



Voxpopme®

Embedding the Voxpopme Capture Widget

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Let's get started!

It's easy to get started with Voxpopme. Simply copy and paste this embed code as Javascript into your survey.

Once you have set up your project, you will be re-routed to an embed set up page, where you can add in any additional data parameters you may require. Alternatively, head to the Voxpopme portal, select your project and click 'Summary'. If you're not sure how to set up a new Embed Project in the Voxpopme portal, get in contact with the Voxpopme team.

The code snippet will look like this:

```
var vpm_widget_config = {
  "project_id": "[project_id]",
  "settings": {
    "locale": "en_GB"
  }
}

!function(a,b,c,d){function e(){var a=b.createElement(c);
a.type="text/javascript",a.async=!0,a.src=d;var
e=b.getElementsByTagName(c)[0];
e.parentNode.insertBefore(a,e)}a.attachEvent?a.attachEvent("onload",e):a.addEvent
entListener("load",e,!1)}
(window,document,"script","https://capture.voxpopme.net/main.js");
```

The [project_id] will need to be replaced with the unique Project ID for your project. This can be found on the embed setup or Summary page within the project. You will need to also include the following snippet as a text description or section heading on the page, where you would like the capture widget to appear:

```
<div class="vpm-capture-widget"></div>
```

To reuse this code snippet, simply swap the project ID with the one that corresponds with your new project.

Practical tips on how to gain higher conversion rates

This next section is for you if you are setting up the whole survey, and want to understand how to gain the best conversion rates when integrating the Voxpopme capture widget into your survey.

Tell the user as soon as possible that you want them to record a response

Survey respondents who were told about the video aspect on the survey welcome page, or even in the invite email, have a greater likelihood of uploading a usable response than those who are presented the video capture widget without warning.

We recommend adding text similar to this in your project confirmation email and/or survey welcome page:

You may be asked to provide a video answer to one or more of the questions in this survey. It is preferred, therefore, if you take this survey on a device with video functionality, including your computer, mobile phone or tablet.

Remember also that you do not have to participate immediately – feel free to complete this survey at a better time, or when you're in a better location, to record a video.

How will my video be used?

Respondents must be informed with how their video may be used - either internally or publicly. From our research we found that there is a low impact on opt-in conversion rates when the respondent is told their video may be used externally, with a drop of only 6%.

Conversion to opt-in:

Analysis only	Limited Circulation	Broadcast
65%	59%	59%

Please note that these figures represent an initial willingness to record video. It is not the percentage of video completes you will get, as some respondents who originally indicate willing to record a video do not, or the video doesn't pass our review process.

Recommended text for research-only purposes:

[Company name/and or market research partner] is interested in hearing what consumers think about [XXX] and would appreciate you sharing your comments in a video response. Leveraging this brand new, exciting way to capture feedback from customers allows us to understand what people think better than ever before.

By sharing a video you agree to grant [Company name/and or market research partner] permission to use these videos for internal research and analysis use only. They will remain completely confidential. We will be using our trusted partner, Voxpopme, to capture the video content. Click here to view Voxpopme's Privacy Policy.

By answering YES, you are agreeing that you have read this message and have given [Company name/and or market research partner], and our trusted video research partner, Voxpopme, permission to use your video for market research and analysis purposes.

If you agree to share this information, please provide your consent below:

- Yes, I agree to share my video*
- I do not agree to share my video -> [pipe to text box]*

Recommended text for public/commercial purposes

[Company name/and or market research partner] is interested in hearing what consumers think about [XXX] and would appreciate you sharing your comments in a video response. Leveraging this brand new, exciting way to capture feedback from customers allows us to understand what people think better than ever before.

By sharing a video you agree to grant [Company name/and or market research partner] permission to use these videos for internal research and analysis use only. Your videos may also be used in a public setting, including on websites and social media pages. We will be using our trusted partner, Voxpopme, to capture the video content. Click here to view Voxpopme's Privacy Policy.

By answering YES, you are agreeing that you have read this message and have given [Company name/and or market research partner], and our trusted video research partner, Voxpopme, permission to use your video for market research and other promotional purposes.

