

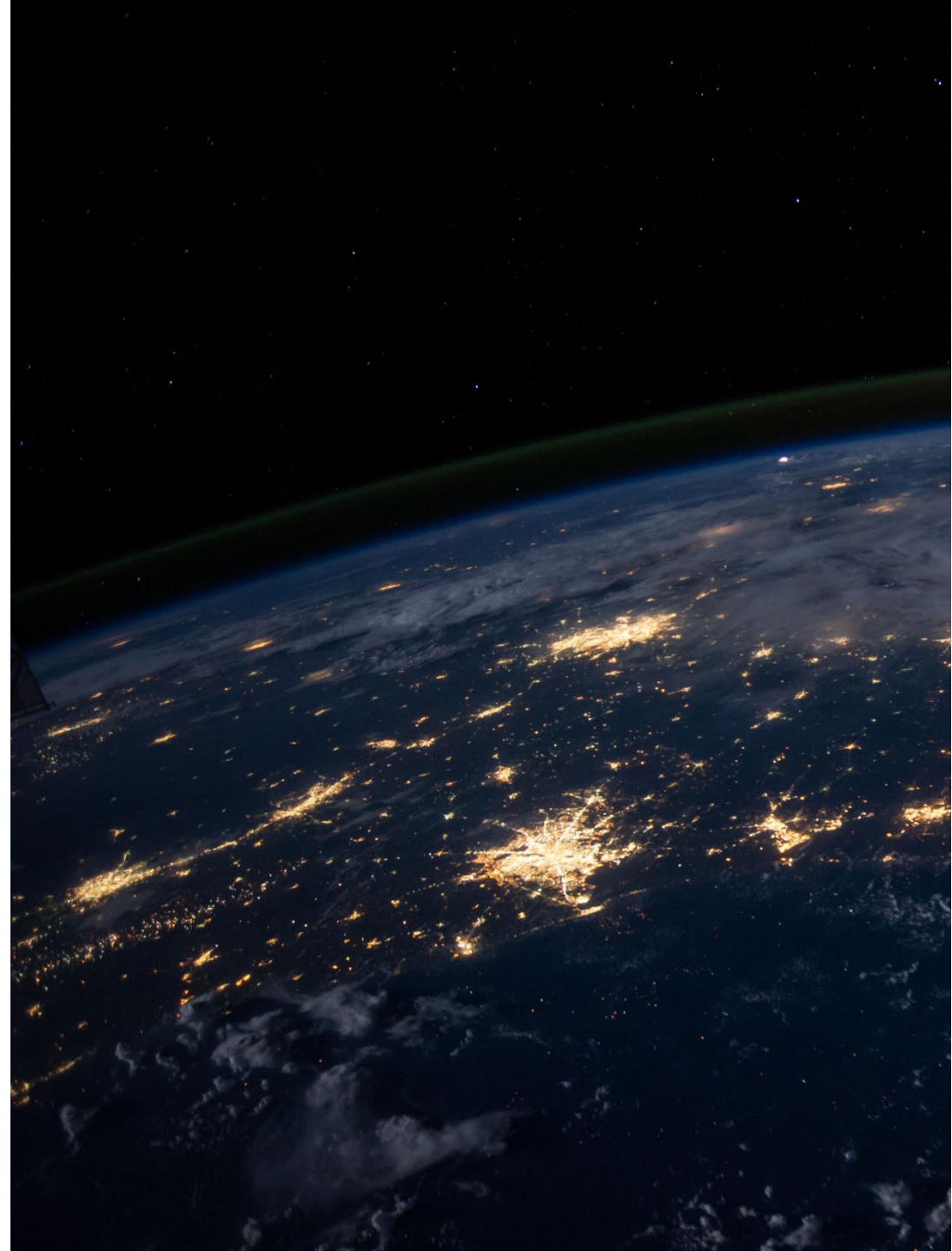
QuMind Piattaforma Software per Qualitativo Online



**Integrated Qual and Quant
digital research software**



**distribuito in Italia da Memis
che ne cura anche il supporto
all' utilizzo.**





- Memis cura in esclusiva per l'Italia soluzioni software e servizi per la Market Research Industry.
- Memis è il partner tecnologico ideale per istituti, società di ricerche di mercato , consulenti di marketing, call center e contact center, aziende.
- Memis, come value added reseller per il mercato Italiano, distribuisce prodotti e servizi software di Confirmit , in particolare nell' area della ricerca Quantitativa (CAWI , CATI , CAPI) e della Customer Experience , e di Mindmover per l' area del Qualitativo Online.
- Mindmover è una società di servizi specializzata nelle soluzioni per la Market Research industry, in particolare nelle aree di customer insight e communities online
- Memis ha collaborato dal 2011 con Mindmover nella distribuzione e supporto in Italia all' utilizzo di Tqual , piattaforma software per Qualitativo Online , Bulletin Board e Live Chat.
- Dal 2019 e' stata rilasciata la nuova piattaforma QuMind , evoluzione di Tqual. Memis continua la collaborazione con MindMover e propone QuMind sul mercato italiano.
- QuMind , sviluppato con tecnologia Mobile First , e' compatibile con gli svariati device utilizzabili dai partecipanti , Smartphones , Tablet , PC.

