

Reach participants *anytime* you want...  
*...anywhere* they are.

# QualAnywhere™ v1.5

With the proliferation of mobile devices and text messaging, QualAnywhere™ allows researchers to engage participants in ways never before possible, as a way to collect real-time data.

Recent enhancements to QualAnywhere™ give researchers the ability to gather more insights:

- QualAnywhere™ works on 98% of all SMS phones- not just a limited number of smartphones
- Moderators have the ability to both send and receive pictures
- More control at your fingertips with participant segmentation for targeted questioning
- Engage in real-time texting conversations with participants

With access to more phones and more tools, QualAnywhere™ lets you get more from your mobile research.

## It's Easy

First, participants are recruited just like in other types of research studies. Then, over a period of days or weeks, they receive your predetermined questions at specified times... and simply respond with text answers or images. All responses are automatically gathered and sorted by question and participant.

## It's Flexible

QualAnywhere™ was designed from the ground up to be flexible enough to accommodate most any study structure:

- The system can send and receive text messages to and from any mobile phone in the US and 60 countries around the world
- Studies can accommodate up to 100 participants
- Researchers can send out up to 10 unique messages per day (each with its own 'send time')
- You can probe individuals or groups for more depth
- Questions can be qualitative or quantitative in nature
- Participants can send pictures



*The possibilities are endless...*

## It Opens Up New Research Ideas

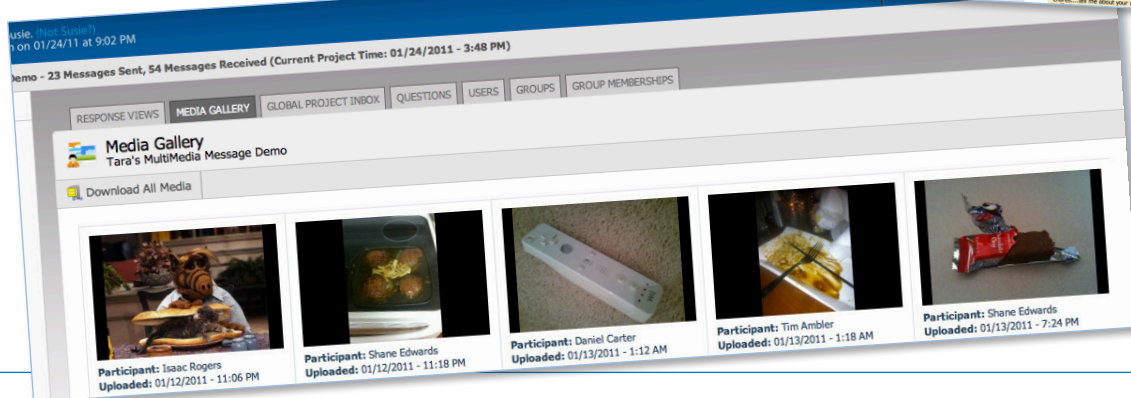
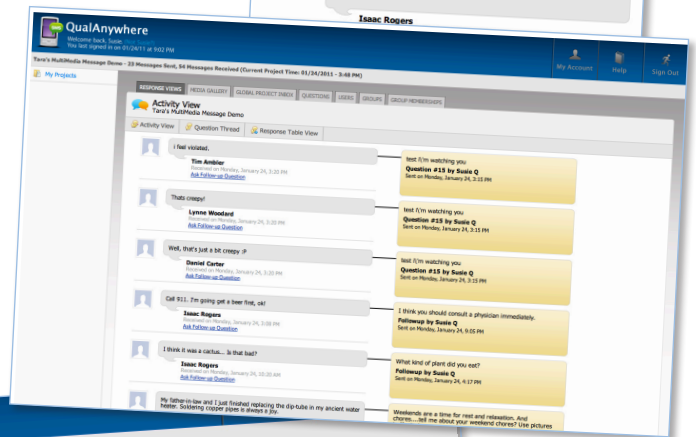
With this new platform, there really is no limit to the kinds of studies you can create:

- Conduct picture-based mealtime journals DURING the lunch hour
- Direct studies regarding office computer use WHILE participants are at work
- Conduct TV viewing studies DURING prime time while participants are watching TV
- Guide studies on shopping WHEN participants are likely to be at the store

## Mobile Device and Text Messaging (SMS) Statistics\*

- 72% of adult cell phone users send and receive text messages and 87% teen cell users text.
- The average adult sends or receives 10 text messages a day, while teens typically send or receive 50 text messages a day.
- 23% of Americans have replaced their landline phones with cell phones

\*September 2010: Pew Internet & American Life Project Survey-Cell Phones & American Adults



For additional Product and Pricing information...

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# 20|20 TECHNOLOGY

*Innovation Happens Here.*

Reach participants *anytime* you want... *anywhere* they are...QualAnywhere™ .