# recollective

Recollective is an industry-leading research tool for conducting online qualitative studies and developing robust insight communities.

Available on mobile and desktop in 19 languages, Recollective makes it easy to conduct custom qualitative research for any duration or project size, anywhere in the world.

Design engaging studies using a combination of activities, journals, real-time chat rooms and discussion forums. Create an unlimited number of activities using various interactive question types including open text, media uploads, image and video markup, card sorting, fill the blanks, quick polls, grids and more.
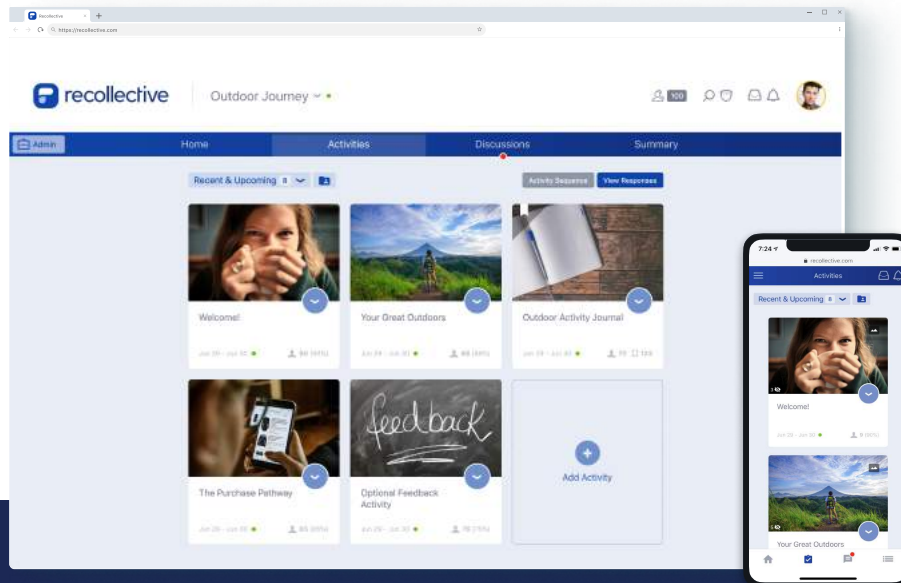
Everything you need to be successful

Modular Components

Activities, tasks, discussions and other content item types are provided as modules to mix-and-match as needed. Bring your offline methodology online or evolve your online experience.

Rapid, Secure & Scalable

As a cloud-based platform, a new Recollective site can be securely launched globally within hours and then scaled to support thousands of participants in multiple studies.
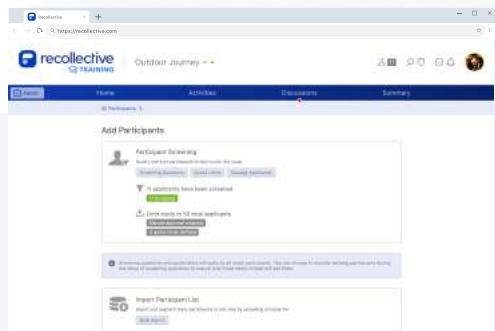
Service & Support

Our amazing implementation specialists will provide personlized guidance across your entire project lifecycle. Ask about our Quick Start service for programming assistance.

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# Simplified Onboarding Process

Recruiting

Use a recruiting partner, panel provider or source participants yourself - whichever you choose it's easy to complete.

If you opt to do-it-yourself, we can help you find a recruiter familiar with the software (or work with any partners you already have). Alternatively, get a helping hand and have Recollective take care of the recruiting process on your behalf.

Upload and Invite

If you receive a list of participants in a spreadsheet, it takes just a few clicks to upload and invite them into Recollective.

The import process automatically creates segments and assigns participants into them, creates custom profile fields and either adds or updates participant accounts. Once done, you can issue personalized and branded email invitations in bulk.
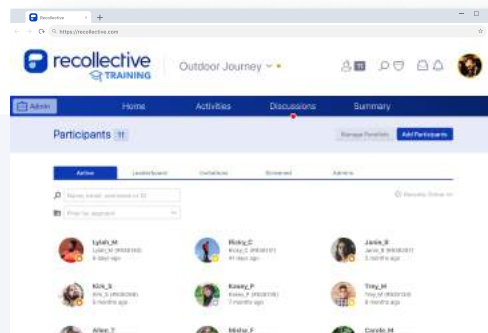
Screen and Balance

Using Recollective it's simple to add screening questions to any Study. Once in place, you can also assign quota limits to any segment (or combination) and manually screen to attain the desired mix of participants.