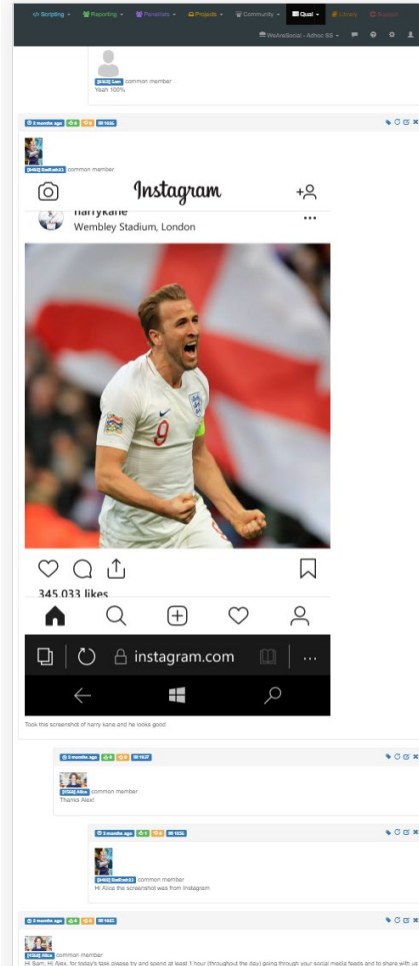
I Tools della piattaforma QuMind per il Qualitativo Online



Qualitativo Online

Bulletin Boards / Forums / Focus Groups / Diaries/ Live Chats

- Programmate differenti argomenti di discussione di modo che siano mostrati ai partecipanti al gruppo secondo una data sequenza temporale.
- Eliminate un possibile bias nelle risposte ad un post mostrando al partecipante al gruppo le risposte al post degli altri partecipanti solo dopo la sua risposta.
- Diari privati - Il partecipante vede solo i post del moderatore e le sue risposte.
- Permettete al partecipante di commentare i post degli altri partecipanti al gruppo e di assegnare dei like
- Classificate i post assegnandogli dei "tag"






























- Caricate video/immagini o embeddare video di Youtube nei post, e permettere questo anche ai partecipanti al gruppo.
- Create delle minisurvey nei post
- Attivare le notifiche ad un partecipante al gruppo quando qualche altro partecipante crea un nuovo argomento di discussione
- Assegnare ai partecipanti ad un gruppo tasks quantitativi quali drag & drop, image highlighter, ranking etc
- Chiudete una discussione (stop ai commenti e alle risposte)

I vari Tasks assegnabili ad un Gruppo Qualitativo Online

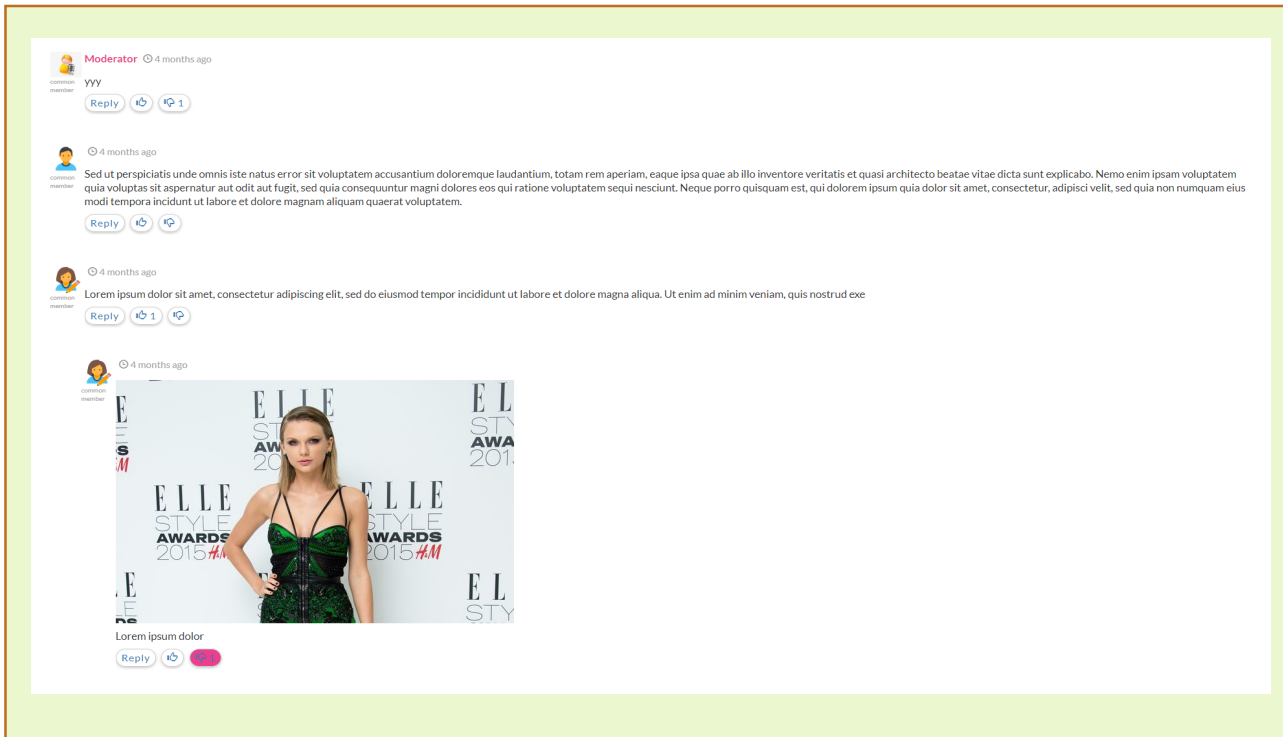
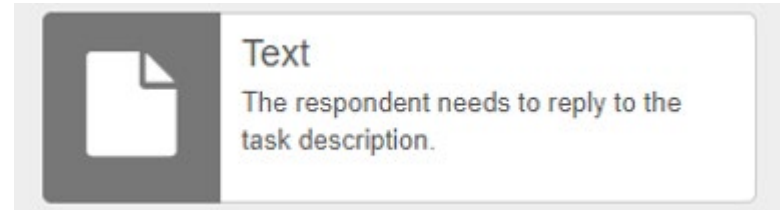
Step 3. Add task

