

QualSights is a technology platform that provides companies a **dramatically faster** and **cost effective** way to generate insights from consumers **anywhere in the world** without any sacrifice to depth & quality of insights. QualSights is the **ONLY** platform that allows companies to generate **deeper in-context insights** by remotely observing and interacting with consumers **LIVE** as they shop for, use or consume products in their natural environment. QualSights offers a broad platform that can also be used to conduct video interviews, focus groups and enhance in-person fieldwork.

Consumer Insights



Shopper Insights



Product Insights



How it Works:



Create Your Project, Select Method/s & Setup Sessions

Recruit Participants or Invite Field Staff

Capture Any Media Using Any Device; Observe & Interact LIVE

Speed Up Coding & Analysis By Leveraging AI

Easily Create Compelling Visual Deliverables

Reliable In-Depth Insights

With Speed & Agility

Anywhere In The World

LOCATIONS

- Charlotte
- Cincinnati
- Columbus
- Denver
- New York City
- Raleigh
- Tampa

QualSights provides a **truly integrated solution** that seamlessly supports multiple qualitative methodologies, along with the **ultimate flexibility to capture** ANY type of media from ANY camera device. Beyond data capture, QualSights offers powerful AI tools that make it **fast & easy to analyze and present insights**.

Any Qualitative Research Method:

Mobile Ethnography



Mobile Diary Studies



Video Surveys



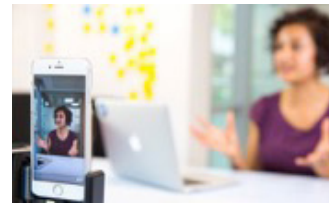
Video 1:1 Interviews



Remote Focus Groups



In-Person Fieldwork



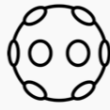
ANY Camera Device:



Smartphones



Smart Glasses



360° Cameras

ANY Visual Media:



Live Videos



Recorded Videos



Photos

Powerful AI



- ✓ Automatic Transcription
- ✓ Machine Translation
- ✓ Keyword/Topic Generation
- ✓ Keyword/Brand Spotting
- ✓ Sentiment & Emotions
- ✓ Object/Scene Detection