Questions can be added at any time and include polls, text, numeric, date and video response types. They're useful not just for screening, for example. use them to segment participants and periodically collect refreshed profile data in long-term communities.

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Customize Your Research

Design

Recollective includes all the tools you need to build a customized research study or branded, scalable insight community.

Design engaging studies using a combination of activities, journals, discussions and real-time chat.

Target based on one or more segments to tailor the research experience. Quickly clone and then launch multiple studies to easily tackle multi-market research.
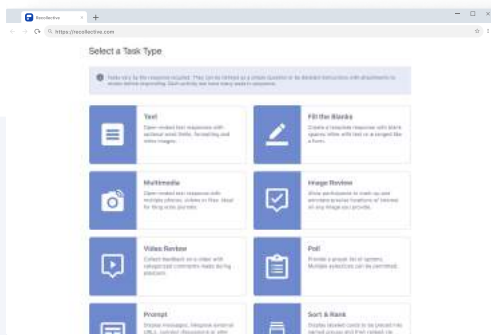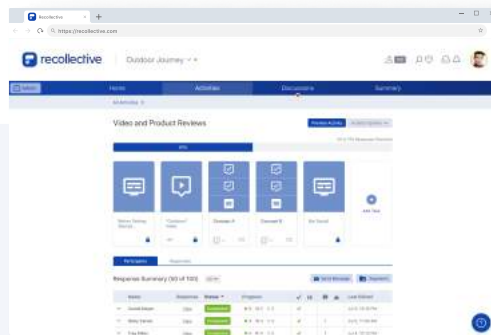
Activities and Tasks

Create an unlimited number of activities and tasks for your participants to work through. Engage them in standard activities, journals or real-time chat.

Choose from a wide selection of qualitative and quantitative task types including text, media uploads, image & video markup, card sorting, fill in the blanks, quick polls, grids and more.

Target based on one or more segments to tailor the research experience. Randomize tasks to avoid bias and evaluate concepts.

Discussions

Discussions can engage a large number of participants in wide ranging topics with ease. Empower your study participants to create their own threads to build a vibrant community.

Every discussion has an opening topic against which participants add responses and comments. Every level supports text, videos and photos.

Inspire co-creation and ideation. Participants can collaborate together in a discussion board, add depth to their ideas and rating each others' suggestions using the thumbs up and down buttons.
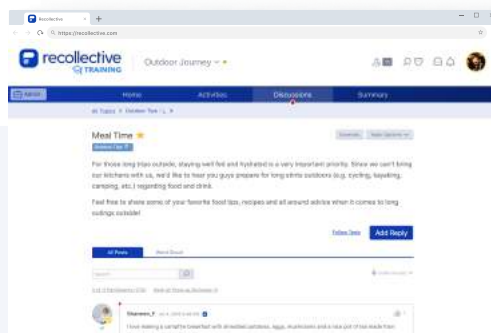
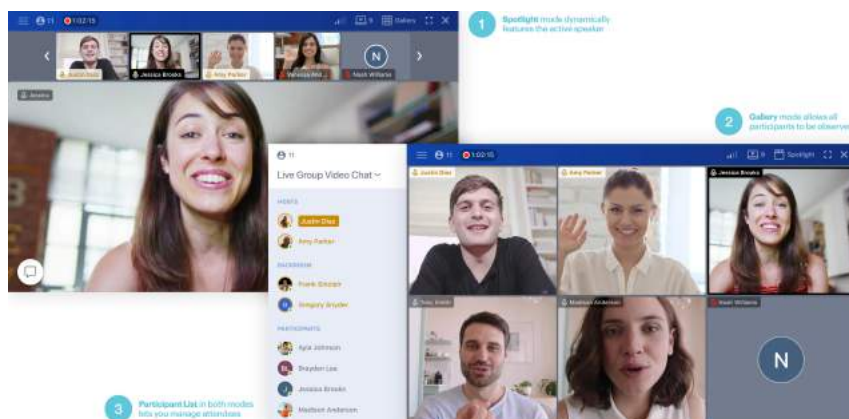recollective

Live Group Chat (with Video)

Recollective enables live streaming video for group chat sessions of up to 25 participants. Without any software to install, participants can now meet virtually on their web browser or mobile device.

All participants will also have a text chat messaging area on the video meeting screen. Moderators can prepare items to quickly post into the room such as polls, text, links, photos, videos and files.

There is a backroom for clients to observe the meeting and collaborate with private messages. Meetings are automatically recorded and feature all attendees and audio.

In addition, transcripts are automatically generated and administrators can export all the raw data from any polls that were shared during the meeting.

More info can be found here.

Live Video Interviews

Recollective provides the capability to invite, schedule and conduct live video interviews with participants in the platform.

