



QualBoard® Enterprise Research Platform

Designed to capture rich, agile insights, QualBoard® delivers the ultimate ease and flexibility.



QualBoard uses advanced technology to provide a meaningful asynchronous research experience. That may sound fancy, but it's really a simple way to engage participants anywhere in the world with a variety of events and activities, from group discussions to individual diaries and quick polls to real-time video chats.



Take advantage of unmatched flexibility to address any research objective. With QualBoard, you can run single-phase or multi-phase projects or take a more iterative approach with ease.



Unlock critical insights by customizing your study. QualBoard's user-friendly interface includes a variety of question types and activities so you can engage your respondents meaningfully.



Save time and streamline your analysis. QualBoard includes built-in automation, AI, and reporting tools to help you make the most of your data.



Rest easy with comprehensive support. With QualBoard, you'll have access to specialized recruiting services, experienced project management and live technical support.

Multiple Events. One Platform.

Tailor your **QualBoard** project to any qualitative research objective with flexible event types.



Discussion Boards



Lifestyle Diaries



Quick Polls



Video Chats

Methods and Approaches

Used on its own or paired with other Schlesinger Group solutions, QualBoard is ideal for a variety of research needs.



General Moderated Discussion

Effectively manage groups of participants from anywhere in the world. Have a single activity or multiple events per project.



Journal/Diary

Capture feedback and insights in the moment with media-rich journal or repetitive diary entries.



Community/Longitudinal

Manage studies that can last weeks, months, or even years, within a single platform.



Concept Evaluation & Ad/Copy Testing

Use the industry-leading QualLaborate® mark-up tool to test images and deliver graphical qualitative results.



Mobile Research

Take advantage of QualBoard's fully responsive design to be in-the-moment and on-the-go with your respondents.



Quant + Qual

Utilize our hybrid approach, QualLink®, to transition qualified survey participants seamlessly into a discussion or other event.

Let's Work Together

Learn more about how the QualBoard Enterprise Research Platform makes it easy to tailor your research for deeper insights worldwide.

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