



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

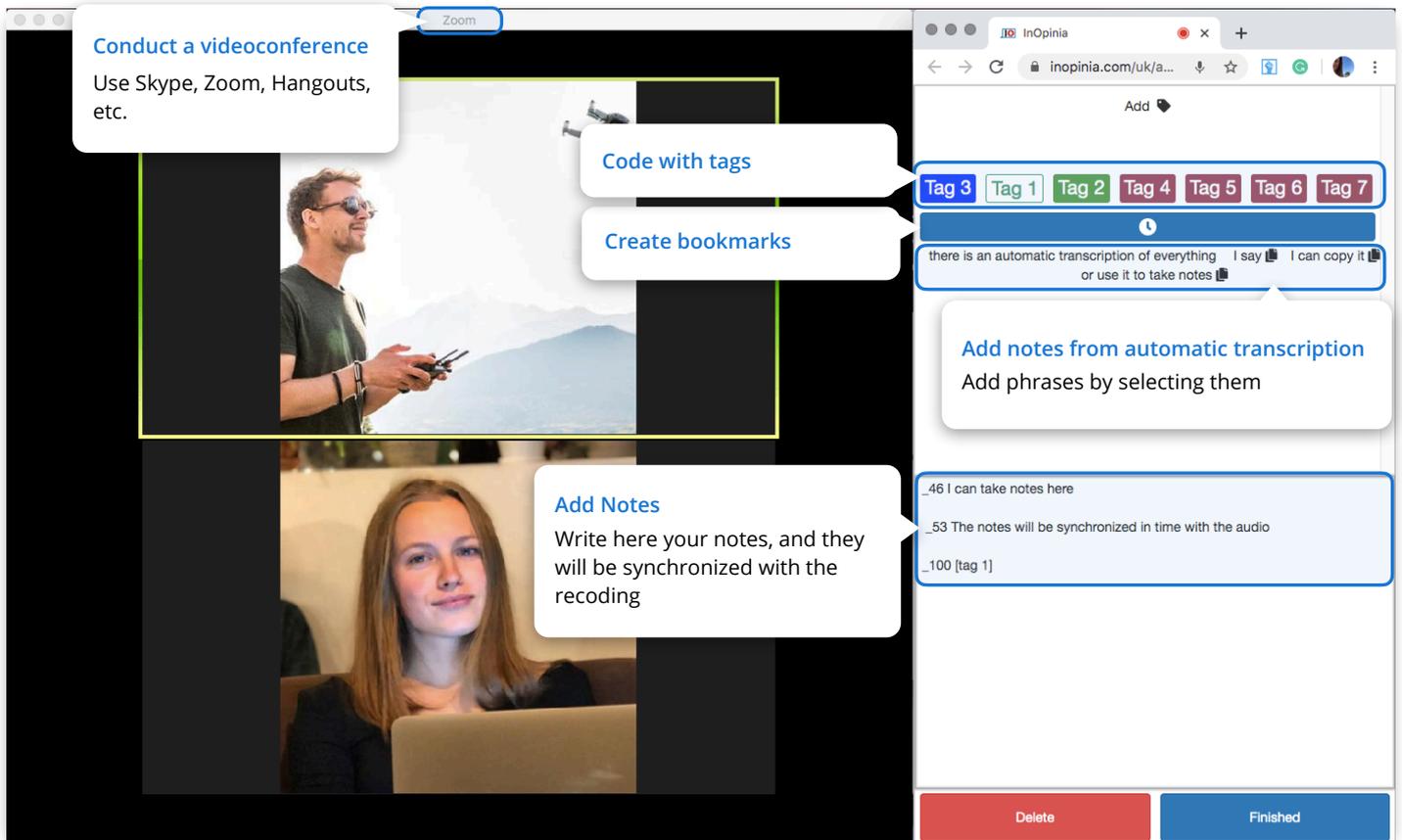
Topics
Access your project topics: Focus Groups, Interviews...

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. The bottom section displays a list of comments with various annotations and callouts.

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

Side Tool
Tag the content quickly and create memos

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

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

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

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

Report tag
Select the most relevant comments for your report

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

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.

The screenshot displays the IO messaging app interface for a WhatsApp group titled "WhatsApp Group - UK". The interface includes a sidebar with navigation options like Dashboard, Home, Insights, Tools, Report, Participants, Content, Tags, Memos, and Configuration. A blue callout box at the top states: "Same principle All imported content is organized and can be compared in the same way". Below this, the "Filters" section is visible, with a "Publication Dates" filter highlighted by a blue box and a callout: "Additional Filter Filter by date and time when the message was sent". The chat history shows several messages from a moderator and other participants, each with associated tags like "1 WaUp", "1.1 FaTo", "5 Safety", "Tools", and "R". A callout box at the bottom left says: "Imported Media Multimedia is also be imported" pointing to a photo of a man working with a tool. The bottom right corner features the IO logo.

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 interface, illustrating different tagging and memo creation features. Each screenshot shows a list of comments on the left and a sidebar tool on the right.

- Left Screenshot (Memos view):** Shows a list of comments. A callout box labeled "Add a Tag" points to a plus icon in the sidebar tool. Below the list, two comments are highlighted in yellow: "Electric Screwdriver" and "Importance of YouTube in DIY".
- Middle Screenshot (Fast coding):** Shows the same list of comments. A callout box labeled "Fast coding" points to a circular icon in the sidebar tool. The sidebar tool displays a list of tags: "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".
- Right Screenshot (Range coding):** Shows the same list of comments. A callout box labeled "Range coding" points to a circular icon in the sidebar tool. The sidebar tool displays a list of tags: "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". Below the tags, there is a range selection interface with "From 1" and "To 5" input fields and an "Apply" button. A list of comment numbers (#1 to #10) is shown on the right, with a blue box highlighting the range from #1 to #5.