The calendar tool permits self-scheduling, follow up meetings and rescheduling.

During a live meeting, there is a backroom for observers, the host can share their screen or request that the participant share theirs. Sessions are automatically recorded, automatically transcribed and available for instant download.

More info can be found here.

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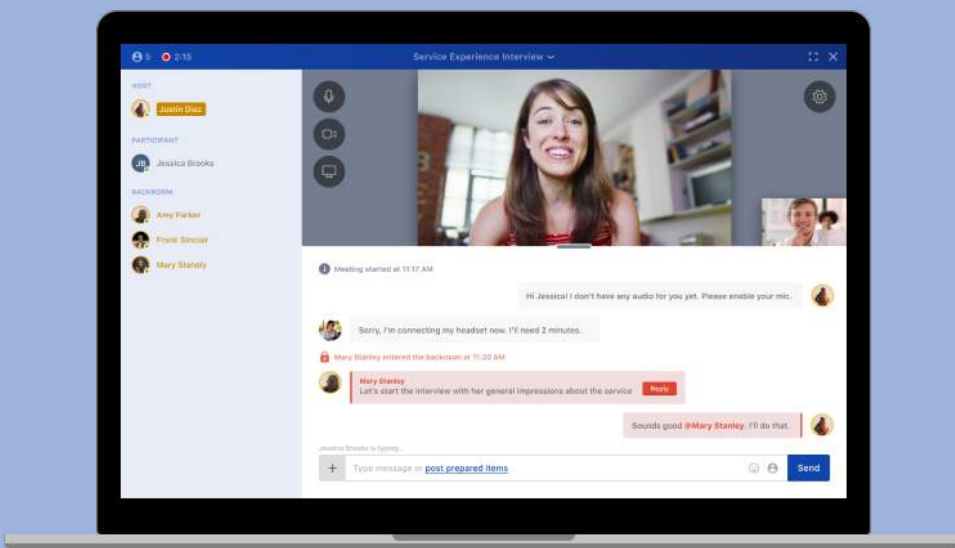
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Tasks

Tasks are a fundamental building block for engaging your participants in Recollective. Each Standard or Journal Activity supports up to 50 tasks (although we recommend using 5 - 10 per Activity as a best practice). There are 12 task types* at present, with more added each year.

Each task type represents a different way to collect information from your participant. Some are more qualitative in approach, others are more quantitative. Combine any task types in any frequency or order into a sequence for completion.

Randomize tasks and lock others into position to avoid sequence bias in Activities designed for concept testing. You can even group tasks together and repeat or randomize the groups for maximum flexibility.

* Current task types include text, photo upload, video upload, file upload, multimedia (combination of text, photo, video, screen capture and file uploads), image markup / review, video markup / review, fill-the-blanks, grid, single-choice poll, multi-choice poll, prompts.