If you agree to share this information, please provide your consent below:

- Yes, I agree to share my video*
- I do not agree to share my video -> [pipe to text box]*

Voxpopme's Privacy Policy

Below is the link to our video question privacy policy, to be included as stated in the opt-in question text:

<https://www.voxpopme.com/video-question/privacy-policy>

Incentivising the user

Our research finds that the video response is considered by respondents to be a premium response, and so they want to be incentivised accordingly for it. This incentive is recommended. If you are incentivising the user, make sure you give details about the incentive at the beginning of the survey and on the opt-in page.

We have found the best incentive option for survey respondents is a \$5 gift card. This was tested against a cash incentive (\$1/\$3/\$5/\$10) and two types of gift cards, with a Starbucks giftcard proving most popular. Besides this, we typically offer an extra \$5 incentive to be paid by the sample provider.

Device Check

It is then important to confirm that the respondents that have opted in are taking the survey on a device with video recording capabilities. Here we allow them to determine for themselves whether their setup is capable of recording, though in actuality the video capture widget will also try to detect a camera/mic and will not allow them to record if one of the other is not present.

Recommended text:

Are you currently using a device you are able to record a video response from (i.e with a webcam and microphone, or on a device with a front facing camera)?

- Yes
- No

Providing tips before the video record page

It's important that the respondent knows what we're expecting from them when recording a video response. So we have developed just a few tips and an example video image so they know what exactly to do, and how to frame their head/shoulders in the frame.

Recommended text:

Thank you for agreeing to record a video!

Before we get started, please be sure to review the following tips for recording the very best videos on your webcam or mobile device. If there are additional incentives being offered for

recording a video, your submission must be approved by our review team first - so make sure your video isn't rejected.

- *Provide as much detail as you can*
- *Make sure you have plenty of light so we can clearly see you*
- *Avoid places with lots of background noise so we can clearly hear you*
- *Show us - if you can, show us what you mean by holding an item up for us to see*
- *Relax and have fun!*

This is what your video should look like



Recording response instructions

For this page it is important to focus only on the video question you want answered. There are no more additional instructions other than to mention how long you'd like the video to be.

Recommended text:

For this video question, we'd like you to comment on [insert topic here]. Please record a 15-60 second video response to the following question:

[Insert question here in bold]

Voxpopme recommends just a single question here to maximum depth of response. Maybe two quick questions if they are related. We know that stacking too many questions into a single response will result in shallow answers or respondents self-selecting which questions to answer.

I'm having difficulties!

We recommend adding a checkbox question below the capture widget that the user can click if they are having difficulties or would no longer like to record a response. This can then take them to a text box or move on with the survey. This is important for avoiding drop-outs, and is critical for those programmers who choose to hide the Next button until the video upload is successful.

Recommended text:

I'm having technical difficulty or would no longer like to record a video response.

Topic Relevance

A survey respondent is six times more likely to complete a question response on a topic they are interested in, so make sure you're screening for the right survey respondents.

Quality Assurance

All videos will go through our Quality Assurance process, and you will only ever pay for usable video content.

If a response is any of the following, it will be declined and will not appear as part of your project:

- Is less than 15 seconds long
- The respondent cannot be clearly seen
- The respondent cannot be clearly heard
- The respondent does not answer the question being asked
- The respondent does not cover all aspects of the further info
- The response contains any inappropriate content

Technical advice when integrating Voxpopme

Preventing respondents skipping the video question

When embedding the Voxpopme capture widget into a survey, it is important to consider the user journey. As an embedded question, users are able to skip past recording a video response. We recommend adding the highlighted snippet to your embed code, and inserting the appropriate functions for your survey platform.

The first snippet highlighted will disable the 'next' button until the respondent has successfully uploaded their video response. All you will need to do is insert the appropriate functions for disabling and enabling the 'next' button within your survey platform.

