

Project Management Checklist

This document will provide a checklist of all steps to be taken when embedding Voxpopme into your survey. Follow the links within the document to take you to the appropriate place to find a step-by-step guide.

Pre-scripting stage

- Assign project manager
- To access the Voxpopme portal, head to <https://www.voxpopme.com/user/login>. You will be provided your own login details
 - For access, activate your account from the automated email from hello@voxpopme.com prompting you to activate your account (please do check your spam folder)
 - Set up your colleagues within the Voxpopme portal. Head to Manage Users and Create New User
- Cost out the project, consider the following:
 - Voxpopme cost
 - Extra incentives for video
 - Guaranteed sample
 - Translation cost for non-English projects
 - Post fieldwork video editing
- Feasibility of the project, have action point in case the quota is not met:
 - Guaranteed sample will ensure the video quota is met
 - There is likely to be a 5-10% uptake of video
- Consider using the following to ensure the quota is met:
 - \$5+ incentive for recording a video response
 - Mention there will be a video response in the survey invite
 - Mention there will be a video response in the survey intro
 - Ensure respondents are opting in to record
 - Place the video early on in the survey
 - Ensure the LOI is short as short as possible
 - Do the respondents have a history of video surveys or willingness to take part?

Scripting stage

Use the links below to easily view each 'how to' article.

- Ensure a trained scripter is part of the project
- [Set up a new project in the Voxpopme portal](#)
- [Embed Voxpopme into your survey platform](#)
- [Include suggested text provided by Voxpopme](#)
- [Pass through additional data labels appropriate to the clients needs](#)
 - Video responses can be filtered by the data/labels
 - Captions from the additional data/labels can be added to showreels

- Check the Voxpopme portal to ensure all data required is being passed through
- [Implement Javascript to ensure the respondent cannot skip past uploading their video response](#)
- [Consider the incentives you would like to offer](#)
 - We suggest \$5 incentive or double points
- Loop in with Voxpopme, ensure Voxpopme have tested the survey

Post fieldwork

- Clients can filter the video responses by any additional data/labels that has been passed through to the Voxpopme portal. So, please ensure any key demographics or previous survey answers that are important to your client have been passed through
 - If further additional data/labels is required, this can be added in post field work by Voxpopme. This will cost \$150 USD.
- The transcripts for the project can be downloaded from the portal. To do this, head to the question in the Voxpopme portal, select the three button action menu and choose 'Export Project Data'
- After the response has been transcribed, it will be sent for sentiment analysis. Clients will be able to filter responses by positive, negative and neutral sentiment
- Responses will be rated on quality, the highest quality and most thoughtful videos or 'Highlights' will be shown at the top of the question
- Your client will be able to use Voxpopme's Theme Explorer to view the most important topics/themes from each project. Theme Explorer will snippet the responses to where the respondent has mentioned the theme, allowing them to easily create short video showreels

How-to's

Set up a new project in the Voxpopme portal

1. Head to the Voxpopme portal.
2. Select 'Create Project'
3. Choose the option for a 'Non-Panel' campaign.
4. Insert your question, this will support our QA and sentiment processes. This won't be displayed to the respondent.
5. Insert any further information, this will support our QA process. This won't be displayed to the respondent.
6. Terms and conditions can be left blank. This won't be displayed to the respondent.
7. You may leave the Thanks and Skip page fields empty, as the respondent will not need to be redirected. You will only need to update this field if you would like to change the message the respondent sees when they have completed their video response - 'Thanks for submitting your video response'
 - This is available in a number of different languages, get in contact with the team at Voxpopme if you would like the link for this.
8. Select 'No Image'. This won't be displayed to the respondent.
9. Insert your question usage for the question. This won't be displayed to the respondent. You will still be required to communicate this with your survey participant within the survey.
10. Set the start date, expiry date and time for the question.
11. Enter any reviewer notes, you may leave this blank unless you would like any leniency on the QA process. For example if you are willing to accept videos where you cannot see the user's face, or they speak for less than 15 seconds, during this project.
12. Insert the number of responses you require.
13. Please select 'No' to 'Show page to capture user name and email before capture page.', this will ask the respondent to fill out their name and email address.
14. Select 'Review Campaign'
15. If you're happy with the question, click 'Confirm'. This will go through to the Voxpopme team for approval. Once approved, the question will become active at the time scheduled.
16. Click on the question and select the 'Responses' dropdown menu. Then select 'Summary'.
17. Here you will be able to copy the Embed Code directly into your survey platform.

A couple of extra notes:

- Feel free to submit test responses, these will be cleared out through our QA process. Please try to mention in your response that this is a test video.
- If your test video is approved, do let us know and we will clear it out.

Embed Voxpopme into your survey platform

Head to the Voxpopme portal, select your project, click 'Summary', and an embed code snippet will be there waiting for you in embed. If your video question isn't setup yet, please get in contact with Voxpopme who will set your question up for you.

