

itracks
Insight for growth



Moderator FYI



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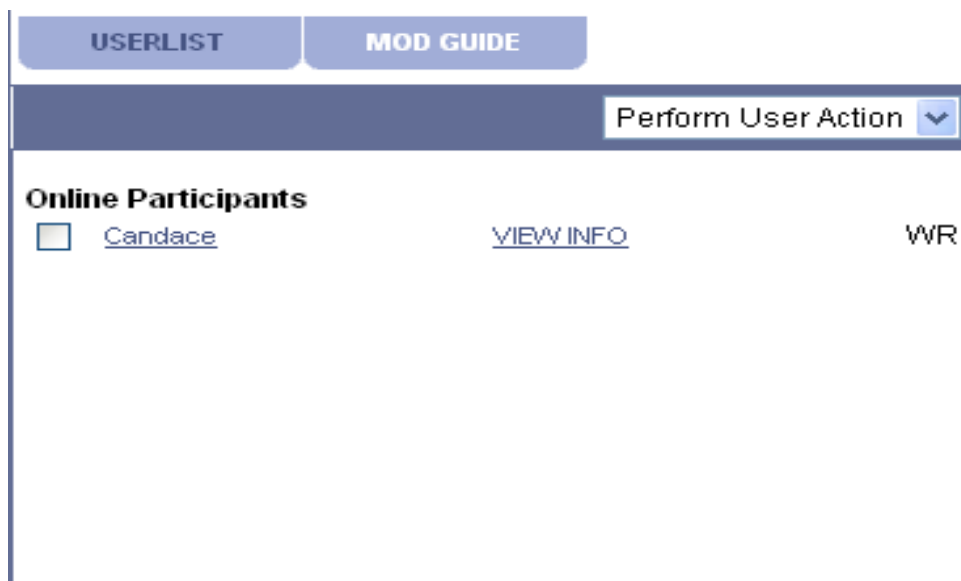
1. What to expect during a typical focus group – Moderator FYI

1.1. Participant logs in

- When the participant logs in, they will log into the Waiting Room.
- You will be notified of this by a grey systems message in the chat stream (the largest area of the screen on the left hand side) that the respondent has entered the waiting room. This should look something like this.

System: Private message to Moderators: Candace has connected in room WR.
System: Candace has entered the room.

- After a few seconds they should appear in the USERLIST on the bottom right hand side of the screen like this.



- In this case, the participant is showing as an online user. You will be able to see what room they are in here as well by the room indicator to the right of their name (WR or FG).
- Once they have entered the Waiting Room they will be greeted by Itracks Technical Support.
- If you would like to chat to the participant before the group starts you can move into the Waiting Room by selecting Waiting Room from the drop down box at the top of the screen. This appears underneath the TRANSCRIPTS tab on the CHAT screen.



- 5 minutes before the group starts the tech support will post the following:

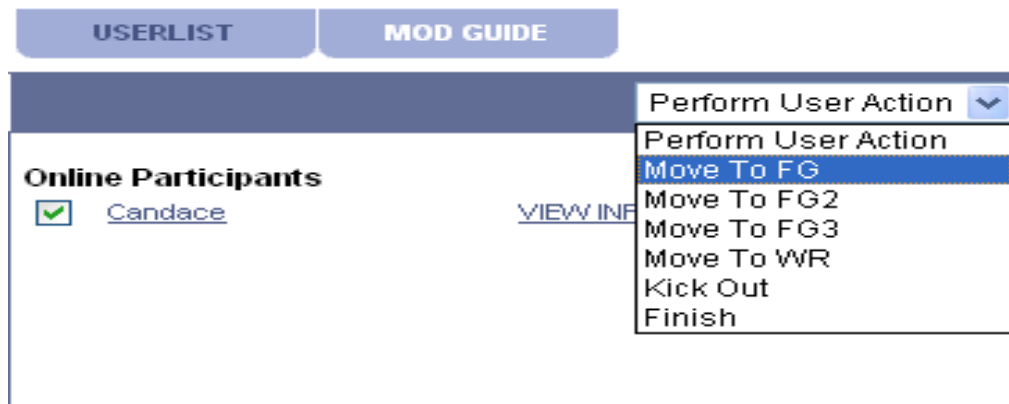
Before things are underway, let me introduce myself. My name is Candace and I am here for technical support today. If you experience any problems during the discussion feel free to send me a personal message by checking the **PRIVATE MESSAGE** box above the chat input area or you can contact me at **1-888-525-5026**, and enter extension **226**. Note: personal messages are displayed in GREEN and are not seen by other participants.

You may have noticed that we use a few different colors of text. The **blue text** is from the **moderator**, the **purple** is from **technical support staff**, the **black** is from other **participants**, the **green** are **private messages** sent to you or by you. Text that you write will show as **pink**.

The focus group will be starting shortly. Once you are selected you will be automatically moved to the FOCUS GROUP ROOM to begin the discussion.

2. Beginning the focus group

- Once the time has arrived for the group to start you will want to move the participants into the desired focus group room. To do this, go to the USERLIST area and select the checkbox to the left of the participant's name – you can check multiple participants at a time.
- Then go to the PERFORM USER ACTION drop down box and select MOVE TO FG from the list (if there are multiple focus group rooms please select the room that you have been designated to start the group in)



- This will move the respondent into the desired focus group room. To conduct the group, ensure that you move into the **focus group room** with them.
- *It is recommended that you notify the participants before you move them.*

2.1. Posting Questions/Whiteboards

- Once you and your participant are in the Focus Group room you can begin conducting the group. To do so you will go to the MOD GUIDE tab to the right of USERLIST on the



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CHAT screen. This is in the same area where you were moving your user from one room to another.

- Here is what this will look like



- You will post the questions you need to by clicking on the POST link under the question label (in the case above 101-104). If a whiteboard is associated to the question there will be 4 additional links:
 - **POST WB** – will post the stimuli into the whiteboard area
 - **SPAWN WB** – will spawn the stimuli into a second window
 - **CLOSE WB** – closes the whiteboard changing the whiteboard back to the default for the group
 - **REVIEW WB** – lets you review the whiteboard. This is only seen by the moderator.
- If you have created post questions you will be able to access these just above the chat input box. You can choose the probing question from the drop down and it will fill into the chat input at the bottom of the screen for you to post into the room.



- You can also **private message** different groups and individuals by selecting that group/person in the list above the input box. Here is what that will look like:

The screenshot shows a chat interface. On the left, a dropdown menu is open, listing recipients: 'To: Current Room', 'To: Moderators', 'To: Moderators and Observers', 'To: Observers', and 'To: Technical Support'. Below these is a red note: 'All users in the room will appear below this line'. The dropdown is currently set to 'To: Current Room'. To the right of the dropdown is a checkbox labeled 'All Messages Private', which is currently unchecked. Below the dropdown and checkbox is a text input field containing 'Probe Questions'. To the right of the input field is a 'SEND' button.

2.1.1. All messages private functionality.

- Moderators now have the ability to determine, at any time during a live chat discussion, if people are able to see each others responses or not. This is one-click functionality, that the moderator can turn on or off while a discussion is occurring by checking on and off the “All Messages Private”

The screenshot shows the same chat interface as above, but the 'All Messages Private' checkbox is now checked. The text input field is empty, and the 'SEND' button remains visible.

2.2. Ending the Group

- Once the group is done dismiss all the participants. Tech support will say goodnight as well and if people remain in the room after a certain point s/he will finish them from the project and close the board.