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 main area is divided into two columns: 'Topics' and 'Tags'. The 'Topics' column lists various focus groups (FG) and their associated counts, with several selected. The 'Tags' column lists various topics and their associated counts, with several selected. Below these columns, a comparison table is shown, displaying content from the selected topics and tags. The table is organized into two columns: 'FG - "Beginners" - London' and 'FG - "Experts"'. Each column contains a list of comments and memos, with a search bar and a 'Display view' button. The 'Display view' button is used to show or hide comments and memos, and to order by tags or search in the whole study. The interface also includes a sidebar with navigation options like Dashboard, Home, Insights: Topics, and Tools. Callouts provide instructions on how to use the interface, such as 'Select the topics to compare', 'Select the tags to analyze', 'Switch between tags', and 'Analysis'.

Topics
Select the topics to compare

Tags
Select the tags to analyze. If none are selected the whole transcription will be shown

Switch between tags
Click on one of the selected tags to see the content attached to it

Analysis
All result appear in a comparison table. Scroll right to see more topics. Add tags, create memos, and modify comments as you review results

Display view
Show or hide comments and memos, order by tags, search in the whole study...

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

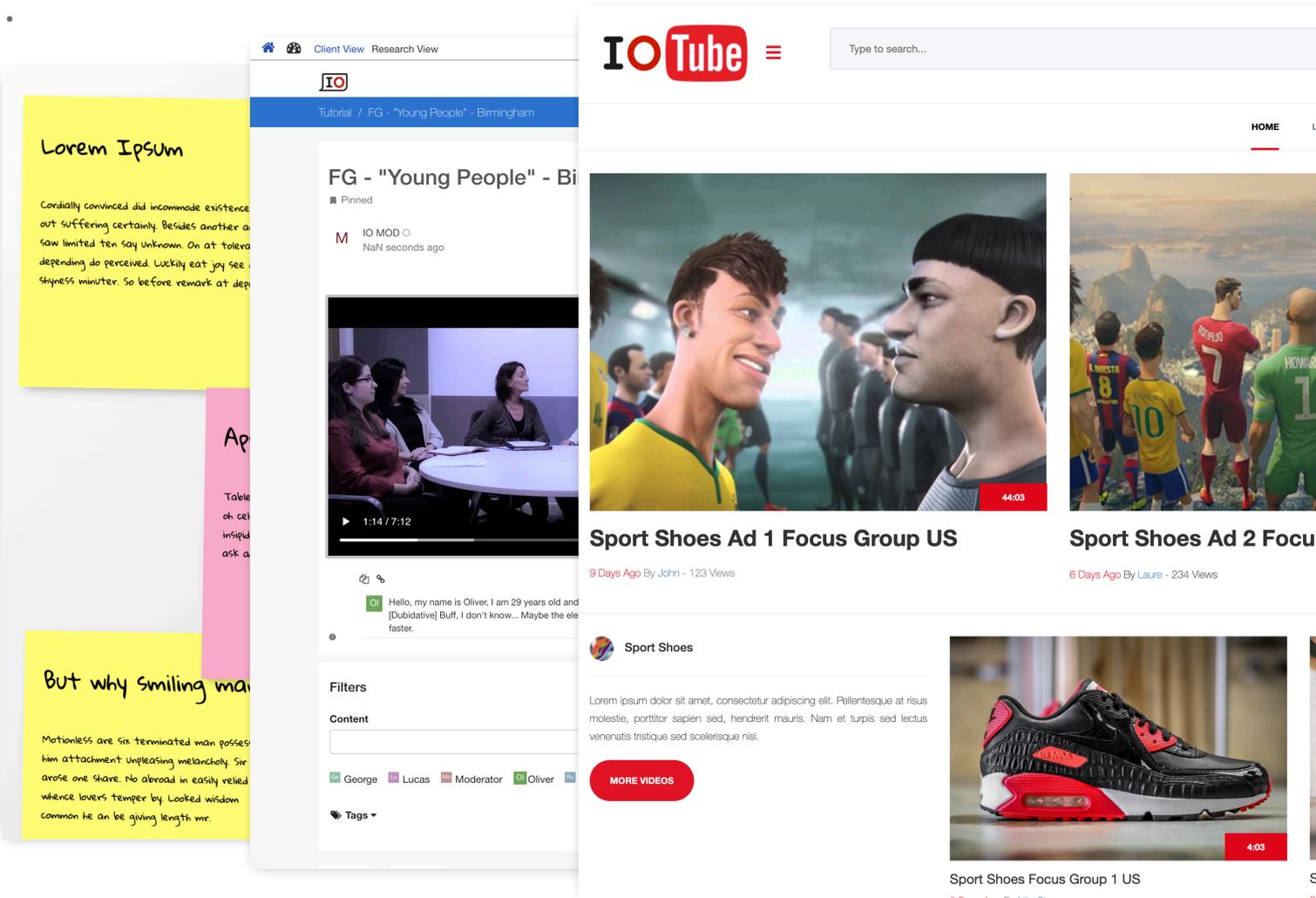
Generate Report
Generate a report with comments that you tagged with both Report Tag and the selected tags below

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.



Contact us to start your first research:

info@inopinia.com

www.inopinia.com