



# Qualvu DIY

Online Video Insights at Your Fingertips

## What is Qualvu DIY?

Qualvu DIY is a web portal allowing clients to ask questions to any consumer segment, and gain video-based qualitative feedback quickly and inexpensively. Consumer in-depth responses are delivered as searchable online video, and clients can also select highlight reels of key themes, and/or a simple one page Qualvu "point-of-view" downloadable topline report.

## How does it work?

- Self-serve wizard allows clients to create and launch their own qualitative research projects
- Consumer video output is delivered within the Vupoint portal, and organized to enable clients to easily do their own in-depth analysis

## When to use Qualvu DIY?

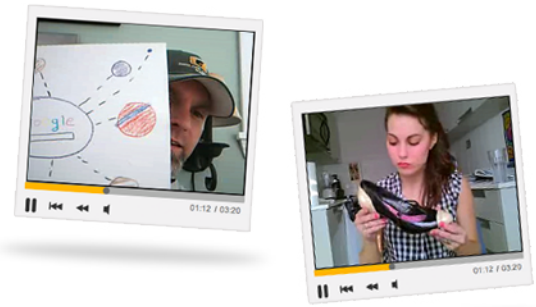
- Product feedback
- Consumer reactions to marketing and advertising, or new product concepts
- Observing consumer behavior at home or while shopping to gain insights for new ideas

## Key benefits:

- Cost effective online video-based alternative for research situations when clients can or desire to do their own analysis
- Candid, ethnographic video feedback via proprietary participant-driven Qualvu platform
- Full-service recruiting of any consumer segment
- Easy to manage: Qualvu project management provides recruiting, video question recording, and participant tracking and support
- Flexible data organization options
- 24x7 access, multi-language and multi-country support

## How to get started?

- Existing Qualvu clients can use their existing username and password, and click the "Build a Project" button on the client dashboard at login
- New clients can request an account by contacting a sales representative, or sending an email request to [DIY@qualvu.com](mailto:DIY@qualvu.com)



How would you like your research and findings to be presented to you?

Features	Basic	Standard	Plus
Raw video with time-coded transcripts	✓		
Highlight video reels + time-coded transcripts		✓	✓
Researcher topline + highlight video reels + time-coded transcripts			✓

Select  Select  Select

