

# Looking for an easy-to-use tool for Online Journaling and Immersive Research?

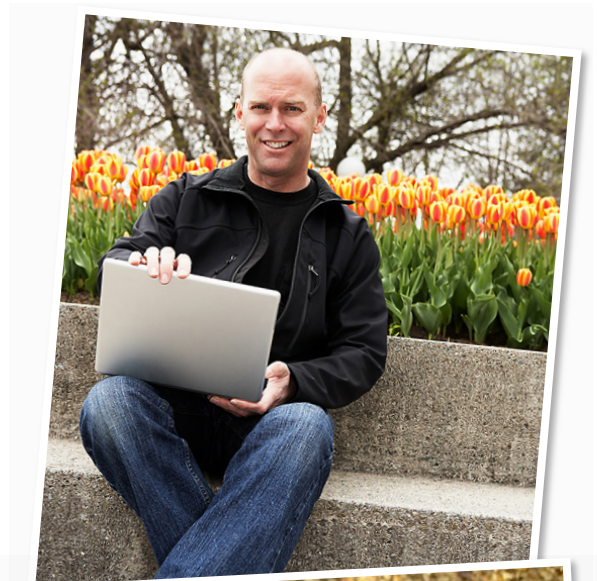
INTRODUCING...

# QualJournal™

Built around a robust blogging platform, **QualJournal™** provides your participants with a secure, easy and fun way to journal their thoughts and experiences. To provide the most insightful information, **QualJournal™** includes a full-featured WYSIWYG editor plus point-and-click embedding of photos, videos and other user-generated content.

## There are also several features to support your efforts as the researcher:

- For each study, you have access to a central management console for keeping participants up-to-date on assignments, setting expectations and providing encouragement and suggestions to everyone.
- As participants are recording their thoughts, you can view all blogs (in real time) from a central site – there's no need to hop from blog to blog.
- When the project is over, the transcript of the blogs can be exported at the push of a button.
- **QualJournal™** has all the features of popular public blogging systems plus the security, confidentiality and analysis tools you need. Build your own blogging community far away from public view.



**QualJournal™** is an easy, flexible and cost-effective way to conduct research. Not including recruiting-related expenses, the cost is only a few dollars per participant per day, with up to 120 participants allowed per project. Further, there is no set-up fee or maximum project length. Costs include Technical Support, a customized blog "skin" with your logo, User Support Manual and, most importantly, complete training.

Enhancements to **QualJournal™ V1.5**, the newest version of the platform, include the following:

- Improved reporting functions, including new sorting and filtering capabilities
- An updated "assignment based" entry system that organizes entries based on themes or activities
- Improved moderator probing and follow-ups
- A reporting archive that stores previously generated transcripts, simplifying analysis on long-term projects
- Participant progress indicators that highlight incomplete activities or assignments



## For additional Product and Pricing information...

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