IO by InOpinia

The Comprehensive Platform for Modern Qualitative Research

InOpinia IO empowers researchers to conduct insightful qualitative studies with greater efficiency and depth. Move beyond fragmented tools and leverage a powerful suite designed for today's research challenges.

Engage participants through dynamic **Online Communities**, conduct seamless **Video Research**, and unlock insights faster with integrated **AI-Powered Analysis**—all within one cohesive environment.

👥 Designed For:

Corporate Insight Teams, Market Research Agencies, UX Researchers, Product Managers, Consultancies, and Academic Researchers seeking robust, efficient qualitative tools.

Why Choose IO?

Rich Methodologies, One Platform
Execute diverse qualitative approaches – from long-term communities with varied activities (diaries, heatmaps, surveys) to live/asynchronous video interviews and focus groups.

Accelerate Analysis with AI
Leverage AI for thematic analysis, sentiment, segmentation, summaries, and interactive querying across communities, interviews, and survey data.

Streamlined Research Operations
Reduce administrative burden with features like automated logistics, AI-assisted community moderation, centralized participant management, and seamless data flow between components.

Flexible & Scalable
Adapt the platform to your needs, supporting short pop-up communities or long-term panels, individual interviews or large focus groups, single projects or cross-study analysis.

IO's Core Components:

Online Communities

VidIO for Research

AI-Powered Analysis

(Detailed features on the following page)

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👥 AI-Powered Online Communities ⬈

- **Flexible & Scalable** - Support both short-term and long-term communities
- **Activities** - Surveys, media reactions, heatmaps, drawings, diaries and more
- **Real-Time Analytics** - Monitor engagement trends in real-time
- **Multilingual Support** - Communicate across languages with AI translation
- **AI-Assisted Moderation** - Suggests responses based on context and goals

🎥 VidIO for Research ⬈

- **Flexible Integrations** - Works with bespoke videoconferences, third-party platforms (Zoom, Teams), or in-person sessions
- **Observer Spaces** - Central dashboard provides access to all invisible virtual backrooms, recordings, transcriptions, and pre/post session spaces
- **Automated Logistics** - Manage invitations, reminders, and technical checks
- **Activities** - Engage participants with real-time activities
- **Instant Transcriptions** - Synchronized recording and transcription

🧠 AI-Powered Analysis ⬈

- **Multi-Source** - Analyze interviews, focus groups, UX, communities and surveys
- **Predefined or Custom Analysis** - Generate summaries, themes, segments, personas or create bespoke analyses for specific research needs
- **Cross-Project Analysis** - Identify broader trends across multiple projects
- **Key Quotations** - Extract quotes with downloadable video clips when available
- **Interactive Chats** - Explore data insights through natural conversation
- **Smart Reporting** - Create compelling presentations that showcase research results effectively

Ready to Elevate Your Qualitative Research?

Discover how IO can streamline your workflows and uncover deeper insights.

Request a Personalized Demo

www.inopinia.com