

HOST YOUR NEXT FOCUS GROUP ONLINE

Like a face-to-face focus group, Synthetron allows you to test policy, product or service ideas; outline proposals via words, videos or images; and engage participants in an interactive discussion to understand what they think and value.

With Synthetron, you now have options to engage online with a dynamic platform. We provide you with a virtual roundtable with a capability unlike anything else in the market.

Synthetron enables you to hold your next focus group online and in real time. Participants can share opinions, gather feedback, comment on the opinions of others, build on and score each other's ideas.

WHAT IS SYNTHETRON?

Synthetron is an online engagement platform that was developed in Belgium. Today it is used by research institutions, businesses, governments and not-for-profit institutions in more than 20 countries.



Synthetron is ideal for running focus groups and is the platform of choice globally for many organisations seeking *dynamic* online conversations in real time. Synthetron provides decision makers with deep insights about what people really think and value.

WHAT MAKES SYNTHETRON SPECIAL?

Synthetron is fast, easy to use, and scalable for conversations with 10 or 1000.

Synthetron enables clients to:

- Engage with their community (citizens, members, customers, staff or stakeholders) without having to bring people together in person;
- Host moderated discussions and guide the focus group;
- Receive actionable insights into what their community really think;
- Get a written record of the focus group's outcomes and areas of agreement with the option for deeper dive analysis; and
- Move forward fast and with certainty.

Synthetron enables participants to:

- Join the focus group from any location (participants only need a computer or tablet and an internet connection);
- Engage in the conversation in a truly interactive manner; and
- Voice their ideas, comment on the ideas of others, and score ideas.

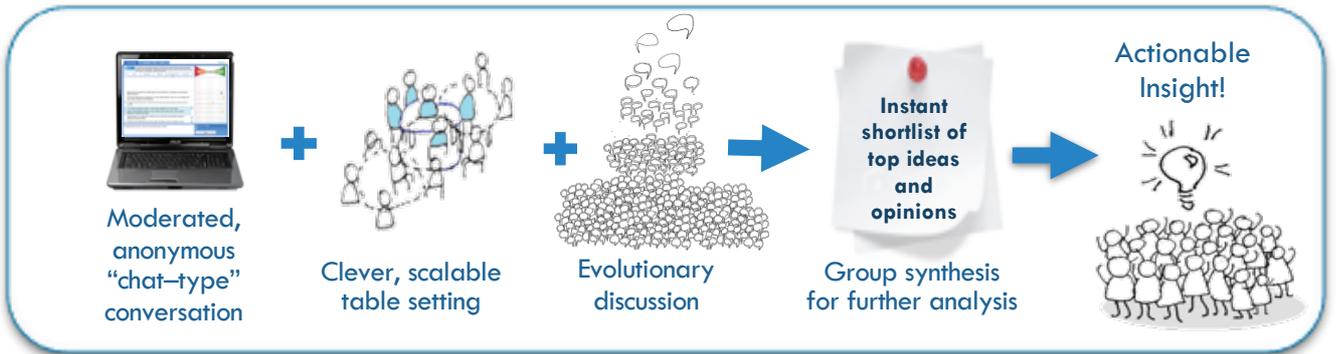
How to guide for focus groups

Deliberately Engaging Pty Ltd is the official partner of Synthetron in Australia and New Zealand. Contact us today for a free consultation on how Synthetron can host your next focus group.

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Guide for Focus Groups



HOW DOES SYNTHETRON WORK?

In a Synthetron focus group, participants are led through a moderated, scripted and dynamic discussion by the behind-the-scenes moderator.

The Synthetron software places up to 1,200 participants into small virtual groups so you can effectively run multiple focus groups at once. As an idea or point of view gets traction in one group it is automatically shared with the other groups so that, by the end of a session, you have a clear idea of the views of the majority.

Synthetron allows you to test ideas using words, video or images and then engage participants in an interactive discussion to understand what they think and value.

KEY FEATURES

- Engage up to 1200 people through small group conversations
- Embed media (video and images) to trigger discussion and obtain feedback
- Test hypotheses by injecting into the conversation comments or questions in real time
- Capture demographics and data with pre and post-focus group questionnaires
- Score ideas with polls to obtain quantitative as well as qualitative information about what participants think and value

CASE STUDY

A Victorian water authority ran a Synthetron focus group to get feedback from their customers about a proposed new messaging system.

Over the course of the one-hour focus group, 30 participants were shown eight different text messages and asked to discuss the value of these messages as well as timing and other aspects of their use.

Pre and post-session questionnaires allowed the client to gather information about the type of people participating and how they aligned with the authority's customer personas.

TAP INTO OUR UNIQUE EVOLUTIONARY DISCUSSION

Synthetron enables focus group participants to engage in a unique evolutionary discussion powered by our state-of-the-art algorithm.

With Synthetron, strong ideas move on and are shared across the virtual "tables" while weak ideas stay at the table.

