Superior insights, effortless projects

Conducting research should be effortless and insightful.

But often the challenges of unfamiliar technology can ruin the experience for participants that aren't tech-savvy. This can impact results and cause difficulties for researchers, fieldworkers and participants.
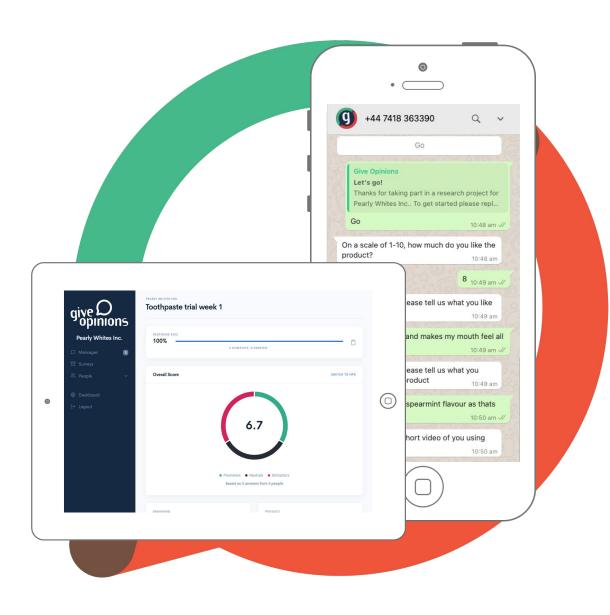
In some cases, it can completely derail a project.

Give Opinions delivers a better participant experience, making it easy for everyone to participate in research. Research is conducted using native apps that your participants are already familiar with - **WhatsApp** and **SMS**.

Give Opinions provides a mobile-first, world-class experience that participants will love, so your projects run smoothly.

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Opinions

The Give Opinions platform

Administering your research project should be simple. The **Give Opinions** platform makes it easy for researchers and fieldworkers.

The platform sends research questions directly to a participant's mobile device. Questions are received and answered in native **WhatsApp** or **SMS** apps.
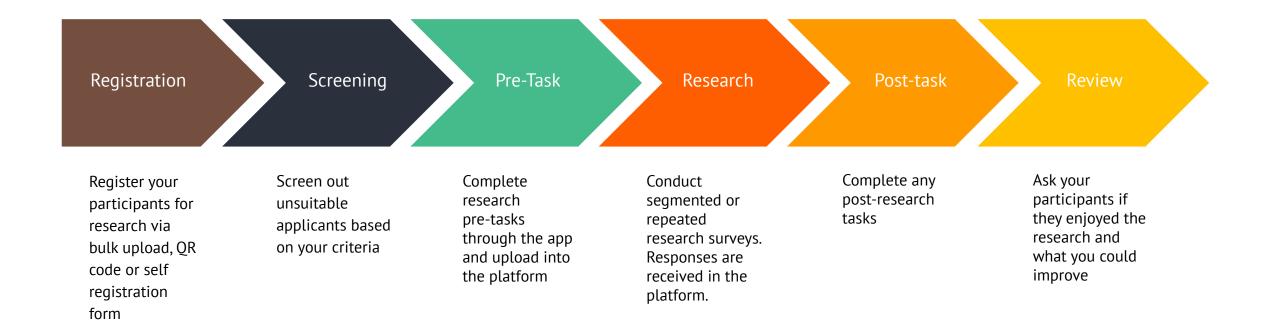
Questions come from a company number and provide a one-on-one interaction that is safe, reliable and secure.

Responses are collated in a simple dashboard and can be easily viewed and shared with your client, making projects effortless.

For every stage of your project

The **Give Opinions** platform offers consistency for the participant and the researcher throughout the project.

