

One turnkey research platform, countless possibilities.

Introducing the industry's most advanced realtime research platform. Software built specifically for qualitative research, so you can get the high quality insights you need, when you need them.

Text Based Focus Groups

- Modern, intuitive, familiar interface
- Uninfluenced question modes to avoid group think
- Share media, polls, even stream live events for discussion
- Instant text transcripts post-session
- Typically designed for 10-18 participants, but can accommodate 100s of users

Video Focus Groups and Interviews

- Streamed video with 1-8 participants and unlimited number of backroom observers
- Noticeably higher quality streaming, with HD video and dual channel audio
- Individual feed recordings
- Group view recordings for efficient playback
- Screen sharing and media view
- Automatic recordings

Benefits

Enhanced Project
Management

True Virtual
Backroom



Easy, Intuitive
Access

High Quality
Outputs

1 of 2

Features

True Virtual Backroom

Clients and stakeholders are able to connect from anywhere to a dedicated and isolated backroom. Observers can video-conference amongst themselves, and send messages to the moderator without the research participants being aware of or distracted by their presence.

Plugin-Free and Accessible

Flash-free experience with absolutely no plug-ins, add-ons or program downloads required. Supports Chrome, Firefox, Edge (Chromium) and Safari.

Discussion Guide

Pre-upload discussion questions, scripts, media, polls, and more for easy access and launching during the session, so that you can focus on the discussion at hand. Copy past discussion guides to save time.

Automated Tech Checks & Consent

Participants can log in and check their systems in advance. Participants register for the project where they are presented the terms of use and consent and can answer profile questions (optional).

Automated Communication Tools

Advanced scheduling technology to manage email invites, interview times, web links and reminders. Broadcast using pre-loaded templates, and edit or create your own to suit your project's needs.

Direct Messaging

Message each participant or observer privately, so that you can have all the behind-the-scenes conversations you need to run the group successfully without everyone else in the group knowing.

Knowledge Base

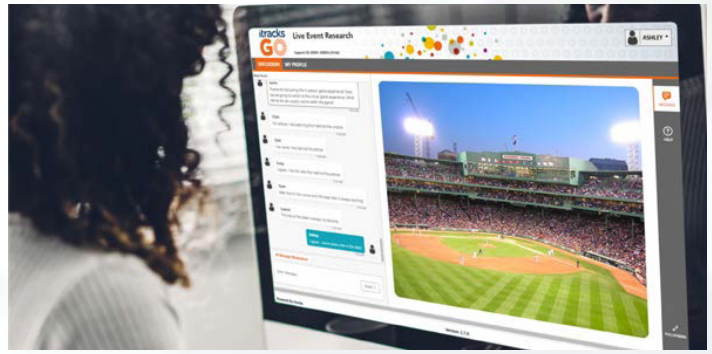
User tips and how-to articles to learn best practices and tips.

Technical Support

Access our technical support via telephone, email and live chat. itracks software support specialists are dedicated to itracks technology with extensive experience assisting research projects.

Available Markup & Heatmapping

Realtime users can choose to include iMarkit Pro in their subscription, allowing for integrated media markup and heatmapping, all with instant reporting and feedback.



Time Selection & Calendar Invites

Participants can choose their preferred time from available times provided by researcher. (Available with Team, Agency and Enterprise licences). Users receive calendar invites allowing them to efficiently add the session to their calendar. Time zone management capabilities for each user.

Multilingual

Software is available in nine different languages with additional languages available upon request.

Connection Status

Software shows moderators the audio and video connection status of each participant and observer.

High-quality, Single Stream Audio & Video

Industry-leading output solutions, including individual and group video feeds and multi-track audio export options.

Secure

A secure log-in process for all users offers enhanced security and privacy. Data is hosted in a secure ISO 27001 certified datacenters and MS Azure. GDPR and HIPPA compliant.

Whiteboard Feature

Share media with respondents as the interview or focus group takes place. Organize media in the GO platform for use with other projects and platforms. Even stream live events for discussion during text focus groups.

Custom Branding

Custom brand the software with your own logos and color schemes (Available with Agency and Enterprise licenses).

Worldwide Access & Data Storage

Realtime's cloud-based infrastructure allows users to choose the data hosting location that works best for them, so that groups run smoothly and data is stored securely no matter where the project is based out of.