Select task type: ✕

 Accept Terms & Conditions Checkbox, the participant has to accept Terms & Conditions text	 Card sorter Drag and drop a set of "cards" (or items) into another set of "buckets" (or containers).	 Concept spinner 3D Show a 3D showcase of an item using series of images taken from a different angle.	 Drag and Drop The respondents have to drag and drop items into boxes, one item per box.
 Emoji Ask respondents to express their mood by selecting an emoji	 File Upload To complete the task, the respondent will have to upload a file.	 Fill the Blanks The respondent will be provided with text paragraph(s), containing blank text boxes to be filled in.	 Grid The respondent will be asked to select a set of options, displayed as a grid.
 Image direct selection Select an image (or several images) from a list.	 Image Highlighter The respondents have to draw like and dislike boxes onto an image, and comment on what it is they like or dislike.	 Image Review Ask the respondent to provide a comment on an image.	 Image Selector Draw areas on an image to assign parts of that image to an option. The user clicks on the areas to choose an option.
 Live chat Ask respondents to engage in a live chat session.	 Mobile swipe grid Ask the participant to swipe an item left or right on a mobile device.	 Multimedia The respondent needs to upload either an image or a video file.	 Photo Upload an image
 Poll The respondent will be redirected to answer a poll.	 Scribble board Scribble something onto an image	 Slider Choose a value represented by a slider.	 Sort & Rank The respondent will be asked to rank or sort a set of items.
 Survey The respondent will be asked to complete a survey	 Text The respondent needs to reply to the task description.	 Video Upload a video	 Video dial test Watch a video while moving a slider representing your mood.
 Video Review Ask the respondent to provide a comment on an video clip.	 Whizzy grid Whizzy grid	 Word highlighter Highlight words in a text.	

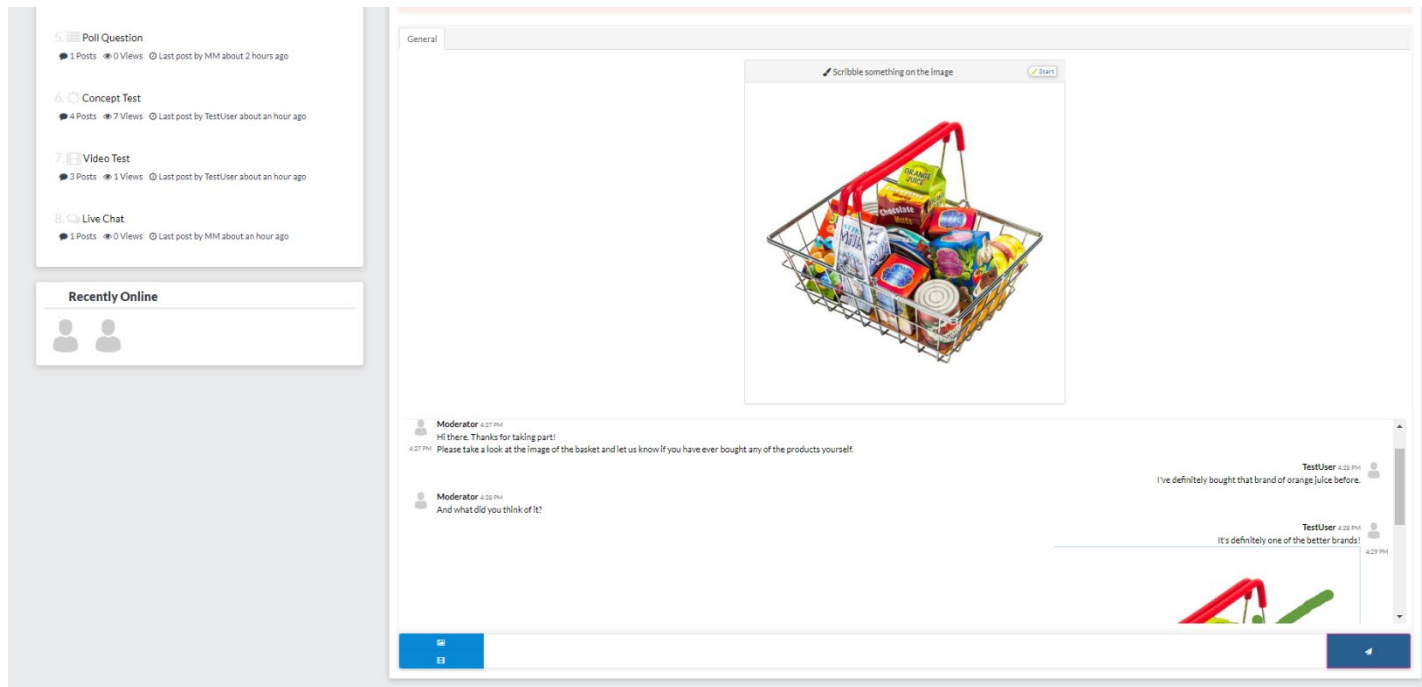
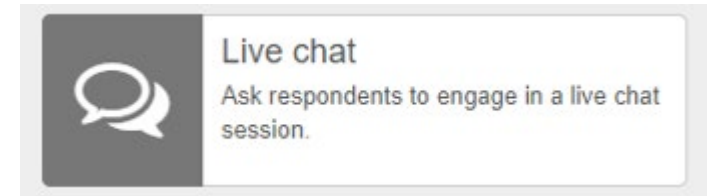
- Una facile interfaccia vi permette di configurare e gestire Bulletin Boards, Live Chat, Diari ...
- Utilizzate Mini Surveys e Tool Quantitativi per vivacizzare il dibattito
- Interagite con i partecipanti attraverso svariati Tasks da Scribble e Video e molto altro

