



Feedback FX with Socrates®

FeedbackFX with Socrates®, a totally new and unique “Do It Yourself” service, allows you to easily and cost effectively test *any* digital asset (including video) using *any* online interviewing software. The FeedbackFX with Socrates service provides a software platform that allows respondents to interact with any digital asset to provide feedback regarding highlighted content. This service includes call-out boxes that permit free form text comments that can be automatically probed using Socrates®, Quester's online automated moderator, which is easily added to any technical platform. The feedback generated provides a wealth of qualitative information that uncovers respondents' thoughts, feelings, and motivators.

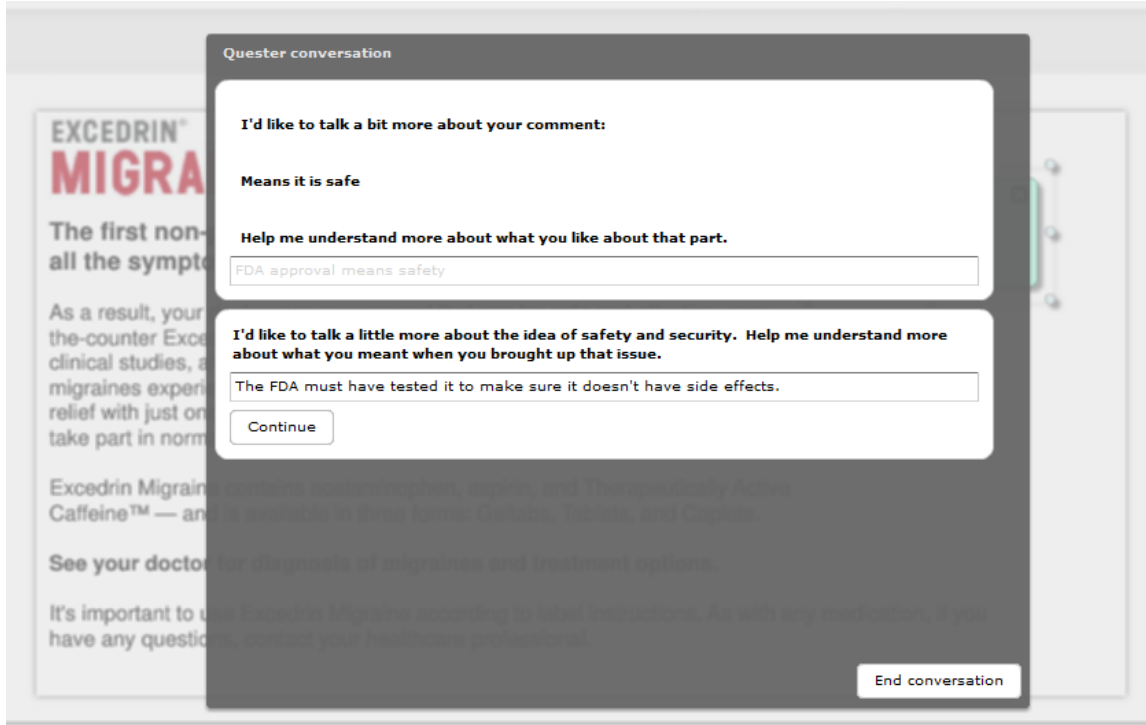
How does the probing work?

Following the highlighter exercise, Socrates® software is used to probe and capture further detail surrounding the rationale for highlighted areas. Socrates® probing can incorporate the free form comment text, or the text highlighted within the exercise to preserve the thought flow, and then delivers a follow-up probe to gain an understanding of the rationale behind respondent perceptions.

