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20|20 RESEARCH RELEASES NEW VERSION OF PLATFORM

Redesigned QualBoard Launches with Tool for Individual Diaries and Journals

NASHVILLE, Tenn. (November 7, 2017) – 20|20 Research, a global research technology and services firm, today announced the launch of the first phase of QualBoard version 4.0. QualBoard, one of the company’s flagship technologies, is a digital platform for asynchronous qualitative discussions and activities. With the new version, the solution has been redesigned from the ground-up to deliver a better insights experience for researchers and respondents alike. Initially, clients can begin using the updated platform for studies with diaries, journals and other individual activities.

“The first version of QualBoard launched nearly two decades ago,” said Isaac Rogers, CEO of 20|20’s technology division. “In that time, the usage of digital research techniques has grown exponentially, and along with that growth, new needs have emerged. By fully rebuilding QualBoard, we’re addressing the way online research works today, making it a true digital-first platform.” The enhanced solution takes advantage of the latest technology to provide a better structure for researchers to design and connect projects so they can build upon learnings, improved media handling and in-platform video editing for more impactful deliverables, and built-in text analytics to jumpstart reporting.

The first set of capabilities available in the enhanced QualBoard platform is a comprehensive tool for ethnographies, diaries and journals. “A significant portion of the projects we support are centered around individual activities,” said Rogers. “Researchers need to have a way to capture those in-the-moment, authentic insights from participants’ everyday lives, so it was a natural focus for the initial phase of QualBoard 4.0.”

These individual activities were designed with a streamlined interface for greater ease of use, making it simple for the researcher to design the questions and more intuitive for the participant to respond. The tool is also more dynamic, including options for more questions types, as well as enhanced logic and skip patterns, including those based on key words in open-ended text. Additionally, the fully responsive design means diary and journal entries can be easily managed

Helping you do better research.

on any device without the need to download a mobile app. And by using the analytics engine within the platform, researchers can take advantage of concept and keyword extraction, as well as sentiment analysis, to assist with reporting.

“When I reflect back on the early days of QualBoard, it’s remarkable how much we as an industry and we as a company have evolved,” said Jim Bryson, president of 20|20 Research. “Journals and diaries are just the beginning of what’s in store with QualBoard 4.0, and we are already looking forward to releasing more functionality for this leading-edge tool.”

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About 20|20 Research

20|20 Research is a global leader in the development, support and service of online qualitative marketing research... and the software and technology that sustains it. Leveraging more than 30 years of experience, the company works with researchers around the world to provide faster, easier, and more cost-effective research solutions, with projects in more than 95 countries and 30+ languages. In 2016, 20|20 acquired iModerate, expanding the breadth of services available to the industry. Both companies have consistently been recognized among the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the marketing research industry. 20|20's operations are headquartered in Nashville, and the company additionally maintains the iModerate office in Denver, along with traditional focus group facilities in Nashville, Charlotte and Miami. www.2020research.com