Coinvolgi i partecipanti al gruppo in una Discussione (Bulletin Board) asincrona



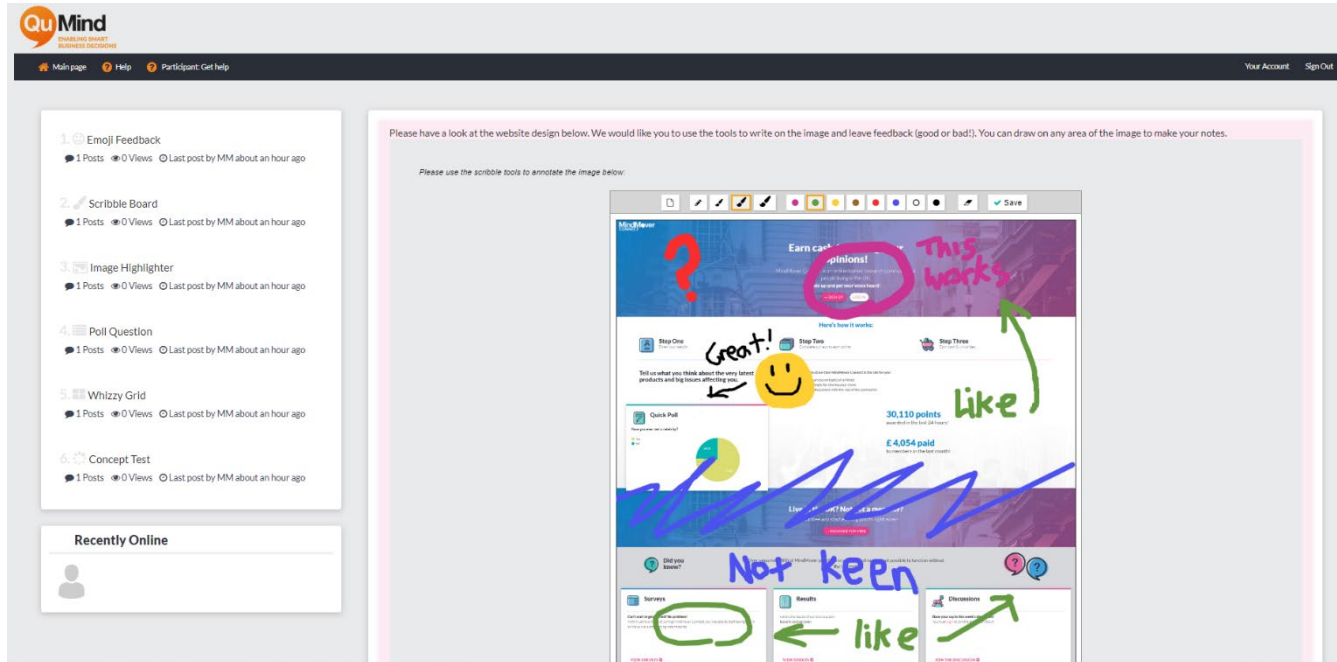
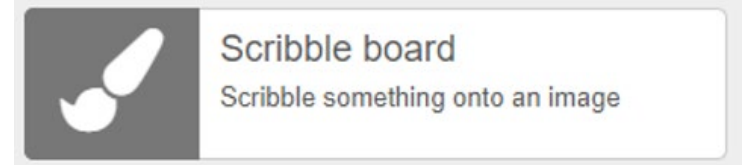
- Il Moderatore pubblica un argomento di discussione e tutti i partecipanti , quando si collegano , rispondono ed eventualmente commentano le risposte degli altri partecipanti.
- La discussione si svolge in modo asincrono, ogni partecipante si collega secondo le proprie tempistiche e vede sia gli stimoli del moderatore che i commenti dati dagli altri partecipanti al gruppo.

Coinvolgi i partecipanti al gruppo in una Live Chat sincrona



- Con una durata sino a 2 ore una Live Chat permette di ottenere un feedback immediate all' argomento di discussione del giorno.
- Opera come un focus group ma con la contemporanea presenza di tutti i partecipanti al gruppo che possono perciò , in modo sincrono , interagire "live" fra di loro e con il moderatore.

