InterVu™ Webcam Focus Groups
Frequently Asked Questions

Q. Does FocusVision recruit the respondents or have a panel we can use?
A. FocusVision can suggest a recruiter but does not get involved in the actual recruiting or maintain a respondent panel. There is no reason you can not use your preferred recruiter. *We can add a few questions to your normal screener to use in conjunction with our InterVu service.*

Q. Does FocusVision provide Moderators and training for InterVu?
A. FocusVision does not provide Moderators for InterVu but we have worked with many who are comfortable with the InterVu platform that we are happy to recommend. Each InterVu project includes a dedicated Technician from project inception through completion. We will provide your Moderator training on the platform, and support them as needed throughout the project.

Q. How much does FocusVision InterVu cost? Is there a minimum or maximum charge for the day?
A. FocusVision InterVu is priced per IDI or focus group but also has an all inclusive day rate. Please keep in mind that the day rate applies to non-consecutive sessions. Projects that overlap cannot be applied to the same day rate.

Q. What do I need to conduct an InterVu webcam focus group?
A. All respondents will need a telephone, high speed internet connection and a webcam. Observers don't need a webcam but will need a telephone and high-speed Internet connection. If a respondent doesn't have a webcam FocusVision will provide one for a $75 fee in the U.S. or €75 outside the U.S.

Q. Is there a separate login for clients? Do we need a Username and Password?
A. Clients and participants will be sent the login info prior to each session.

Q. Will the FocusVision Technician be available for the entire session?
A. Yes, FocusVision provides a dedicated Technician for each session to monitor and assist the Moderator at all times, e.g. manage the presentation of stimuli. Prior to the actual session, we will train your Moderator and perform a "dry run" to walk them through the project.

Q. How will I be able to contact the Technician if a problem should arise?
A. The Technician is available at any time throughout the project via a private chat box and/or the telephone. The Technician will go over the contact options with you prior to beginning the session.

Q. Will the respondent be able to see the private chat box that the client and Moderator are using?
A. No, the respondent's view is restricted to the InterVu "meeting room" area and they cannot view any content within the "virtual back room".

Q. Where do I send new documents to be uploaded into the session?
A. Any documents that you would like to use during the presentation should be sent to the Technician that will be assigned to your project.

Q. Who will be in charge of handling the stimuli during the meetings?
A. Moderators and/or the FocusVision Technician will have the ability to present and control stimuli throughout the project. We provide full training to the Moderator's prior to the session. But if for any reason you would like FocusVision to handle the presentation of stimuli, we will do so at no extra charge. We will go over all those details with you prior to each session during a dry run. If any issues occur during the live project, the Technician will see it and be able to assist you.

Q. What types of stimuli can we present to the respondents?
A. InterVu allows you to present still images, presentations and video and accommodates many file formats The following formats are compatible with InterVu and we can convert most other file types to one of these: PDF, PPT, PPTX, Jpeg, Flash Video, Mp3 Audio Files, and screen sharing capabilities.

Q. When will the video archive be ready for viewing?
A. The video archive of your InterVu project is typically available within 24 hours of the session.

Q. How will respondents be handled when entering the room? Will the Technician or the Moderator control that?
A. Respondents remain in the InterVu "virtual waiting room" until the Moderator gives them permission to enter. Once inside the virtual meeting room, the Moderator greets the respondents who now can see and hear each other in real time.

Q. Do we have the same login for all project days?
A. Yes, you will have the same login details for all days of your project for your convenience. When a new project/study is booked you will receive updated login information.

Q. Can we use our computer speakers to listen to the session?
A. We currently do not offer VOIP. You will receive a toll free number to call into for each session. Clients will be placed as a listen only participant so there is no need to manually mute their phones.

Q. Is it possible to log on internationally?
A. Yes. InterVu webcam sessions can be conducted with anyone who has an adequate internet connection. To date, we have conducted sessions in 12 different languages across 18 countries. Similarly, the remote viewers can login from any location. If simultaneous translation is needed, remote viewers will be given a separate conference call number to hear the translator.

Q. Is there a different login for respondents from different countries?
A. The login details will be custom to each respondent's location. The link will always remain the same, but a local toll free dial in number will be provided to access the audio conference. Translated log-in instructions can be provided for international users.

Q. How many respondents can we host at one time?
A. We strongly recommend no more than 8 respondents, including the Moderator, to join any one session. However, any number of observers can log in to view a live project from the "virtual backroom."

Q. How do the Client Observers communicate during the session?
A. The Client Observers and Moderator use the Virtual Backroom to collaborate with each other through open or private chat all without being seen by the respondents.

Q. What kind of procedures are done before the project to ensure the respondents will be able to login successfully?
A. Before each project, FocusVision conducts a brief test with each respondent to ensure technology compatibility. By simply clicking on a test link sent by the FocusVision technician, we can verify that each participant is ready to use the platform. We also provide a test link where the respondents can verify that their webcams work inside our InterVu platform.

Q. Do we need to check with respondents to see if they have the same versions of word, PPT, etc, so they are able to view stimuli?
A. No. As long as respondents (and observers) have Flash 10.1 or better, they will be able to view all stimuli on the platform.

Q. How much lead-time is needed before the actual session is conducted?
A. One to two weeks is ideal. We need time to send webcams to those who don't have them and test each respondent's computer, internet connection and webcam. If a respondent already has a webcam we may be able to turn around a project more quickly – contact FocusVision to discuss your specific needs.

Q. Can the Moderators and participants be in different locations?
A. Yes, by virtue of the Internet, Moderators, each participant and Client Observers, can be anywhere in the world. The Moderator can be in New York in their office or their home, and respondents can be anywhere that they have an Internet connection and a telephone.

Q. How do I schedule an InterVu session, is it the same as when scheduling FocusVision VideoStreaming?
A. FocusVision will walk you through the scheduling process which is different than with VideoStreaming. We will need dates of the research, start and end times, contact information for your Moderator and recruiter to get the process started.

Q. Can I still make marks during the session and make clips from the archive like I do when I stream from a facility?
A. Yes – Just like you do now. The VideoMarker™ tool for annotating and editing content is not yet available during the live session but is available in the archive.

Q. Are transcripts available for InterVu projects?
A. Yes – same cost as always.

Q. How does the Moderator maintain control of the group? Can the Moderator encourage active participation of the entire group?
A. Since the Moderator can see and hear everyone in real-time, the Moderator will be able to maintain control of the group as they normally would in a facility setting. Additionally, our InterVu technology allows the Moderator to use interactive tools to encourage participation with the group on many levels to assist in participation.

Q. Is this type of research for younger and more affluent respondents? Do you run into issues with older respondents or people who don't have computers?
A. This methodology is for all ranges of respondents both young and old, computer savvy or not. Our FocusVision Technicians will work with a respondent as much as they need to get them successfully prepared for their meeting.