As part of our best practices, we recommend including an 'I'm having technical difficulties or would no longer like to record' checkbox option beneath the capture widget. The second highlighted area within the embed code below will ensure the next button enables if selected.

```
var vpm_widget_config =
  {
    project_id: "d940640e4dfdf67d602a1d291eb9d46",
    additional_data: {
      'email_address': '[email_address]',
      'Batch': '2'
    },
    settings: {
      locale: "en_GB",
    },
    disable_next_button: function(){
      // Insert the appropriate disable next button function for your survey
      platform
    },
    enable_next_button: function(){
      // Insert the appropriate enable next button function for your survey
      platform
    }
  };

!function(a,b,c,d){function e(){var
a=b.createElement(c);a.type="text/javascript",a.async=!0,a.src=d;
var e=b.getElementsByTagName(c)[0];e.parentNode.insertBefore(a,e)
```

```
    }a.attachEvent?a.attachEvent("onload",e):a.addEventListener("load",e,!1)
    }(window,document,"script","https://capture.voxpopme.net/main.js");

document.addEventListener("DOMContentLoaded", function(event) {
    // Insert the appropriate disable next button function for your survey platform
    // your_checkbox is your survey platform's class for selection a checkbox
    var checkbox = document.getElementsByClassName("your_checkbox")[0];
    checkbox.onchange = function(){
        if (checkbox.checked){
            // Insert disable 'Next' button appropriate to your survey platform here
        } else {
            // Insert enable 'Next' button appropriate to your survey platform here
        }
    }
});
```

Checking the question quota status

If the quota has been filled on a project, the user will see a 'Sorry, we already have enough videos. Thank you for trying though!' message. You might want to improve your user's experience by checking the campaign quota status before sending the user to the capture page.

The link below shows the Javascript code snippet you could include to trigger the survey page with the widget or offer an alternative question (maybe in open end text format).

[Follow this link to access the code snippet:](#)

<https://voxpopme.zendesk.com/hc/en-gb/articles/212106845-Checking-the-quota-before-offering-video>

Note: This only works if the survey is delivered on https (as opposed to non-secure http).

Passing data and survey responses to the Voxpopme portal

When embedding the video widget in a survey, additional data should normally be passed through to the Voxpopme platform in order to be stored against the response. Additional data can be anything from respondent ID, supermarket choice, demographics or even answers to previous questions within the survey. All additional data is searchable and filterable within the portal.

Data can be structured (e.g name/age) or unstructured (e.g the respondent's category usage or survey responses). This additional data provides context when watching the video content, and

becomes filterable. For instance, the researcher might want to filter on category usage (Light, Medium or Heavy) when analyzing video data.

Structured Data

This data is recognised by the system and will be automatically integrated into the platform. The following keys can be used in the query string:

- birthday_date_formatted (the format should be YYYY-MM-DD)
- first_name (string)
- last_name (string)
- gender (string either 'male' or 'female')
- hometown_location_city (string)
- hometown_location_country (string)

To pass additional data through to the portal within the embed code, you can use the embed setup wizard to insert your parameters. This will populate the embed code, as highlighted below:

```
var vpm_widget_config = {
  "project_id": "bcd6da23c281d9085cd98c756fa11ccc",
  "settings": {
    "locale": "en_GB"
  },
  "additional_data": {
    "first_name": "[first_name]",
    "Age": "[Age]",
    "hometown_location_city": "[hometown_location_city]"
  }
}

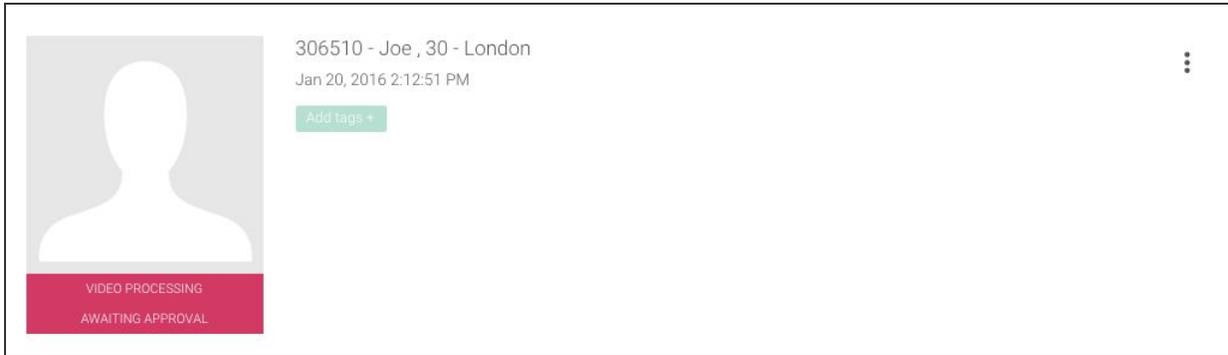
!function(a,b,c,d){function e(){var a=b.createElement(c);
a.type="text/javascript",a.async=!0,a.src=d;var
e=b.getElementsByTagName(c)[0];
e.parentNode.insertBefore(a,e)}a.attachEvent?a.attachEvent("onload",e):a.addEventListener("load",e,!1)}
(window,document,"script","https://capture.voxpopme.net/main.js");
```

You will need to replace the square brackets with how you pass through additional data within your system.

