About itracks Board
itracks Discussion Boards give respondents the ability to log on at their leisure and provide feedback over a set period of days, weeks, or months. Respondents are engaged in the research asynchronously, or over a period of time. The fully-integrated mobile app allows users to fully participate via a smartphone or tablet in addition to online participation.

Why use itracks Board?
• Works well for projects with feedback cycles & diaries
• Works well for product testing and IHUT’s
• In-depth transcripts
• Mobile notifications keep users engaged
• Mobile app allows offline participation
• Advanced video management capabilities
• No plugins required
• Custom branding available
• Patented client backroom

At a Glance
• **Mobile Accessibility** - all users have the choice of interacting online or via a fully-integrated mobile app
• **Robust Video Tagging** - efficiently manage video content with our integrated video tagging and highlight reel creation tool
• **Flexible Reporting Options** - generate transcripts in Microsoft Word or Excel with advanced filtering and presentation options
• **Segmentation** - segment participants and ask specific questions that only a sub-segment can see
• **Branding** - custom brand the software with your own logos, background images, and color schemes