About itracks Video Chat

itracks Video Chat leverages enhanced webcam and streaming technology to conduct video-based online focus groups, supported by an advanced project booking and communication system. Researchers can conduct In-Depth Interviews (IDI’s) or connect with up to 8 participants simultaneously. Client observers can view the group from a virtual backroom and provide feedback to the moderator privately.

Why use itracks Video Chat?

• Instant access to session recordings online
• Interpret facial expressions in real-time
• Access geographically-dispersed participants
• Reduced project costs
• Faster project turnaround times
• Single sign-on access for moderators, clients, and participants
• Live dedicated support representatives included
• Patented client backroom

Visit www.itracks.com/products-services/video-chat/ to learn more.

At a Glance

• **Streamed Real-Time Video** - participants & moderators stream real-time video viewable by other participants and client observers

• **Client Backroom & Teleconference** - private client backroom area and teleconference bridge allows clients to view and hear the group taking place

• **Screen Sharing** - moderators view participant screens to view online tasks or other in-depth interview activities taking place

• **Enterprise Project Management Portal** - send email invitations, book teleconference lines for the group and virtual backroom, assign users to multiple activities and more

• **Quick Poll Closed-Ended Questions** - single or multiple choice questions can be added