The fill-the-blanks task type has "blank" types that include text, photo upload, single-choice and multiple-choice polls plus scale rating and allocation scale questions.
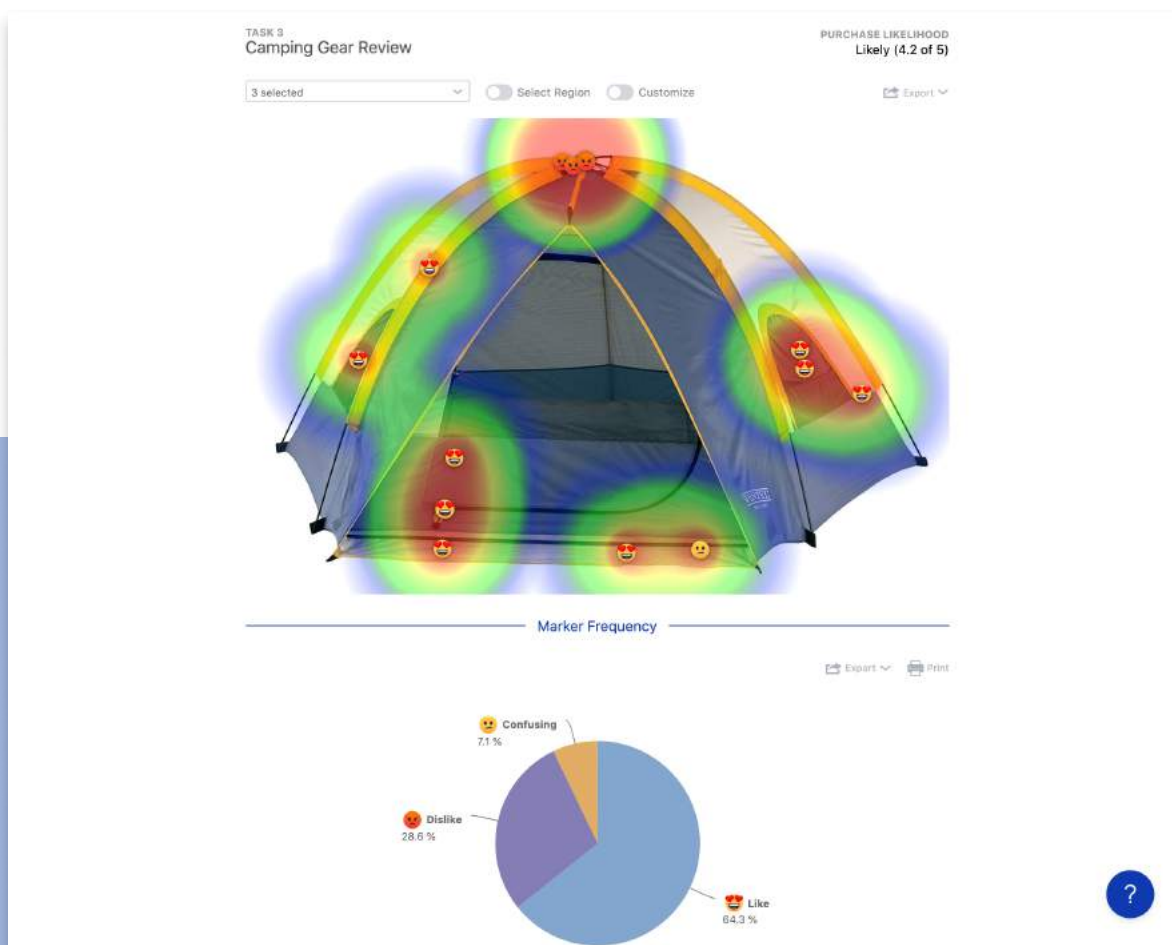
Image Review

If a picture is worth a thousand words, then Recollective's Image Review task type is the tool you need to unlock them. It allows researchers to share an image with participants and solicit an overall rating, have participants drop markers with annotations on the image and provide a response to an additional text question.

Define the task
Define any number of marker types with custom labels and icons. Set how many times each marker type must be used. Customize additional commentary questions for each marker type.

Explore the responses
Filter and analyze by marker type, segment or any region of the image. Visualize the output as a heatmap, chart or data table. Export comments and data instantly.

Leverage Recollective's interactive image review task to get instant feedback on a variety of static stimuli - this can be on anything from positioning statements, to product evaluation, to website design. Take the tool one step further to create interactive tasks like perceptual mapping or upload a collage to explore associations by having respondents link an image with a brand, product, event or category.

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Video Review

Video content is becoming an increasingly essential part of modern online research. In addition to enabling the capture of HD video, Recollective enables researchers to share videos with participants for review.

Recollective's Video Review is the companion tool to Image Review. It allows you to get in the moment feedback on a variety of different dynamic stimuli including movies and animations. Capture perceptions, opinions and feedback as respondents continuously record their reactions and feelings as they are evaluating the video. This provides a more holistic view of the respondent's experience as they view an ad, concept or new product in real time.

Markup any video
Video Review allows participants to drop markers at any point of playback in a video. Each marker can be given a comment and all are categorized and time-coded. Additional text commentary can be added overall to the video.
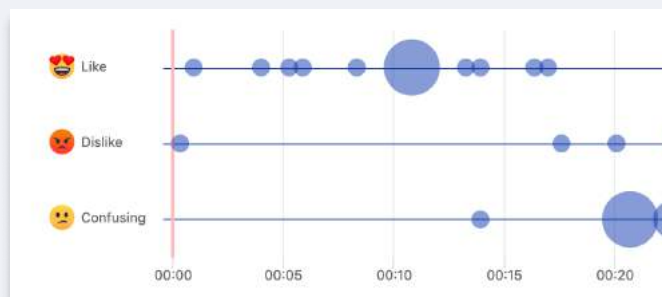
Explore the responses
Set up any number of markers using custom icons then analyze the responses by marker, time or segment. Generate specialized charts and transcripts to summarize and export this valuable data.
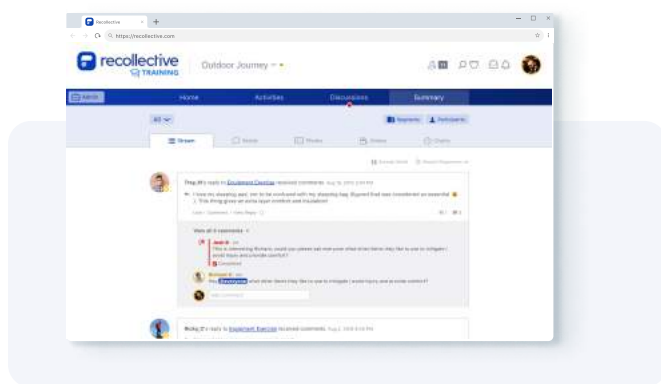
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Communicate Naturally

Drawing on more than 20 years of community building expertise, Recollective includes extensive social features that build a collaborative foundation across all aspects of the platform. Those include a backroom for private communication between the research team and client observers, and tools to engage participants individually or en mass.