“Scarabocchia” sono task divertenti e coinvolgenti



- Ideali per testare advertising e contenuti editoriali
- Attiva il task per qualche ora o per piu' giorni

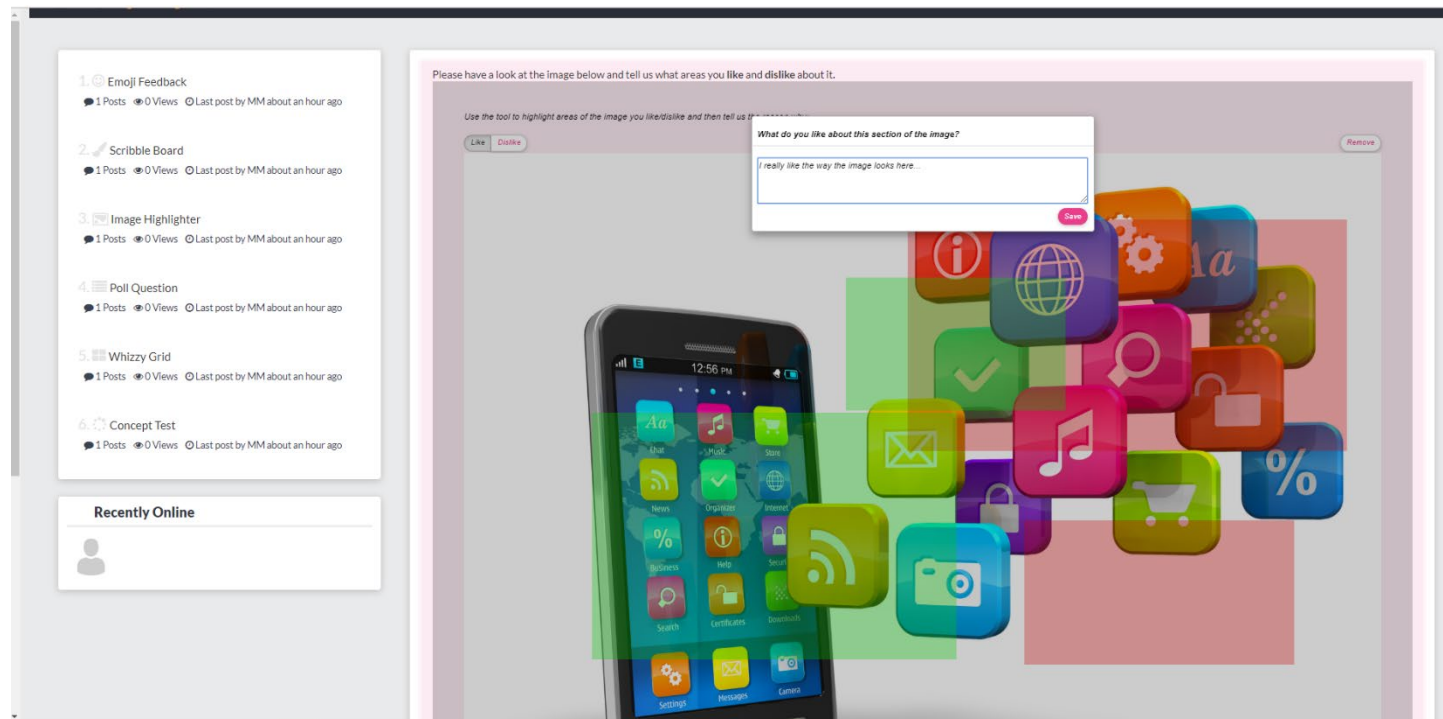
Evidenziazione Immagini




Image Highlighter

The respondents have to draw like and dislike boxes onto an image, and comment on what it is they like or dislike.

