

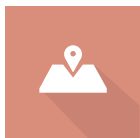
### Quickly and intuitively visualise, discuss and report perceptions

QANDR adds game elements to discussions, allowing even the most abstract topics to be covered in a swift, clear and nuanced fashion. Each participant contributes to the visualisation, which generates a strong sense of ownership and engagement.

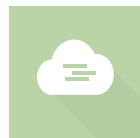
#### Interactive elements



POLL



POINTER



WORD  
CLOUD



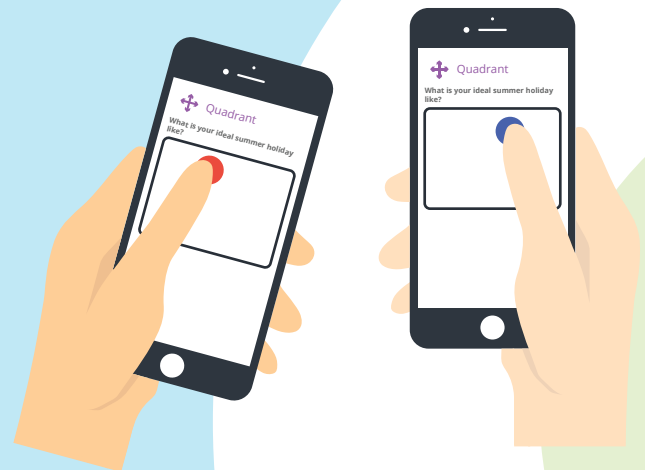
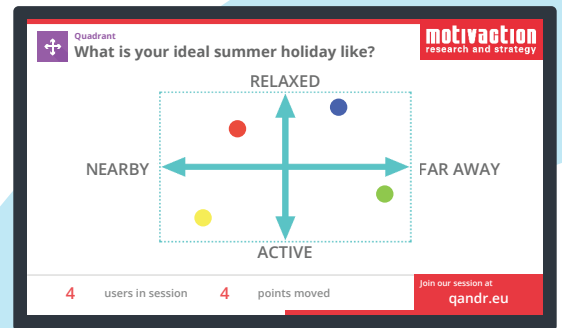
DILEMMA



QUADRANT



RATING



Intuitive touchscreen interface reveals also doubt and hesitation

**motivation**  
research and strategy

Motivation is an independent research and consultancy agency that researches the values, motives and lifestyle of people and organizations. Motivation employs QANDR in all its focus group discussions under the label VisualFocus. The visuals are directly used in their reporting.

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*“The pointing technique offered by QANDR is a method to measure what the gut has to say - as opposed to typing words which is more rational. QANDR stands out by facilitating a more intuitive approach to giving responses.”*

*Sander Kluiters*

Senior strategy consultant - Motivation

## Efficient visual reporting

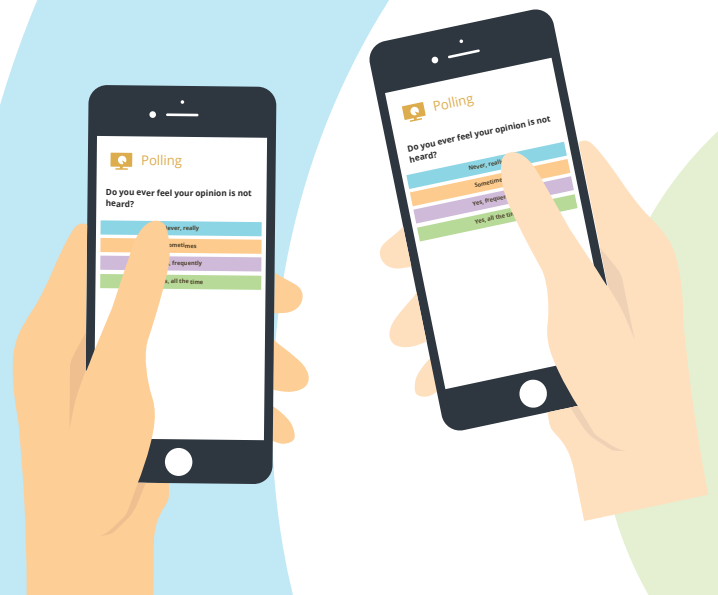
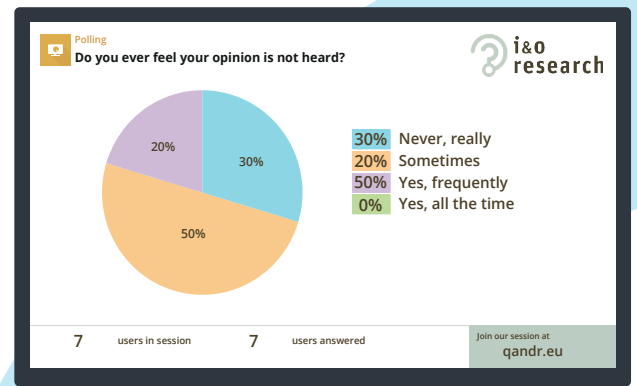
QANDR's infographics offer an excellent basis for more visually-oriented reporting. Rather than spending hours on processing discussion results, a researcher can easily combine the visuals with a few prominent quotes to summarise the research conclusions.

## No app installation required

Joining a QANDR session is easy using the internet browser on the smartphone. No need for participants to install an app. Internet and a browser are the only requirements for the main screen as well.

### The benefits at a glance:

- More playful and fun
- Visual and interactive
- More focus in the discussion
- Includes also the introverted
- Intuitive touchscreen interface
- Uncovers also doubt and hesitation
- Direct visual reporting



**Why wait your turn to give your opinion?**



I&O Research is a research company that focuses on societal issues such as governance, civic participation and spatial planning. I&O uses QANDR in its focus group meetings and public events. The front-end is tailored to I&O Research's house style.



*"QANDR makes the group discussion more dynamic. It allows the moderator to accommodate a wider range of opinions, by first asking for a response and then for an explanation. People are more evenly given a chance to speak. QANDR also renders the discussion more playful, making it fun for everyone."*

*Peter Kanne*

Senior researcher - I&O Research