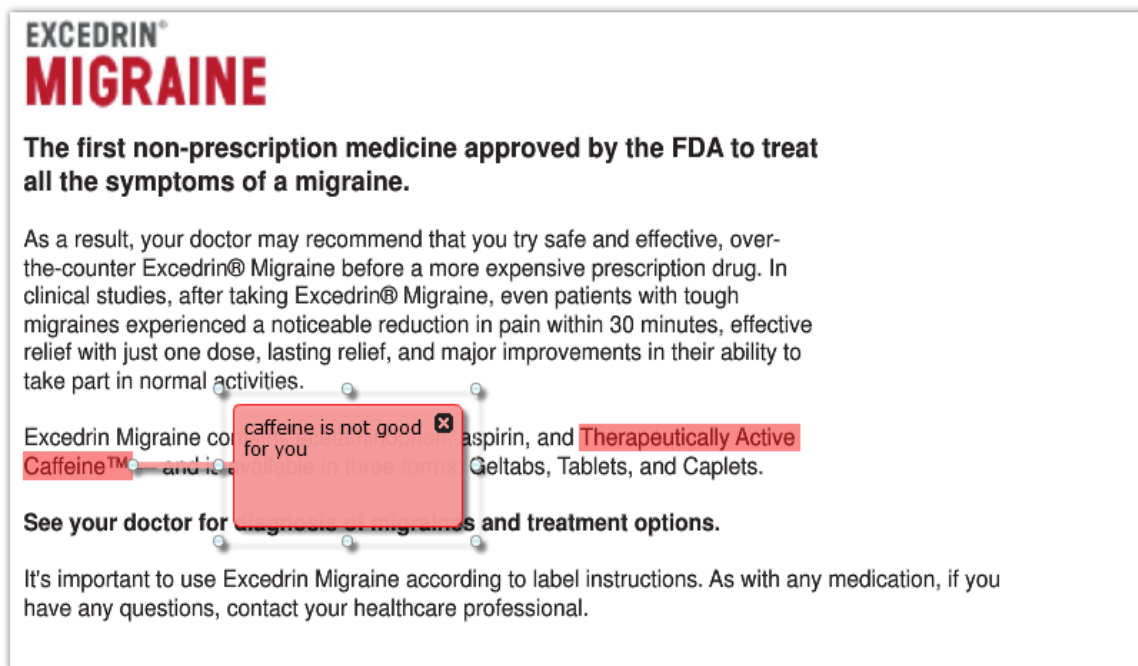
****Positive Comments****

A screenshot of an advertisement for Excedrin Migraine. At the top left, the text "EXCEDRIN® MIGRAINE" is displayed in red. Below this, a line of text reads "The first non-prescription medicine approved by the FDA to treat all the symptoms of a migraine." The phrase "approved by the FDA" is highlighted in green. A light green callout box with a small 'x' icon in the top right corner points to the highlighted text and contains the text "Means it is safe". Below the main text, there are several paragraphs of smaller text describing the product's benefits and usage instructions.

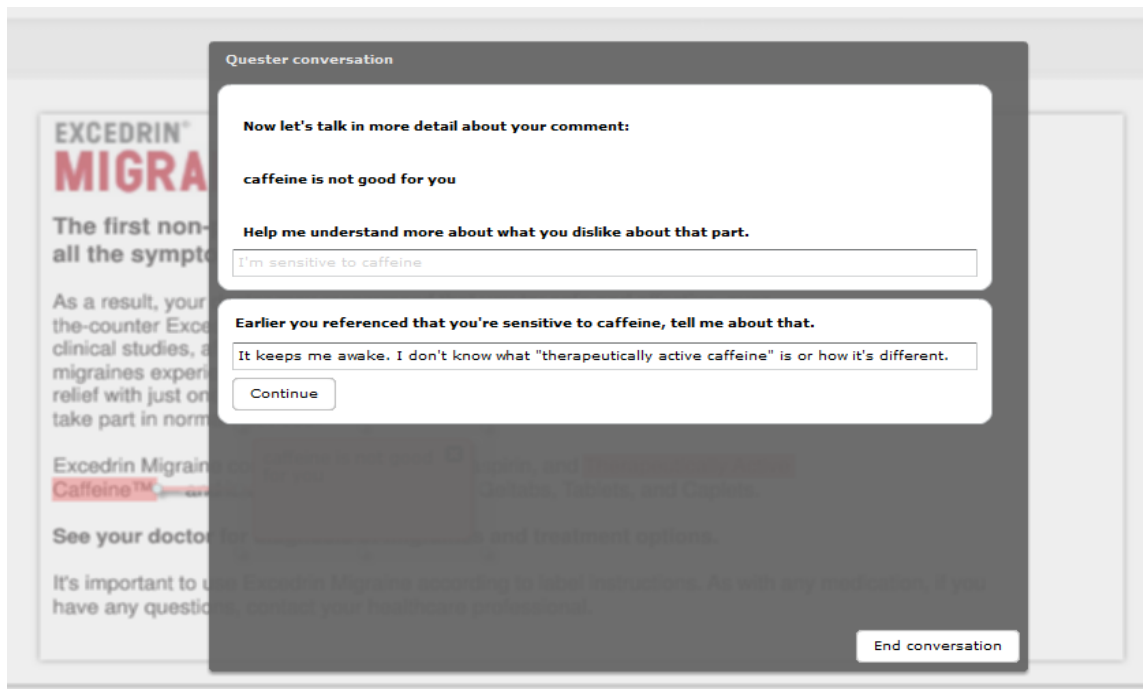
****Socrates® Probing on Positive Comments****