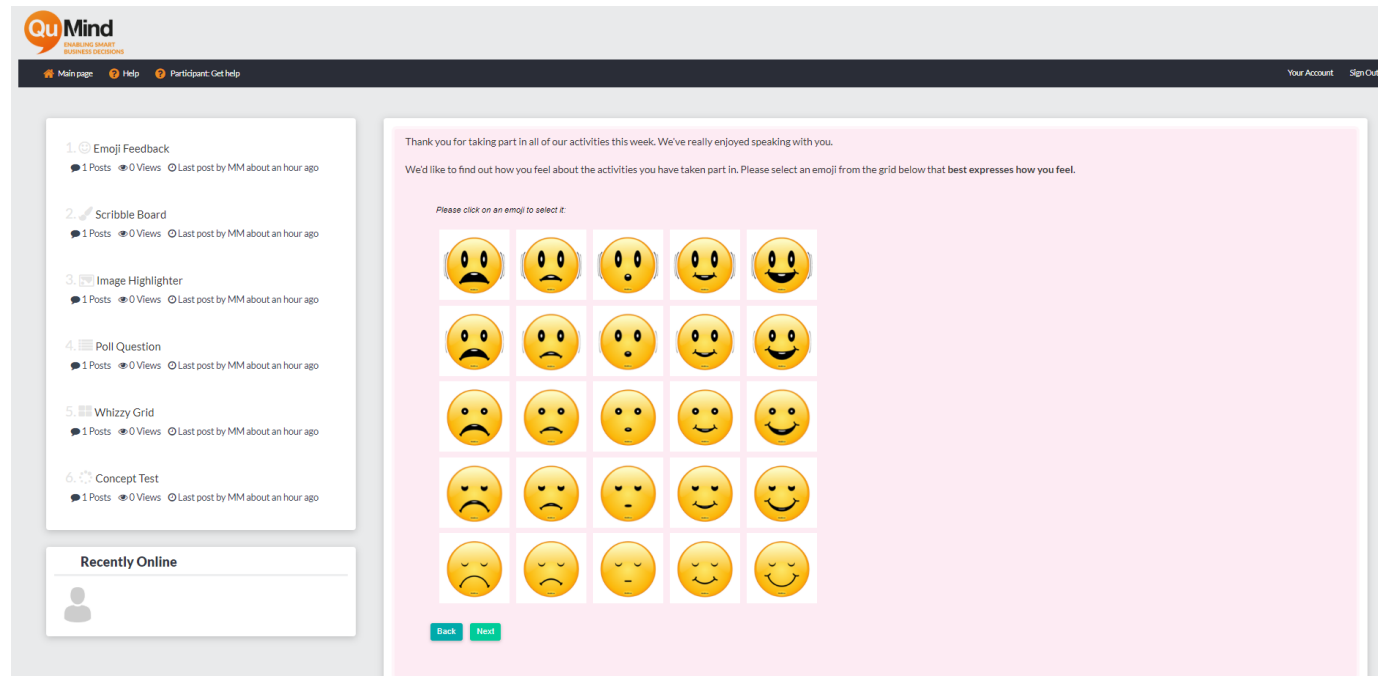
- Questo Task e' spesso usato per analizzare con i partecipanti una data image e indagare su quale e' il messaggio trasferito dalla image.



La griglia Emoji misura il coinvolgimento emotivo dei partecipanti al gruppo



Emoji
Ask respondents to express their mood by selecting an emoji



The screenshot shows the QuMind interface. The top navigation bar includes the QuMind logo, navigation links (Main page, Help, Participant: Get help), and user options (Your Account, Sign Out). The main content area is titled "Emoji Feedback" and includes a list of activities: Scribble Board, Image Highlighter, Poll Question, Whizzy Grid, and Concept Test. The "Emoji Feedback" activity is selected, showing a 5x5 grid of 25 emoji options. The grid is organized by valence (columns) and intensity (rows). The columns from left to right represent: Sad (frowning), Neutral (neutral), Happy (smiling), and two columns of Smiling (grinning). The rows from top to bottom represent: Sad (frowning), Neutral (neutral), Happy (smiling), Smiling (grinning), and Smiling (grinning with closed eyes). Below the grid are "Back" and "Next" buttons.

- Attraverso la selezione di un Emoji il partecipante comunica la valenza positiva/negativa (colonna) e la intensita' della stessa (riga)

Integra analisi quantitative e qualitative su un gruppo tramite polls / surveys e discussioni online

The screenshot displays the QuMind web interface. At the top left is the QuMind logo with the tagline "ENABLING SMART BUSINESS DECISIONS". A navigation bar contains links for "Main page", "Help", "Participant: Get help", "Your Account", and "Sign Out". On the left side, there is a sidebar with a list of activities: "1. 🗨️ Emoji Feedback", "2. 🎨 Scribble Board", "3. 🖼️ Image Highlighter", "4. 🧠 Concept Test", and "5. 🗳️ Poll Question". Each activity shows "1 Posts" and "0 Views" and the time since the last post. The main content area features a pink background with the text "In today's task, we'd like to ask you a quick question and then discuss your answers below." Below this is a colorful "QUIZ TIME!" graphic. The question is: "If given the opportunity, will you be voting in the upcoming European Elections? Please select one answer:". There are four radio button options: "Yes - for a pro-EU candidate", "Yes - for a pro-Brexit and anti-EU candidate", "No - I have no plans on voting", and "No - I am actively boycotting the EU elections". At the bottom of the question area are "Back" and "Next" buttons. Below the main content area is a "Recently Online" section.

This legend defines four types of interactive questions available in QuMind:

- Poll**: Represented by a list icon. Description: "The respondent will be redirected to answer a poll."
- Survey**: Represented by a notepad and pencil icon. Description: "The respondent will be asked to complete a survey"
- Grid**: Represented by a grid icon. Description: "The respondent will be asked to select a set of options, displayed as a grid."
- Sort & Rank**: Represented by a downward arrow and a number 1 over 9 icon. Description: "The respondent will be asked to rank or sort a set of items."

- Una caratteristica specifica di QuMind e' la possibilita' di integrare domande quantitative con discussioni qualitative.
- Per le domande quantitative sono attivabili diverse opzioni , da survey strutturate a specifiche modalita' predefinite di proposizione della domanda.
- Il tutto rende molto piu' avvincente la partecipazione ad un gruppo.

Carica dei video e permetti ai partecipanti al gruppo di fare altrettanto.

QuMind
ENABLING SMART BUSINESS DECISIONS

Main page Help Participant: Get help Your Account Sign Out

1. Emoji Feedback
1 Posts 0 Views
Last post by MM about 2 hours ago
2. Scribble Board
1 Posts 0 Views
Last post by MM about 2 hours ago
3. Image Highlighter
1 Posts 0 Views
Last post by MM about 2 hours ago
4. Concept Test
1 Posts 0 Views
Last post by MM about 2 hours ago
5. Poll Question
1 Posts 0 Views
Last post by MM about an hour ago
6. Concept Test
4 Posts 7 Views
Last post by TestUser about an hour ago
7. Video Test
2 Posts 1 Views

Please watch the trailer above and let us know what you think!