Registration	Screening	Pre-Task	Research	Post-task	Review
Register your participants for research via bulk upload, QR code or self registration form	Screen out unsuitable applicants based on your criteria	Complete research pre-tasks through the app and upload into the platform	Conduct segmented or repeated research surveys. Responses are received in the platform.	Complete any post-research tasks	Ask your participants if they enjoyed the research and what you could improve

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Video, photo and audio

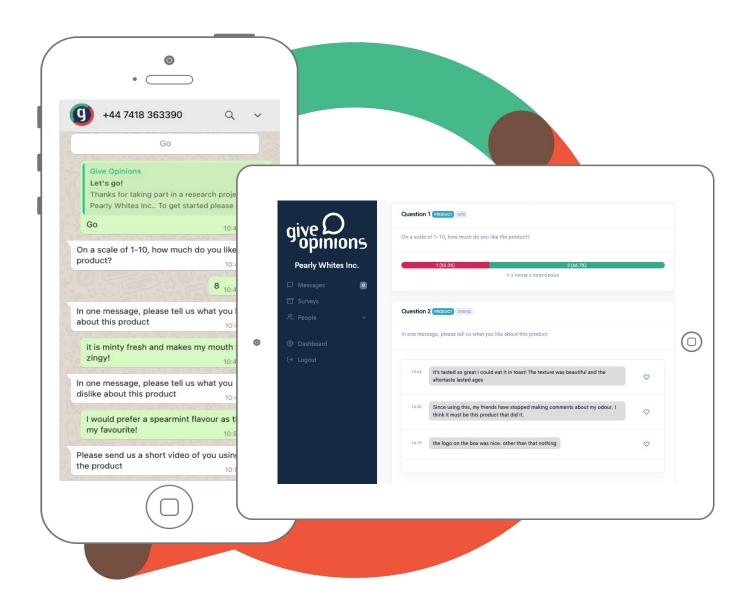Modern research requires modern media.

The **Give Opinions** platform allows researchers to request and receive video, photo and even audio messages 'in-app' as part of the research.

This makes the participant experience so much easier - No more skipping between apps or devices.

Your participants can enjoy their research experience by easily taking videos, photos and audio clips in the **WhatsApp** and **SMS** applications and uploading them directly.

We can even transcribe videos 'in platform' to save you time.

Thanks for helping us with this research. Your views are really useful!
10:52 am

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Deeper insights

And the fun doesn't stop at interactive media.

The **Give Opinions** platform can send text based quantitative and qualitative questions to respondents too. Examples include;

> Likert Scale
> Matrix
> Scale 1-10
> Yes/No
> Net Promoter Score
> Multiple choice
> Open ended text questions

Responses are grouped in the intuitive dashboard for easy analysis.

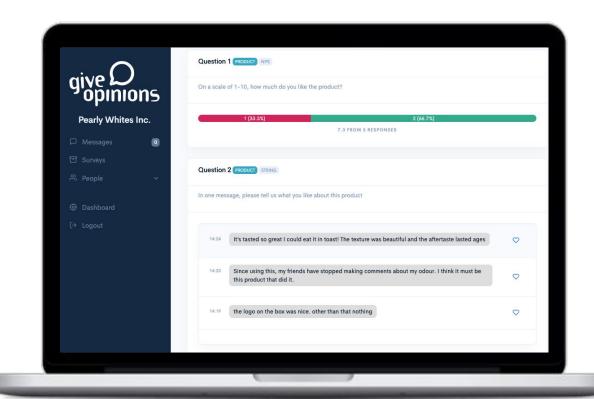**Superior insights, effortless projects**

Powerful, yet easy to use

Whether your research project is qualitative or quantitative, the **Give Opinions** platform can facilitate it.

Our 'question-builder' lets you design research questions that fit your brief without having to write a single line of code.

The scalable dashboard groups responses into an easy-to-view 'roll-up report'. This allows you and your clients to view live data as it's being submitted and quickly analyse trends.

And our dedicated customer-success team are here to help you get the most out of the platform, every step of the way.