The code snippet will look like this:

```
<div style="text-align: center;"><style
type="text/css">#vpm-iframe{width:260px;height:325px;margin:10px
0}#vpm-iframe.fix-iframe{width:640px;height:480px;margin:10px 0}@media
(min-width:501px){#vpm-iframe{width:500px;height:375px;margin:10px 0}}@media
(min-width:641px){#vpm-iframe{width:640px;height:480px;margin:10px 0}}</style><iframe
allowfullscreen="" frameborder="0" height="480" id="vpm-iframe" scrolling="no"
src="https://www.voxpopme.com/record/6d8226ff6cac93b51ce162b2904e80a6?layout=sim
ple" width="100%"></iframe></div>
```

Highlighted above is where the unique Voxpopme URL for your project appears within the embed code. To reuse this code snippet, simply swap out the url for one that corresponds with your new question.

Note: 'layout=simple' at the end of the Voxpopme URL provides a simple embed layout - this means that just the capture widget will be pulled into your survey. This is ideal for embedding the Voxpopme widget into your survey, as you can add/customize any text above and below it.

Include suggested text provided by Voxpopme

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

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.

Getting the respondent to opt-in

We see higher conversion rates when a respondent has opted in to record a video than on the fly. Here is some recommended text for your survey:

We [insert company name] are interested in hearing what consumers think about [insert question topic] and would like to ask if you are open to sharing your comments via a video response. We find that we are able to get richer feedback when participants speak aloud their thoughts, rather than typing them into a text box.

The video you record will not be used beyond this study and will be stored anonymously and will not be shared in any public domain. We will be using a trusted partner, Voxpopme to capture the video content.

If you agree, please provide your consent below:

I agree to share my video

I do not agree to share my video

Device check

We suggest adding in a question to ensure the respondent is using a device they can record a video from:

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 recording

After the respondent has confirmed that they are using a device they can record from, and would like to record a response, we recommend providing details on how to record a video response:

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 - you have up to a minute to talk, so use it*
- 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

On the video record page, it is a good idea to provide a couple of recording tips so the respondent knows how they should record a video response:

We'd like you to record a 15-60 second video response to the following question:

[Insert question here]

Here are some tips to help you record a great video:

- *Please provide as much detail as you can.*
- *Use your webcam or mobile camera to record your video response*
- *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*

Pass through additional data/labels appropriate to the clients needs

It's important to consider passing through additional data/labels to the Voxpopme portal. This will allow your client to filter responses by the data you have passed through, like key demographics or previous survey answers. The additional data can also be used as captions on the edited showreels created all within the portal.

Highlighted below displays how you can to pass through additional data in the embed code:

```
<div style="text-align: center;"><style
type="text/css">#vpm-iframe{width:260px;height:325px;margin:10px
0}#vpm-iframe.fix-iframe{width:640px;height:480px;margin:10px 0}@media
(min-width:501px){#vpm-iframe{width:500px;height:375px;margin:10px 0}}@media
(min-width:641px){#vpm-iframe{width:640px;height:480px;margin:10px 0}}</style><iframe
allowfullscreen="" frameborder="0" height="480" id="vpm-iframe" scrolling="no"
src="https://www.voxpopme.com/record/6d8226ff6cac93b51ce162b2904e80a6?layout=simple&
respondentID=[respondentID]&age=[age]&gender=[gender]&Segment=[Segment]"
width="100%"></iframe></div>
```

A couple of notes of passing through data:

- As much data as you require can be passed through to the portal
- You will need to replace the square brackets with how you would normally pass through data
- We always recommend passing through at least one unique identifier for the individual respondent as additional data

Here is how the data will look in the Voxpopme portal:



416632	
Jun 13, 2016 2:25:37 PM	
Segment	B
age	42
gender	Female
Add tags +	
VIDEO PROCESSING	
AWAITING APPROVAL	

Consider the Incentives you would like to offer

We recommend incentivising respondents to record a video response. 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.

Preventing the respondent from skipping past recording

As an embedded question, users may be able to skip past recording a video response. We recommend adding a snippet of Javascript code that disables the 'Next' button in the survey until the user has successfully uploaded a response.

Below is the javascript, you will need to replace the disable and enable next button with the appropriate code for the survey platform you are using.

Please bear in mind when you are implementing the Javascript snippet that the 'Next' button will only be enabled if the event 'response_complete' is triggered. Therefore we suggest implementing a checkbox button below the video capture widget with the message 'I'm having technical difficulty or would no longer like to record', and adding the logic that if the respondent selects this button then the 'Next' button will activate.

Alternatively, you can add the following events which will allow for a smoother flow for the respondent if they have a technical error. This will allow them to carry on with the survey, however it may skew your reporting of video completes:

- "serverDisconnected"
- "publishFailed"
- "noCamera"
- "noMic"

Please follow this link to access the Javascript:

<https://voxpathme.zendesk.com/hc/en-gb/articles/211497629-Preventing-Respondents-Skipping-the-Video-Question>