Task completed [Go to the next task](#)

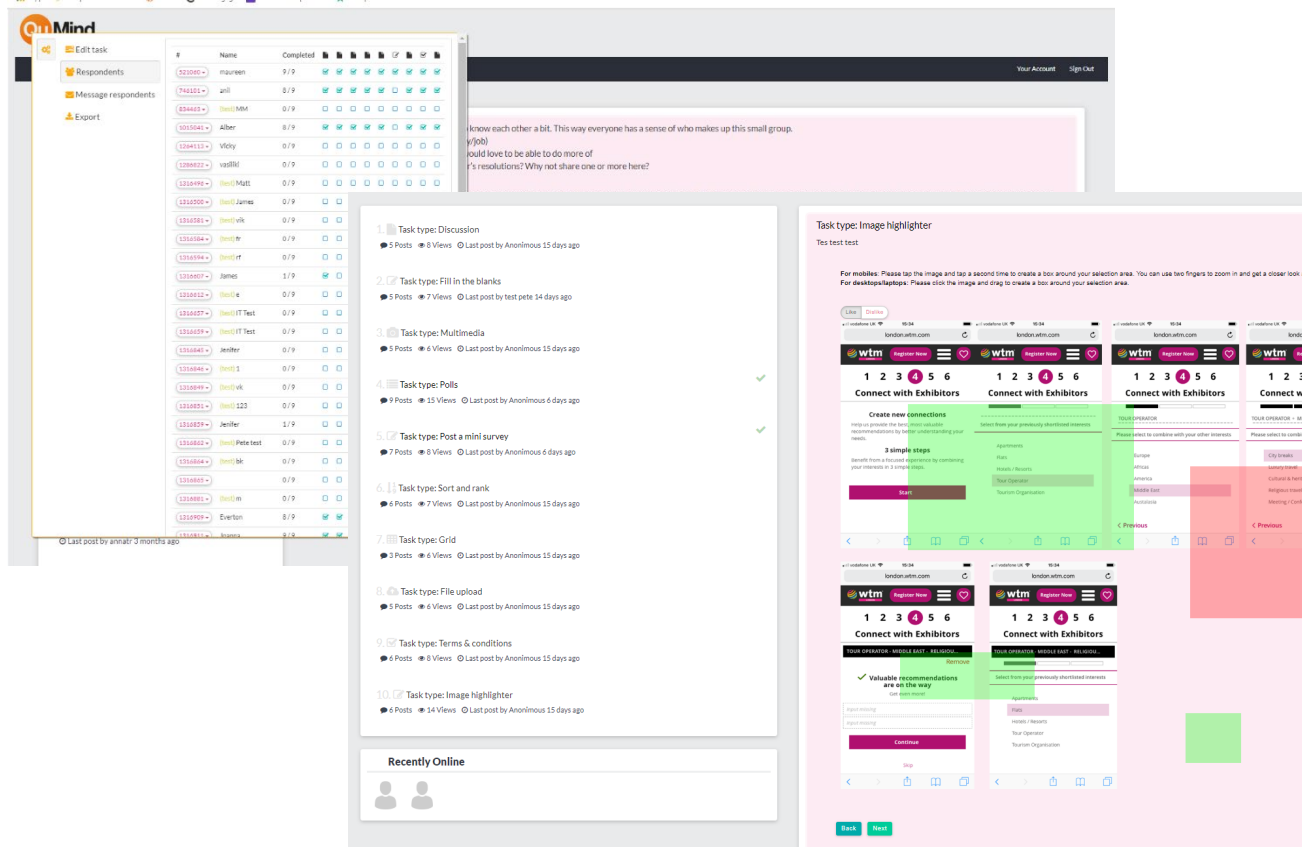
TestUser about an hour ago
Amazing!
Reply Edit Like

TestUser about an hour ago
This looks really great!
Reply Edit Like

- Video Review**
Ask the respondent to provide a comment on a video clip.
- Video dial test**
Watch a video while moving a slider representing your mood.
- Video**
Upload a video

- Una grande proporzione del contenuto fruito oggi online e' di tipo video. Il moderatore puo' caricare qualsiasi video per una discussione con i partecipanti al gruppo.
- Anche i partecipanti al Gruppo possono caricare i propri video o immagini e renderli fruibili nella discussione con gli altri partecipanti.

Sono presenti svariate funzionalita' che vi permettono di creare e configurare facilmente un nuovo gruppo e di gestire poi le successive fasi di Discussioni , Live Chats e Tasks .



- Semplice e facile da configurare con la possibilita' di assegnare differenti controlli all' accesso e differenti diritti di editing.
- Il vostro Cliente puo' partecipare al Gruppo come Osservatore
- I partecipanti possono accedere subito a tutti i task assegnati o i task possono apparire in sequenza uno ad uno , solo dopo aver completato i precedenti.

Tools di analisi vi permettono di ottenere gli insight velocemente e facilmente.

