

AI used in QualBoard

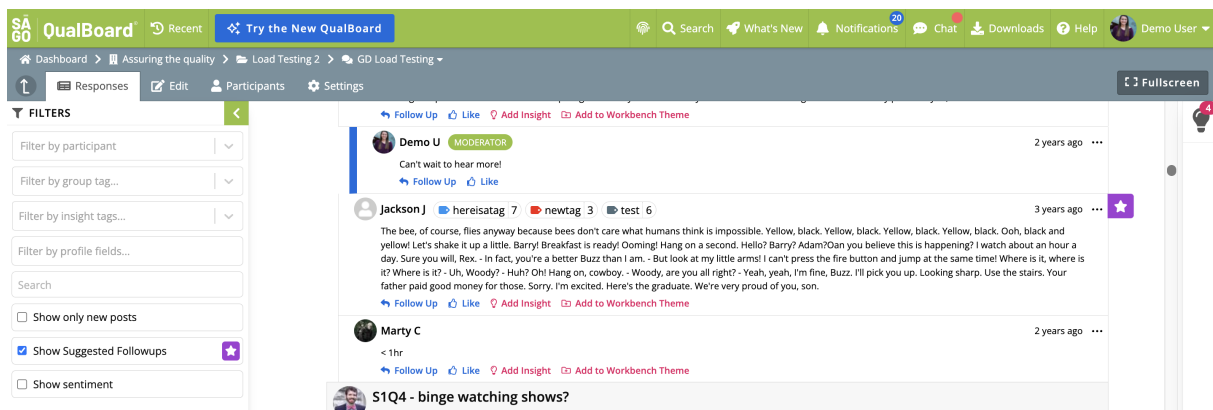
Last Modified on 05/09/2023 4:46 pm EDT

QualBoard leverages AI to help moderators probe for insights more efficiently and get a head start on analysis so they can get insights to their clients sooner.

Probe for insights more efficiently

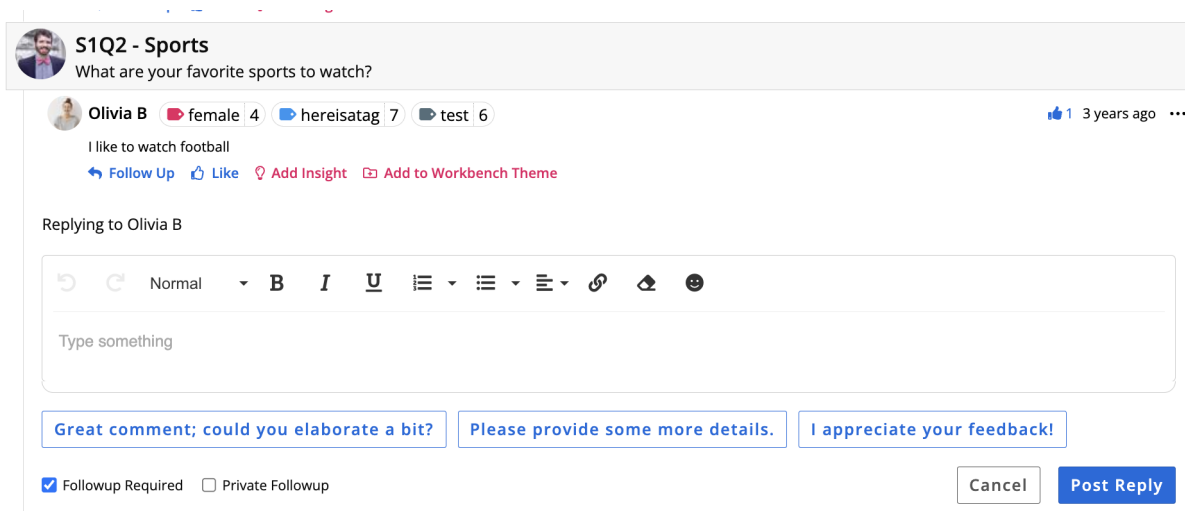
Suggested Follow ups

Suggested follow ups is an in-house developed predictive AI model trained to recommend when a moderator might want to probe for more detail based on the syntax of a respondent's answer, so that the moderator can quickly engage them for deeper insights. You can see this feature in the Responses View. You'll know when a follow up is suggested when there is a star icon to the right of the response. It can be turned on or off in the Filters sidebar.



