



Gather rich visual feedback.

The iMarkIt markup tool allows you to quickly and easily access creative insights. Receive the feedback you need to probe further, deliver results and provide your clients with research reports that include media-rich visual feedback.

Great For:



Web Markups



Ad Testing



Usability Testing

Use itracks' iMarkIt to gather comments from participants interactively, economically, and instantaneously. Respondents use intuitive tools right in their web browser to provide feedback and mark up various areas of media. Results are reported immediately, allowing the moderator to ask relevant probing questions while the activity is still occurring. On the reporting side, researchers can view individual comments or all comments in aggregate to provide a micro or macro analysis of a concept's sentiment, or use visuals such as a heat map to gain an in-depth understanding at a glance. iMarkIt is designed to be easily integrated into any itracks Board or itracks Realtime focus group to enhance your research.



Features

Qualitative Integration

Integrate iMarkIt exercises as an activity in itracks Board and itracks Realtime.

Immediate Feedback

The researcher can see results come in as they happen, allowing them to ask relevant probing questions.

Comment Boxes

Participants can tag and leave comments on images.

Heat Maps

Heat map reports demonstrate the click density of various areas of an image.

Emoticons

Users can choose from common emoticons to mark up images and quickly represent their feelings.

Filtering

Filter positive, neutral, and negative responses to more easily visualize the feedback you receive and achieve more precise reporting.

Client Engagement Capabilities

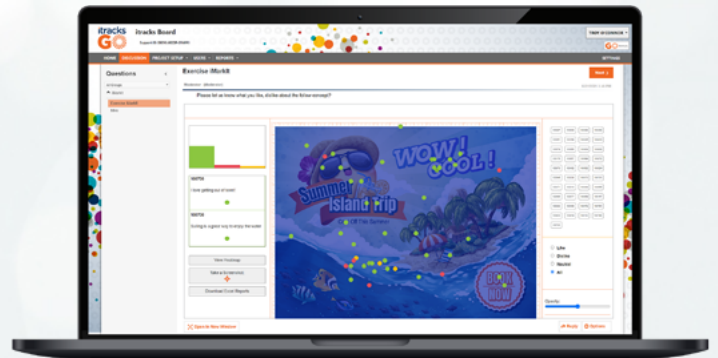
Clients can view the markup as it occurs in an online focus group setting and talk privately amongst each other or with the moderator from the virtual backroom.

Plug-In Free

No program downloads are required by researchers or participants to use iMarkIt – it all happens in the user's browser.

Reporting

Download a detailed report in an excel format for easy data management.



To learn more about iMarkIt and incorporating it into your next project, visit www.itracks.com.