 5 Safety |
| 6 Group Dynamic | 6 Group Dynamic |
| Brands | Brands |
| Knowledge | Knowledge |
| PPE | PPE |
| PowerPoint | PowerPoint |

Below the tags table, there are callouts for 'Switch between tags' (Click on one of the selected tags to see the content attached to it) and 'Display view' (Show or hide comments and memos, order by tags, search in the whole study...). The main content area shows a comparison of two focus groups: 'FG - "Beginners" - London' and 'FG - "Experts"'. Each focus group has a table of comments with columns for user, time, tags, and a 'R' icon. The 'Experts' group has a highlighted comment about chemicals: 'I Chemicals: We need to look for information about hazardous chemicals at home.'

Extracting Insights

10 Focus Groups of 2 hours can produce up to a thousand pages of transcriptions. WhatsApp, Telegram conversations can be even longer. IO accelerates the extraction of insights by displaying them on one page.

General tools



Branding

Add your clients' logo and corporate colors and give them observer access



Advanced filters

Search for the information you need with powerful filters



Enhanced analysis

The comparison tools also allow comparing by population, category, etc.

Transcription tools



Find and Replace

Correct mistakes in all transcriptions at once



Cutting media

Cut fragments of video and audio with 1 click

Output - Report Tool

After you tag all the relevant comments, you can select tags that you want to see in your report and generate an automatic report. Download it in Word and PowerPoint formats.

Dashboard & Client View
Switch between Research interface and View for Clients

Edit area
Edit your Report

Change the tag order
Order the Report

Generate Report
Generate a report with comments that you tagged with both Report Tag and the selected tags below

Select tags for the Report
Select tags you want to see in the Report

The interface shows a dashboard on the left with navigation options: Home, Insights: Topics, Insights: Tags, Insights: Participants, Tools, Report (selected), Participants, Content, Topics, Comments, Tags, Memos, and Configuration. The main content area is titled 'Content' and contains a rich text editor with a 'REPORT' heading. Below the heading, there are two sections: 'Favorite Tool' and 'Safety'. The 'Favorite Tool' section includes a comment from Jack: '@Jack: Me? Okay. Hello everyone. My name is Jack, I'm 32 years old, I'm a mechanic and I love DIY. The tool I use the most and I like the most is without a doubt the miter. Since I have it, everything is straight, everything is in perfect angle. I can't live without it anymore [laughs]'. The 'Safety' section includes a comment from Emily: '@Emily: In my house I have a fire extinguishers. Is very important to know that you have different extinguishers depending on the fire source... For example for electrical fires we always have to use a CO2 fire extinguisher.' and a note: 'Importance of YouTube in DIY : @john.smith I saw there's a lot of comments talking about YouTube. We have to make specific questions.' At the bottom of the content area, there are buttons for 'Generate Report', 'PowerPoint', 'Preview', and 'Save'. To the right, there is a 'Name' section with a list of tags: 1.1 FaTo Favorite Tool, 5 Safety Safety, Tools Tools, PPE Safety Equipment, PowerPoint PowerPoint, Brands Brands, and 1 WaUp Warm Up. Below this is a 'Save' button. At the bottom right, there is a search bar and a table of tags with checkboxes and a dropdown menu. The table lists various tags such as 2.2 Workplace Workplace, 1 WaUp Warm Up, 3 Shopping Shopping, 5 Safety Safety, 6 Group Dynamic Group, 1.1 FaTo Favorite Tool, 2 DIY DIY as a Hobby, 4 Current Projects Current, 2.1 Beginnings Beginnings, R Report, Tools Tools, Stores Stores, PPE Safety Equipment, and PowerPoint PowerPoint.

Output - Presentation tools

Give your clients access to all their studies on a unified platform. Present the results in various predefined formats or request ad-hoc presentations.

The image displays a collage of design elements. On the left, there are two yellow sticky notes with placeholder text: "Lorem Ipsum" and "But why smiling man". A pink sticky note partially overlaps them with the text "Ap" and "Table oh cel insipid ask a".

In the center, a "Client View" interface is shown. It features a navigation bar with "Client View" and "Research View" options. Below the navigation, there's a header for "Tutorial / FG - 'Young People' - Birmingham". The main content area displays a video player for "FG - 'Young People' - Bi" with a "Pinned" status and a "M IO MOD" label. The video player shows a scene with three people sitting around a table. Below the video, there's a transcript snippet: "Hello, my name is Oliver. I am 29 years old and [Dubidative] Buff, I don't know... Maybe the ele faster." A "Filters" section is visible at the bottom, with a "Content" filter and a list of participants: George, Lucas, Moderator, and Oliver.

On the right, a "YouTube" interface is shown. It features the "IO Tube" logo and a search bar. The main content area displays a video player for "Sport Shoes Ad 1 Focus Group US" with a "44:03" duration. Below the video, there's a "Sport Shoes" channel name and a "MORE VIDEOS" button. Another video player is visible below, for "Sport Shoes Ad 2 Focus Group US" with a "4:03" duration.

Contact us to start your first research:

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