Interact with participants using public or private comments directly in line with the original task response or discussion topic reply. Use incredibly powerful @mentions to draw individuals or whole segments of participants into the conversation plus standalone private messages or group email broadcasts enable you to reach anyone in your study at anytime.

Streams

Recollective streams are intuitive feed-based views similar to those in popular social websites that let you see everything in your study the instant it happens.

All activity responses and discussion posts surface in the stream. Filter the stream by segment, participant, activity or discussion, probe for more information using comments rich with text, photos or videos and excerpt any highlights directly in your browser.

Allow participants to view the stream and interact with each others' contributions to drive deeper insights.

Communicate

Collaboration and communication are the foundation of a successful research study and insight community.

Recollective issues automated activity reminder notifications to participants as well as allowing you to private message individually or in bulk.

Each Study has a fully customizable Home page that supports both dynamic content (such as leaderboards and online status) plus static content (e.g. videos and introductions). Target messages to specific segments and easily ensure everyone stays up to date.
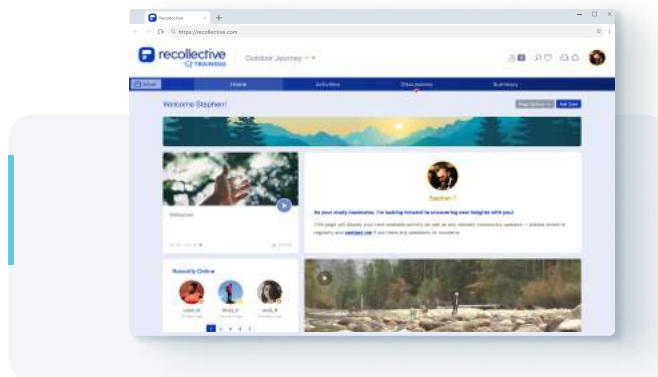
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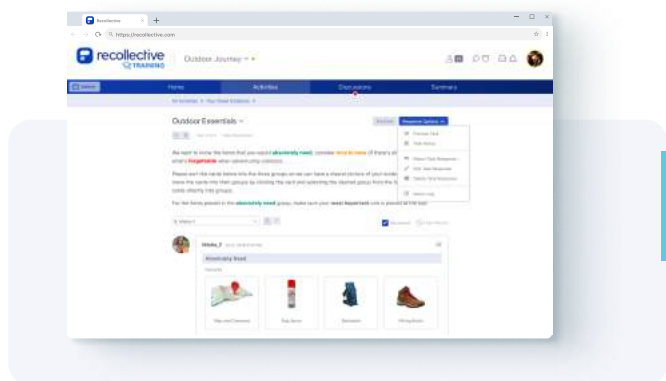
Moderate With Confidence

Moderate

A great moderator makes the difference between an average study and a great one. Recollective gives your team all the moderation tools they need for success.

Manage progress, participation, completion rates and points through integrated participant management tools.

Easily see which responses have been reviewed and probe participants directly on their contributions to gain additional insight and clarification.

Dive Deeper

Uncover a deeper understanding using conversational interactions with your participants via Recollective's commenting and reviewing tools.

Probe for more information on any task response or discussion topic reply using public or private comments directly in the stream or at the detailed response level.

Reject, edit or delete any response submitted and add new activities on the fly as insights are uncovered and your research evolves.

Manage

Even a short online qualitative study can yield an incredible volume of data. Recollective's work management features help you keep track of it all.

Mark new responses and comments as reviewed to effortlessly keep track of what the research team has seen and replied to.

Track completion rate per Activity and quickly identify participants that have not completed to message or remove them from the study.