Packed full of features

And if that wasn't enough, the **Give Opinions** platform has plenty of features to help you deliver incredible projects

Mobile-first
Built to be mobile first for researchers and participants so research never stops

Data export
Export your data using CSV or use our API to export JSON

Segmentation
Built-in tooling that allows you to filter, segment and tag your data

Anonymisation
Completely anonymised participant data for more sensitive projects

Roll-up first
Reporting designed to give you and your client powerful insights and the best experience

Permissions
Give clients access to view data and reports with locked-down capabilities

Comparisons
Compare data from historical surveys to draw trends and analyse results

Transcriptions
Transcribe your video and audio in platform for a faster turnaround

API
Send push notifications and trigger conversations with participants

Real Time
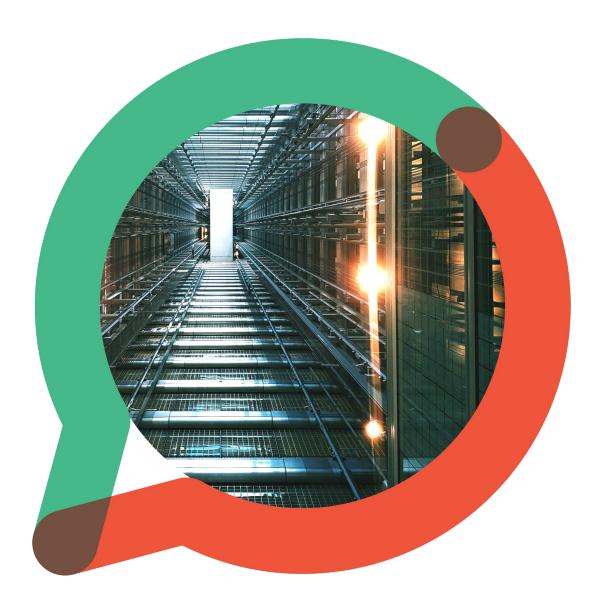Watch responses come back into the platform as they happen

UK support
Our UK team are here to help you achieve more from the platform

SaaS Product
We're constantly developing our platform with features that make research better

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GDPR compliant and secure

GDPR - We comply with all GDPR and DPA 2018 regulations, and support our customers and users to ensure compliance to other relevant data laws wherever possible.

Data Security - Data is encrypted in transit and at rest using world-class encryption tools. Access is only provided to authorised individuals.

Hosted on AWS - The security of your data is paramount. Platform hosting is in our dedicated VPC provided by AWS in the London data centre.

Reliability - Our dedicated technical team uses best-in-class monitoring systems, auto-scaling and self-healing technology.

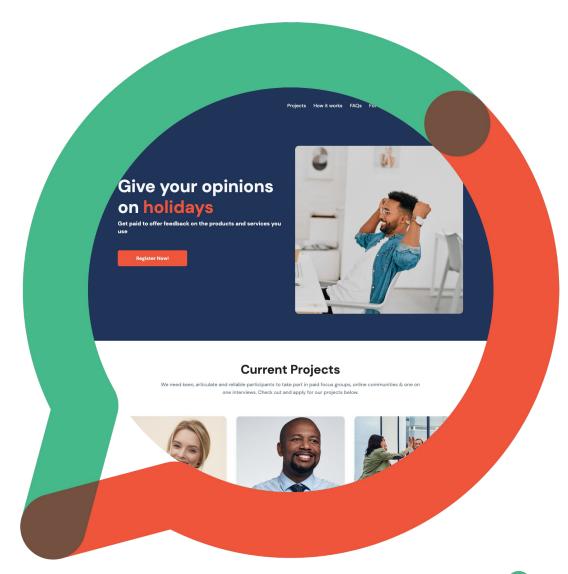**Superior insights, effortless projects**

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Need participants?

Give Opinions can also provide the people you need to make your project a success.

We have large panel of registered, compliant participants that are ready to offer feedback on your research questions.

Through our website and social media channels, we can also advertise your projects to find the best people to fit your brief.

For more information on our recruitment and advertising services, visit giveopinions.co.uk

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Try us on your next project

For more information on our services call 0161 541 2909 or email hello@giveopinions.co.uk.

Alec Middleton
Commercial Director

Connect With Me
Linked in

Kirsty Antrobus
Head of Operations

Connect With Me
Linked in

Dan Leyden
Head of Technology

Connect With Me
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