Use the additional data toggle to view the parameters that have been passed through to the portal:

Additional Data SHOW HIDE

Additional data will appear by the response in the portal in the following way:



Unstructured Data

Examples of unstructured data are category usage, segmentation name, respondent ID or answers to previous questions in a survey.

This data is stored and shown to the user accessing the portal against each response. Any key value pairs can be passed and stored. This data by default will be stored as a string. The data will be searchable within the project page in the portal.



Please note: when attempting to pass through a respondent's previous responses to questions within the survey, only answers up to the point that the video widget is placed and the respondent has recorded can be passed through to the VPM platform.

User ID

One of the most important pieces of unstructured data to pass through to our system is the respondent ID number. Most researchers will want to know which of their respondents successfully recorded an approved video and who did not.

Embedding the capture widget in a different Language

The capture widget is available in the following languages:

- English (en_GB)
- American English (en_US)
- Spanish (es_ES)
- Mexican Spanish (es_MX)
- French (fr_FR)
- German (de_DE)
- Italian (it_IT)
- Chinese Simplified (zh_CN)
- Indonesian (id_ID)
- Japanese (ja_JP)
- South Korean (ko_KR)
- Malaysian (ms_MY)
- Thai (th_TH)
- Tagalog (tl_PH)
- Chinese Traditional (zh_TW)
- Polish (pl_PL)
- Turkish (tr_TR)
- Vietnamese (vi_VN)
- European Portuguese (pt_PT)
- Brazilian Portuguese (pt_BR)
- Swedish (sv_SE)
- Danish (da_DA)
- Arabic (ar_AE)
- Russian (ru_RU)
- Hindi (hi_IN)
- Dutch (nl_NL)
- Norwegian (nb_NO)
- Finnish (fi_FI)
- Slovakian (sk_SK)
- Romanian (ro_RO)
- Bengali (bn_IN)
- Flemish (nl_BE)
- Urdu (ur_IN)
- Tamil (ta_IN)
- Swahili (sw_KE)

- Sinhala (si_LK)
- Burmese (my_MM)
- Serbian (sr_SP)
- Greek (el_GR)
- Bulgarian (bg_BG)
- Hungarian (hu_HU)
- Hebrew (he_IL)
- Czech (cs_CZ)

Language variants can be easily applied. All you need to do is add the country code, displayed in brackets next to each country, to the Voxpopme URL by adding “**locale**”: “[**locale_code**]”.

For example to view the widget in Swedish:

```
"settings": {  
  "locale": "sv_SE"  
}
```

** Please contact us if you would like the Voxpopme video capture widget available in a language that has not been specified above.*

Javascript Events

There are a number of PostMessages that are fired throughout the non-panel video process (<https://developer.mozilla.org/en-US/docs/Web/API/Window.postMessage>). These will work in all modern browsers.

Each event will include the following data:

Event Data

```
var returnData = {event:"EVENT_NAME"};  
parent.postMessage(returnData, '*');
```

Event Listening

Events can be listened to with the following code:

```
<script>  
  //this code is used to listen for events from the iframe
```

```
    var eventMethod = window.addEventListener ? "addEventListener" :
"attachEvent";
    var eventer = window[eventMethod];
    var messageEvent = eventMethod == "attachEvent" ? "onmessage" :
"message";

    // Listen to message from child window (iframe)

var onlyStrings = false;
try {
    window.postMessage({toString: function () {
        onlyStrings = true;
    }}, "*");
} catch (e) {
}

eventer(messageEvent, function (e) {
    if (e.data) {
        var eventData = {};
        if (typeof e.data === 'string' && onlyStrings) {
            eventData = JSON.parse(e.data);
        }
        else {
            eventData = e.data
        }
        if ("EVENT_NAME" == eventData.event) {
            //add your code for the specified event
        }
    }
}, false);
</script>
```

We can provide a list of default events, please request from your Account Manager.