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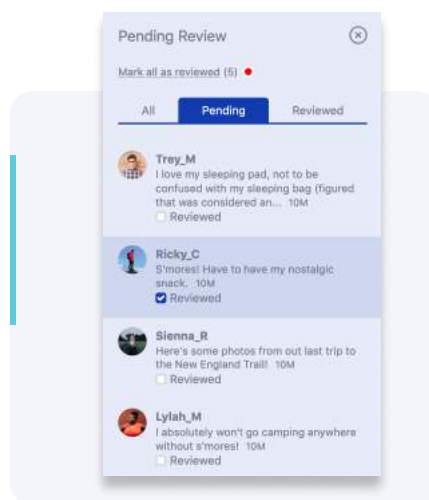
Client-friendly

Client engagement during the online fielding process can be a challenge compared to traditional in-person research where a physical presence commands attention and involvement. Busy schedules, asynchronous fielding and limited prior experience with online qual tools can all be barriers to stakeholder involvement. Recollective's client-friendly features make it easy to engage and keep them informed, leading to less time spent in meetings, generating progress updates and writing summaries.

Recollective enables the researcher to remain in control of the study while giving clients the ability to choose their level of engagement over the course of the fielding period.

By leveraging Recollective's "backroom", moderators and clients can collaborate on emerging themes/ trends and ensure all key questions are being addressed right in one place - reducing the time spent on external updates and debriefs.

With an intuitive, easy to use interface, Recollective provides the end client/ stakeholder with a streamlined experience that enables even a first time user to navigate the site with ease and view responses at their convenience.

At any time, Site Admins can invite an unlimited number of client's and assign them to specific Studies to carefully control their access level.

Moderators choose how involved their client will be in the research. Recollective can be customized to allow everything from full participation through to a purely observational role.

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Filter and Analyze

Unlimited Segments

Store any information you need to know about a participant right in Recollective. Create any number of profile fields and segments to classify and target content to specific individuals or groups.

Segments drive which studies, activities, discussions and content are visible to each participant to create a personalize experience. They can also be used to filter data for moderation, analysis and reporting.

The platform allows for unlimited segments and participants can be added to segments at any time.

Excerpt and Code

Highlight any text in the stream or a response directly in the browser to instantly save it as an excerpt. Tag excerpts by adding codes to them from a customizable Code Book.

Excerpts can be added to task responses, discussion posts, comments, video transcripts or private messages received in Recollective.

Customize your Code Book by Study and add or archive codes at anytime.
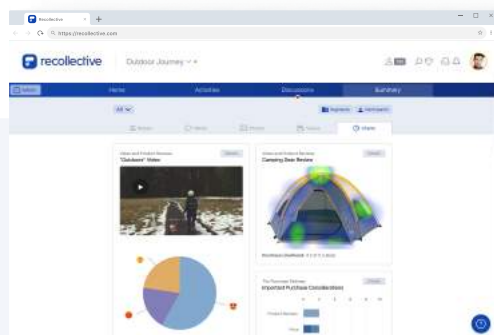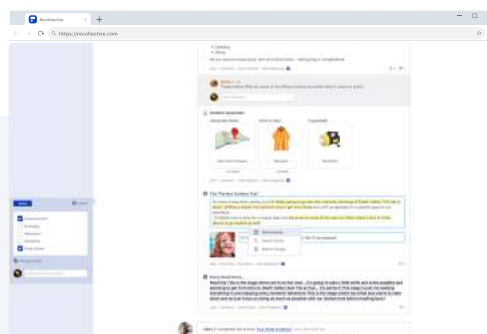
Analyze

Cut down on the amount of time it takes to distill insights by leveraging the platform's comprehensive analysis and reporting tools.

Analyze data directly on the site using interactive charts, word clouds, video & image walls, heatmaps, data tables and more.

Drill into any activity, analyze by segment, participant or task attribute (e.g. marker pin dropped or poll choice selected).
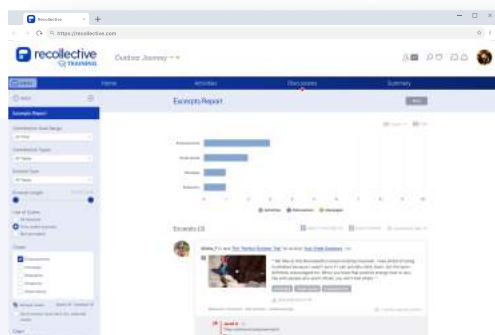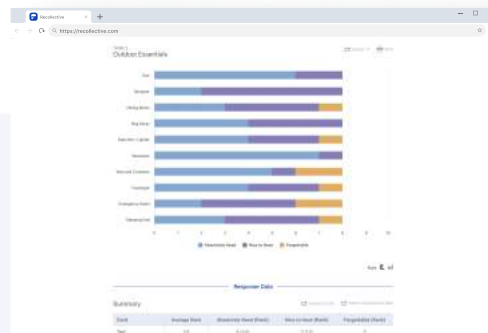
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Report and Transcribe

Charts and Tables

Every task is summarized into a view that perfectly represents the data. Those include heat maps, word clouds, bar charts, pie charts and more.