Smart Replies

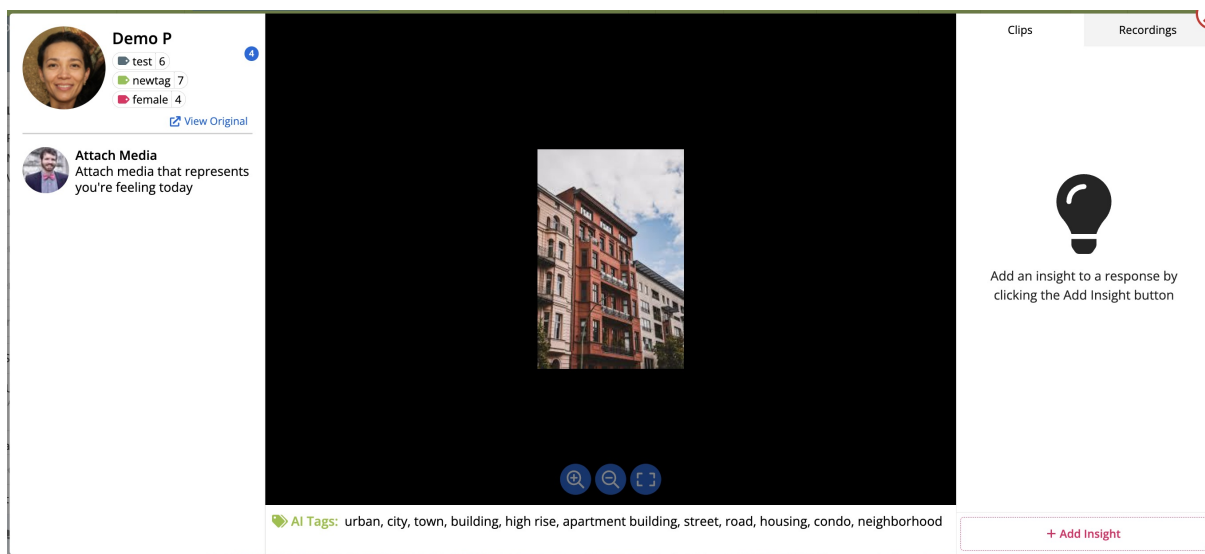
Smart Replies are suggested follow ups that a moderator can use in response to a participant's answer to save time when probing or providing encouragement. These only appear on text questions. The AI scans the participant's answer and provides three response ideas. The moderator can either click one of the suggested responses or write a custom one.



Get a head start on analysis

Image AI Tags

In QualBoard, every image a participant uploads will automatically generate Image AI Tags based on what is in the image. The tags will describe people, locations, objects, or an activity that is taking place and allow you to quickly see and sort images by topic or theme. To see the AI Image Tags, click on an image in either the Responses View or in the Media Gallery.



Concept Theme Analysis

Concept Analyses can be generated for projects as long as they have 200 verbatims. The analysis can be customized based on response date, events, questions, participants, or groups. After selecting the verbatims you want to be included in your analysis, all the information gets scanned, and the AI identifies themes that are frequently mentioned. You can select a segment of the concept chart to view each response associated with the items chosen from the analysis. You can also view the sentiment from each response and filter by sentiment. To create and view a Concept Theme Analysis, go to the Analytics tab.

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Sample Analytics Concept Analysis

Concepts

Human

Responses: 69

Click a color to filter by sentiment.

House

Responses: 71

Click a color to filter by sentiment.

Rice

Responses: 61

Click a color to filter by sentiment.

Sentiment Key

Positive

Neutral

Negative

Generate Workbench

Concept: Rice

Noah J 3 years ago

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Noah J 3 years ago

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William D 3 years ago

According to all known laws of aviation, there is no way a bee should be able to fly. Its wings are too small to get its fat little body off the ground. The bee, of course, flies anyway because bees don't care what humans think is impossible. Yellow, black. Yellow, black. Yellow, black. Yellow, black. Ooh, black and yellow! Let's shake it up a little. Barry! Breakfast is ready! Coming? Hang on a second. Hello? Barry? Adam? Lacus vel facilisis volutpat est velit egestas dui id ornare. Dolor sit amet consectetur adipiscing. Sed viverra tellus in hac habitasse. Interdum velit laoreet id donec ultrices. Ullamcorper eget nulla facilisi etiam dignissim diam. Aliquam sem fringilla ut morbi tincidunt. Mauris ultrices eros in cursus turpis massa tincidunt dui ut. Quisque egestas diam in arcu cursus euismod quis viverra. I'm glad I took a day and hitchhiked around the hive. You did come back different. Hi, Barry. Artie, growing a mustache? Looks good. Hear about Frankie? Yeah. You going to the funeral? No, I'm not going. Everybody knows, sting someone, you die. Don't waste it on a squirrel. Such a hothead. I guess he could have just gotten out of the way. I love this incorporating an amusement park into our day.

Demo P 3 years ago

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