

QANDR

Gamifying group discussions

Quickly and intuitively visualise, discuss and report focus groups

QANDR adds game elements to discussions, allowing even the most abstract topics to be covered in a swift, clear and nuanced fashion. Each participant contributing to the visualisation generates a strong sense of ownership and engagement. Intuitive smartphone interaction uncovers the underlying narrative.

Interactive elements



POLL



POINTER



WORD
CLOUD



GRADING



DILEMMA



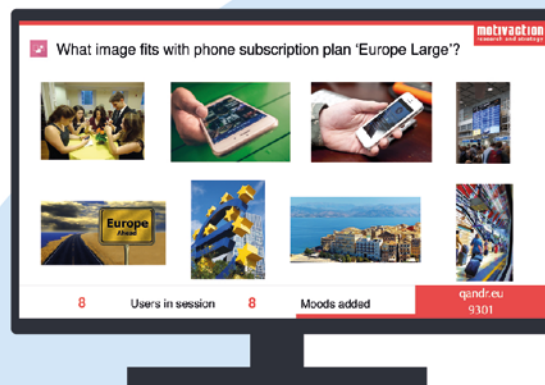
QUADRANT



RATING



MOODBOARD



Create moodboards together and visualise your ideas

motivation
research and strategy

Motivation employs QANDR under the label VisualFocus in all their focus groups. The tool makes it a breeze to use mobile phones to visualise perceptions, reactions and opinions, making it a fun experience for everyone.

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“The pointing technique offered by QANDR is a method to measure what the gut has to say - as opposed to typing words which is more rational. QANDR stands out by facilitating a more intuitive approach to giving responses.”

Sander Kluiters

Senior strategy consultant Motivation

No app installation required

Joining a QANDR session is easy using the internet browser on the smartphone.

No need for participants to install an app. Internet and a browser are the only requirements for the main screen as well.

Merge sessions and do segmentation

Responses from multiple sessions can be combined and visualised at project level.

Further analysis can be done by segmenting the results based on respondents' profiles.

The benefits at a glance

- More playful and fun
- Visual and interactive
- Includes the introverted
- Intuitive touchscreen interface
- Uncovers doubt and hesitation
- Instant efficient visual reporting
- Combine multiple sessions
- Segmentation by respondent profile



Your branding in a visual report

QANDR is sold as a white label, which means that all visuals in your sessions and reports are branded in the house style of your organisation. QANDR's infographics offer an excellent basis for more visually-oriented reporting. A moderator can easily combine the QANDR visuals with a few prominent quotes from the research.

VisualFocus

To generate maximum added value from their focus groups, co-creation sessions and workshops, Motivaction has developed VisualFocus, an innovative qualitative methodology. The method uses QANDR and capitalises on the importance of smartphones in our daily lives which is eminently suited to our increasingly visually oriented lifestyle.

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“I can no longer see myself doing research without using VisualFocus. It instantly connects to respondents' gut feelings, which is exactly what is needed to uncover associations that can then be used for an in-depth discussion. You see a change in group dynamics as well, the mood in the room is lifted because it is more fun for respondents.”

Public sector client Motivaction