Each chart and its corresponding data table is dynamic and can be customized with just a click to filter the data set it represents.

Export all charts as a picture file and all data tables into CSV or Excel for additional analysis.

Reports

Recollective contains several instant-use reports, including Participant, Activity Completion, Points and Excerpt reports.

Reports can be customized to contain subsets of data, for example the can be filtered by segment, participant, activity, date range or code.

Each report contains a chart and one or more tables and draw on up-to-the-moment data.

Transcripts

Export the raw response data using a range of browser, Excel or CSV transcripts and export photos and videos into their own custom or bulk files.

Videos uploaded by participants are automatically processed (by machine) to provide written transcripts of the audio.

Quantitative data can be exported into convenient transcripts for import into third-party data analysis tools.

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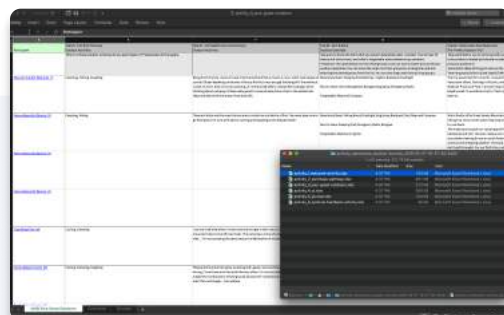
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Mobile Optimized

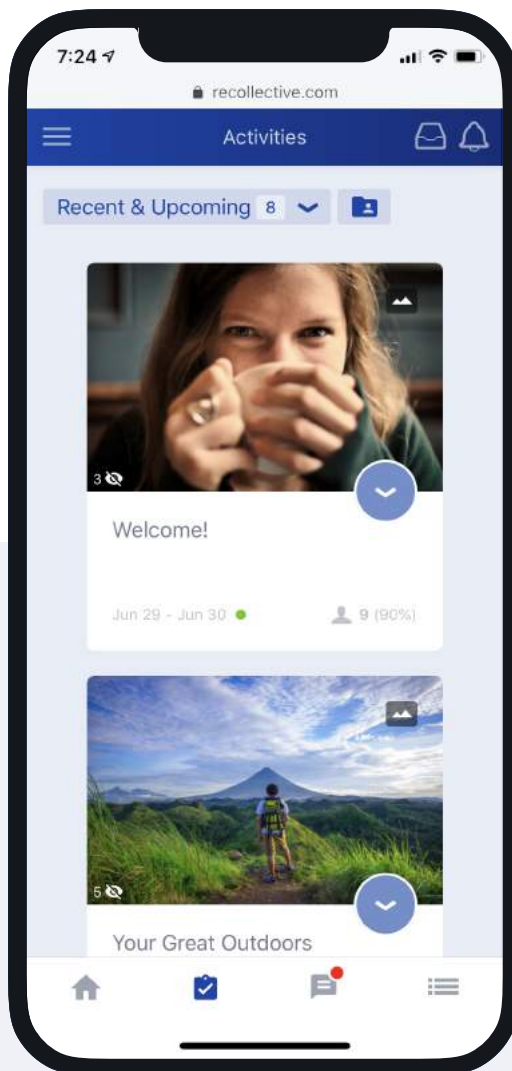Every aspect of Recollective has been optimized for use on any type of mobile device. Whether using a smartphone or tablet, the experience is seamless for both participants, moderators and observers. Collect videos and photos direct from a mobile device's camera, switch between devices and moderate your study at any time and from anywhere.

There is no app to download. Recollective supports use on any mobile device running a modern browser, including iOS, Android, BlackBerry and Windows Phones.

Participants can complete any task type from their phone or tablet, including video and photo sharing, image and video markup and card sorting.

Recollective has an industry-leading responsive design that instantly recognizes and optimizes the UI for any device.

Moderators can add new activities and tasks, generate charts and probe on a response directly from their phone or tablet.

Custom branding applied to a Recollective site carries through onto mobile devices to ensure complete consistency.

Global scale

Fully customize your site to effectively communicate brand and messaging while keeping the experience fun and engaging for participants with interactive tasks.

Design engaging studies using a combination of activities, journals, discussions and real-time chat.

Choose from a wide selection of task types including text, media uploads, image & video markup, card sorting, fill in the blanks, quick polls, grids and more.

Target based on one or more segments to tailor the research experience. Quickly clone and then launch multiple studies to easily tackle multi-market research.