Task 5: Response to the letter (and your coping strategies)

#302 Es
2019-01-15 21:18:59
My biggest piece of advice would be to peruse your instincts and don't be fooled into thinking getting pressured into another avenue is best for you. Your time will come. Keep walking the path you're taking, invest time in the skills needed for the challenge but don't stretch yourself thin as you can't do it all but all can be done in due time. Trust in the plan, and don't limit yourself into a box.

#172 Shaktee
2019-01-14 19:13:52
Yes, definitely. For example, during University I would know that by working hard and studying rather than going out constantly it would result in better grades and therefore, hopefully, lead to better job opportunities. I've applied this mentality to saving, rather than wasting saving on shoes/ps4 game, I'll save it until my next payday as I know that if I dip into my savings that's me taking away from achieving my long term goals.

#175 Mscott29
2019-01-14 16:16:59
Hi peter I would say to some degree I do live to the advice yes

#165 Hhberkhtut
2019-01-14 16:37:07
I personally have used the Chip app which I found to be a good tool, although I'm not sure how appropriate it would be for saving larger sums of money. Right now, as I don't have that much money to save, I simply use the Coin Jar function within my Monzo app to save little bits at a time.
"أنا شخصياً استخدمت تطبيق Chip الذي وجدته أداة جيدة، على الرغم من أنني لست متأكدًا من مدى ملاءمته لتوفير مبالغ أكبر من المال. في الوقت الحاضر، لأنني لا أملك الكثير من المال لتوفيره، فأستخدم وظيفة Coin Jar داخل تطبيق Monzo لتوفير القليل من المال في كل مرة.
أعتقد أنه سيكون من الجيد محاولة توفير المزيد. لم أفعل الكثير من الأبحاث على هذا لتوفير نصائح ملموسة، لكنني متأكد من وجود الكثير من التطبيقات التي يمكن أن تساعد في هذا. أعرف أن هناك بعض الأشياء التي يمكن أن تساعد، على سبيل المثال، التوفير في المدفوعات واستثمار المدخرات.

#167 Paddy
2019-01-14 16:18:56
Hi Peter, yes I try to follow a follow this advice all the time, I had some counselling after my dad was diagnosed with cancer a few years ago and have been using CBT to combat anxiety at work and in life in general.

#177 Wumi
2019-01-14 02:24:07
I think you actually need to take a day or two out and get all your contacts together and Reach out. Think about what the heart of what you want to do is out there, the things you want to learn and the kinda impact you wanna have on people. I know you want to Make art Fundamentally, thats your skill. But think about How and why its useful, then Sell that. Have you applied to residencies? or spoken to people about ways of getting funding? Set a couple of Dates.

Well you might have had a burn out, thats ok bro, that usually happens when you put alot of energy into something without proper breaks, or when you dont get out much from the work your putting in. And think about it this way, you learnt what not to do! Leadership means taking responsibility, dont be afraid of responsibility, even if its a little. Intems of being visonary, why dont you Start small and work your way up, and this time take time to evaluate what you learnt while your doing it. You know that being a leader is a different type of servant

Alot of the time I feel like I dont have solid goals, just a bunch of things I want to have produced, but im not quite sure how to sustain everything, it kinda sucks since I know I have a tone of people around me who can help me with all this, but it almost makes me feel quite stupid. I feel like im supposed to have it all together already.

● I testi delle discussioni possono essere codificati e analizzati nella piattaforma e/o esportati a Excel per ulteriori analisi.

Export

Export:

- Export a .csv file
- Q formatted output
- Export to SPSS

Include data map Include data Hide personal details

Completed after: Completed before:

Completed dates run from / to midnight on the selected day

Specific source:

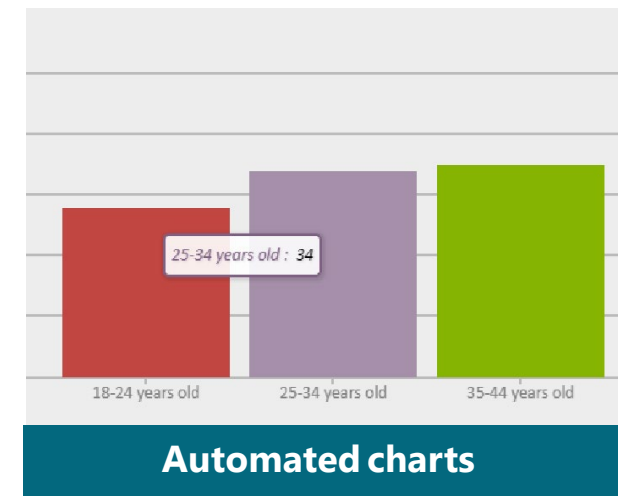
Include:

- Subscribed users
- Unsubscribed users
- Guest users
- Completes
- Incompletes
- Route outs
- Quota outs
- Test users
- Suspicious users

Other fields:

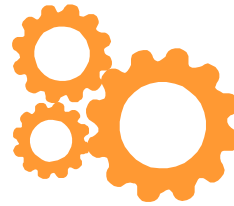
- Completion status
- Start date
- Completion date
- Language

Export interface





Sviluppato con tecnologia
Mobile First
e' compatibile con svariati
device utilizzabili dai
partecipanti , Smartphones ,
Tablet , PC.



Coerente con le linee guida di
ESOMAR e MRS



Compliant con **GDPR** e
altre regolamentazioni sull'
uso dei dati personali



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digital research software**



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