



161 Rosa L.Parks Blvd., Nashville, Tennessee 37203
Phone: 615.777.2020 | U.S Toll Free: 800.737.2020
2020research.com

FOR IMMEDIATE RELEASE

Contact: Heather Ball
615.724.5275
Heather.Ball@2020Research.com

20|20 RELEASES NEW PLATFORM

Redesigned QualBoard Now Includes Enhanced Capabilities for Group Discussions and Communities

NASHVILLE, Tenn. (January 15, 2019) – 20|20 Research, a global expert and innovator in qualitative research services and technology, today announced the launch of expanded capabilities for group discussions, long-term communities and more within QualBoard version 4.0. QualBoard, one of the company’s flagship technologies, has been redesigned from the ground-up to deliver a better insights experience for researchers and respondents alike.

Initially, the all-new platform was available for use with studies that featured digital ethnographies, including diaries, journals and other individual activities. Now the company has added expanded capabilities for richer group discussions and communities, giving researchers unparalleled flexibility to design and connect projects to maximize learnings.

“Group discussions are the study type most synonymous with QualBoard, and we are excited to introduce this reinvented version to the insights industry,” said Isaac Rogers, CEO of 20|20. “We’ve developed the system to be familiar and easy for existing users, while also making changes that will add even more value. Our team has thought carefully about the user experience, including streamlined project set up, features that maximize participant engagement and powerful automation that will enable greater customization and save researchers time.”

The group discussions 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 discussions can be easily managed on any device without the need to download a mobile app. Adding to ease of use, the system features real-time email that allows participants to respond to probes and follow-ups via the email message, without logging into the system, as well as real-time video chats that deliver the ability to explore insights further with select respondents. And by using the analytics engine within the platform, researchers can take advantage of concept, keyword and sentiment extraction, as well as image analysis, to save time and assist with reporting.

“Digital research has evolved and expanded in the two decades since we launched the first version of QualBoard. This reinvention of the platform will support researchers today and into the future,” said Rogers.

###

About 20|20

20|20 is the leading expert and innovator in qualitative market research, leveraging its unique combination of proprietary technology, skilled recruiting and client-focused services to discover and communicate the consumer stories that matter most. The company's easy, optimized solutions for qualitative and hybrid research deliver the right insights at the right time, allowing decision-makers to move forward and drive growth with confidence. The company is headquartered in Nashville, with offices in Denver and Chicago, as well as top-rated qualitative facilities in Nashville, Charlotte and Miami.