Dive deeper by socializing activities among participants to encourage collaboration and co-creation.
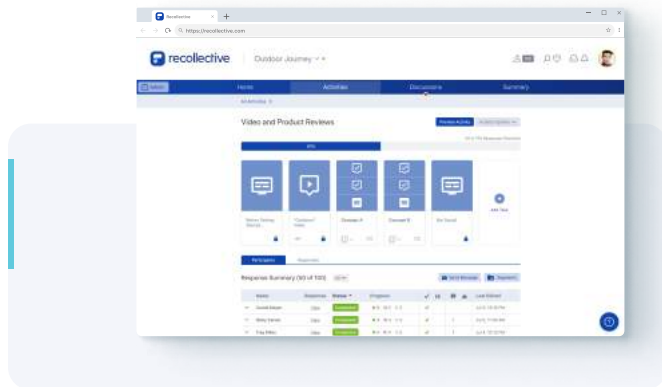
Support & Services

Recollective is more than just a platform - let us help to make your studies even more successful by tapping into our world-class support team and services.

Training – Familiarize yourself with the technology by selecting the training method(s) that best fit your schedule and needs including personal consultation, web conference, self-guided tutorials, in-app help articles and videos.

Design – Optimize your study design and insight generation by consulting with our experienced research services team on best practices prior to developing your guide.

Setup - Get your project up and running faster by leveraging inexpensive "Quick Start" services to upload participants, program and launch your study.

Quality Assurance – Includes a complimentary "Pre-Launch Check" to confirm everything is setup correctly and ensure a successful go-live.

Support – Technical support available in-app, by email or over the phone with 24/7 emergency assistance.

Partnerships – Ask us about our recommended partners when it comes to recruiting, moderating and incentive management or register to become one yourself.

Simple and comprehensive pricing

Project Pricing

Starting at $500 for a 3-day study with 10 participants, project pricing includes additional time for setup, analysis and data exports. Build your client proposals with confidence.

Annual License

Upgrade to an annual license and instantly launch new studies without time constraints. Retain full access to all your past studies and panelist profiles.

Inclusive Pricing

Pricing is based on the number of unique participants in active studies and the duration of their access. Unlimited activities, segments, admins and email.

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Gamification

Recollective includes a fully customizable points system that can be used as a mechanism to track how much a participant contributes to the study (privately if necessary).

It can also be used to add a game element to the study that encourages participants to go beyond the bare minimum requirements.
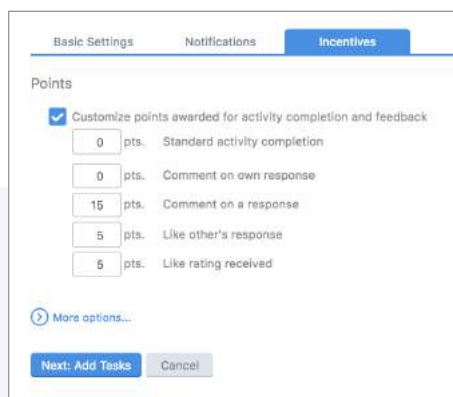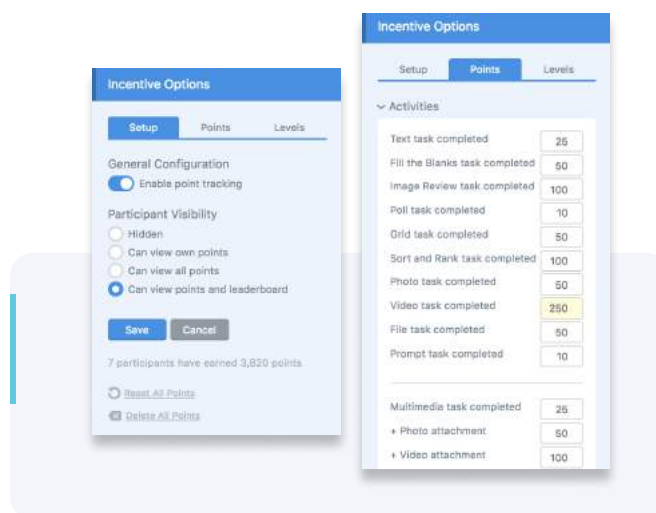
Customized Points

The points earned by participants can be customized based on the type of contribution they make.

For example, you can assign more points for a video upload or bonus points for adding comments and discussions to encourage social interactions.

Points can be set at the study level, specific to an Activity, or even defined on a Task-by-Task basis.

Levels & Badges

Points can be aggregated into customizable Levels, each with a badge and threshold to attain it.

Set the threshold for every level and Recollective will manage which participants have attained it, displaying their corresponding badge with their profile photo.

The badges can be picked from a built-in selection, or you can even design and upload your own. Points can be reset points at any time and produce reports against any time period, level, segment or participant.

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