****Negative Comments****



****Socrates® Probing on Negative Comments****



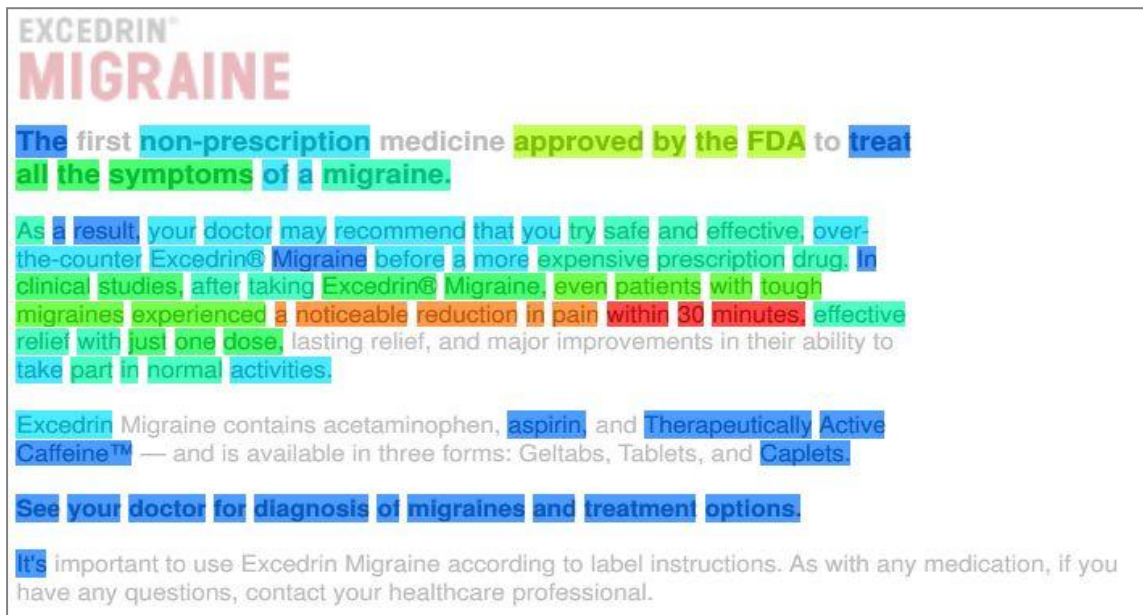
Where can it be used?

The Feedback FX with Socrates® platform can be used to capture input on any visual stimuli – including print materials, text documents, videos, or website content.

How is the data analyzed?

The Feedback FX platform offers an analytic dashboard with multiple features. Data can be analyzed as a whole, or filtered by any demographic information that is imported. The dashboard provides the ability to create a Heat Map to illustrate the key areas of focus for each stimulus, as shown below:

Heat Map



The Heat Map shows concentration of focus relative to color hue, where blues indicate minimal focus and red indicates the strongest intensity of focus.

The analytic dashboard also offers word count capabilities, as well as the ability to filter the word counts or heat maps by any relevant quantitative data points, such as gender, age, or purchase intent.

In addition, Quester's analytic team can conduct a tailored analysis based on the key project objectives, providing a complete overview of the qualitative insights.

Who is Quester® and what is Socrates®?

Quester is an online qualitative marketing research company who uses the only online automated moderator, Socrates®. Socrates® is used to conduct online conversations to uncover the core ideas, beliefs, and reasoning behind people's emotions and decisions regarding consumer behavior. Socrates® can be embedded into many methodologies and online platforms.

Who is FeedbackFX?

FeedbackFX is a software platform that enables markup, annotation and collaborative opinion exchange on images, documents and video content. It integrates seamlessly with Market Research applications, Content Management Systems and Collaborative Software Suites. FeedbackFX was developed by Omnigon Communications, LLC, a digital solutions company offering software product strategy, design, and programming services to Market Research, Sports, Media and Entertainment industries.

For More Information:

To try a live demo of FeedbackFX with Socrates® please click [here](#).

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