The Audio-Only Option

We would always advise that video is used, but audio-only is available. Do note that there are certain limitations with the audio only option:

- Audio only is not compatible with mobile devices
- Audio only is not compatible with all browsers

The audio-only widget can be evoked easily by adding the following to the capture widget code below the Project ID:

```
"capture_type": "audio-only",
```

Known Issues

There are a small number of known issues related to embedding the Voxpopme capture widget:

Corporate Firewalls

Are your users recording at work? Some companies have a corporate firewall in place which means the RTMP port is blocked. This stops users from streaming and uploading videos, and is required for uploading a video response. Please note that this could be an issue in your workplace when you are testing Voxpopme.

We suggest asking a question in the survey to ensure that the user is in a location where they are able to record a video response, i.e not at work.

Android file sizes

When sending the Voxpopme capture widget link to users who are on a smartphone device, it is important to consider that currently the file cannot be compressed on Android devices. This is not a problem, however it does mean that Android users can experience lengthened upload times.

We suggest adding a note if you are sending this to mobile users that this may be the case for Android users, and to upload via Wi-Fi.

Old flash and browser versions

Flash must be installed on the respondents' survey in order for the user to leave a video response. From our statistics we can see that 90% of users will already have the latest version of Flash available on their device. There is help available for users who have not got flash enabled.

Multiple microphone usage

Please note that if the respondent is using their microphone in more than one tab, audio may not be picked up by the capture widget. However the capture widget will not allow users to record a response if audio has not been detected.

Capture FAQs

Which browsers are supported?

Internet Explorer

- Microsoft Edge (30th March 2015 for Windows 10)
- [Internet Explorer® 11](#) from Microsoft (17 October 2013 for Windows 8.1, 7 November 2013 for Windows 7)
- Internet Explorer 10 from Microsoft (26 October 2012 for Windows 8, 26 February 2013 for Windows 7)
- Internet Explorer 9 from Microsoft (14 March 2011)
- Internet Explorer 8 from Microsoft (19 March 2009)*

*Internet Explorer 8 may not render the widget correctly with the default embed code due to lack of media query support. This will require either a static version of the widget embed code or development on the client side.

Safari

- Supported from Safari® 7 from Apple (22 October 2013)

Automatically Updated Channel-based Browsers

Firefox

- Supported from Firefox 31 ([ESR channel](#)) from Mozilla (14 October 2014)

Chrome

- Supported from [Chrome™ 37](#) (stable channel) from Google (26 August 2014)

Android Mobile Browsers:

By default Android does not compress videos before being uploaded through the file input of the form. This can result in large file being uploaded. Users are recommended in the widget to use Wi-Fi where available.

Chrome

Support for input type of video needed and sufficient phone storage. Currently supported video types are mp4, 3gp and mov. Currently tested minimum version is Chrome 18 and Android 4+

Android Browser

Support for input type of video needed and sufficient phone storage. Currently supported video types are mp4, 3gp and mov

Mobile Browsers iOS

iOS will compress videos before uploading through the file input of the form. This means smaller files and as a result quicker upload speeds for users without huge quality loss.

Safari

iOS 6.1.6+

Are there any processor and memory requirements?

There are no specific requirements as long as the user can run a modern browser and flash on desktop.

Is there a minimum required network speed?

There is no specific minimum speed required. On mobile the file will be uploaded based on the connection speed available. On desktop the video will stream at the speed available, when the recording is stopped it will upload any remaining data on the connection speed available.

Is Adobe Flash needed? If so, what version is required?

Our desktop widget capture will run on flash version 11.1 or later. **Mobile capture does not require flash.**

What is your QA process?

All responses will go through our quality assurance process, any responses deemed as unusable will be declined and will not count towards your project quota. We have three QA levels, this is selected when setting up your project:

QA Level - Strict

- The respondent must speak for a minimum of 15 seconds
- The respondent's face must be clearly visible
- The respondent must be clearly heard
- The response should not contain any inappropriate language
- The respondent makes a valid attempt to answer the question being asked

QA Level - Moderate

- The respondent makes a valid attempt to answer the question being asked
- The lighting/sound quality may not be great, but you can hear and see the respondent
- The respondent may speak for less than 15 seconds, as long as they are answering the question

QA Level - Relaxed

- The respondent is making a valid attempt to answer the question being asked
- The respondent may speak for less than 15 seconds, including one-word answers, as long as they are answering the question
- The respondent does not have to be in fully shot (they can either film themselves or film the product)