INSTANT FOCUS APP FOR ZOOM

INSTANT FOCUS AIMS TO ELEVATE FOCUS GROUPS, AND WITH ZOOM INTEGRATION FOR THE INSTANT FOCUS APP, YOU'LL HAVE THE CAPABILITY TO HOST AND PARTICIPATE IN VIRTUAL FOCUS GROUPS.

INSTALLING THE INSTANT FOCUS APP IN ZOOM

1. Find the Instant Focus Zoom app in the Zoom Marketplace and click Add.
2. Authorize Instant Focus to link to your Zoom account.
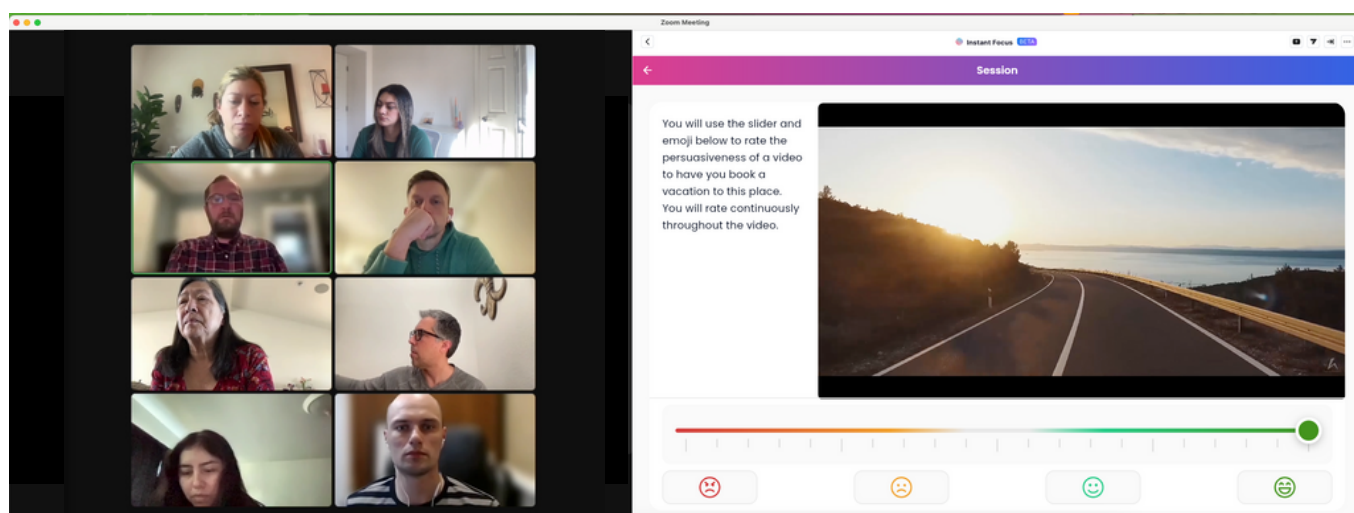3. Instant Focus will now appear in your Apps Tab.

USAGE

After adding Instant Focus to your Zoom account, you can use the Instant Focus app to host and participate in virtual focus groups.

1. **Access**
   - Enter your Session & Participant ID. The host of your focus group will provide you with this information.
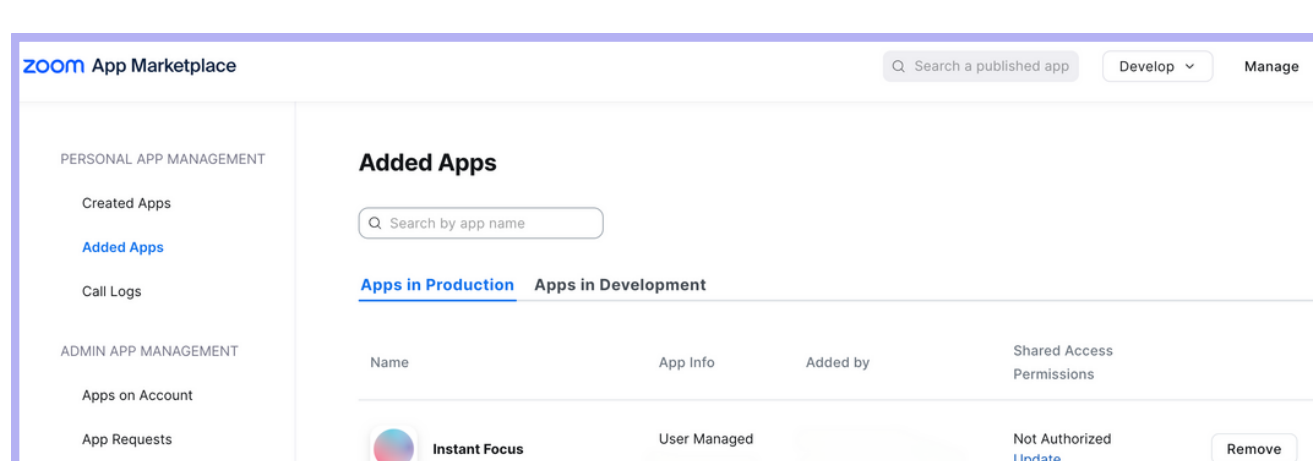2. **Using the app**
   - The app has four sections: Non-Disclosure, Profiles, Questionnaire, and Session.
     i. The order and completion of these sections will vary depending on the focus group host.
   - <u>Non-disclosure</u>: Review the non-disclosure agreement, if provided, and if you agree, select "submit" at the bottom. If you disagree, please contact the focus group host.
   - <u>Profiles</u>: If available and directed by your host, complete the questions and click "submit" at the bottom. Progress cannot be saved, so if you leave the section, you must answer all questions again.
   - <u>Questionnaire</u>: If available and instructed by your host, answer the questions and click "submit" at the bottom. You can save your progress and return later to complete and submit. Your host will specify any deadlines for completion.
   - <u>Session</u>: When this section becomes available, you'll encounter questions presented in various formats. After you hit submit, you'll see a screen informing you to "Please wait for the next question." The host of the focus group will advance to the next question when they are ready.
   - Presently, the Instant Focus app offers seven types of questions for use. Below is a description of each question type and instructions on how to answer them.
     ii. <u>Single select</u>: Allows participants to choose one answer option.
     iii. <u>Multiple select</u>: Allows participants to choose multiple answer options.
     iv. <u>Open-ended</u>: Allows participants to type their responses.
     v. Rank order: Allows participants to rank preferences among answer options. Drag the answer options from one side to another and arrange them in the desired rank order.
     vi. <u>Slider rating</u>: Allows participants to use a horizontal slider on the tablets to rate things on a numeric scale. Drag the slider (blue dot) to the desired numeric value on the scale to make your selection.
     vii. <u>Dial rating:</u> Allows participants to use a round dial to rate things on a numeric scale. You have three options to provide your response: by dragging the slider (blue dot) to the desired numeric value on the dial, clicking on the numeric value displayed on the dial, or using the plus (+) or minus (-) buttons to input your numeric value.
     viii. <u>Moment to moment</u>: Allows participants to provide continuous feedback. You can drag the slider (blue dot) to provide your rating on the scale. You must keep the slider selected to continue rating and adjusting the scale. Alternatively, button options may be available below the scale displaying pictograms that you can click to automatically move your slider to the area above the pictogram.

UNINSTALLING THE INSTANT FOCUS APP FOR ZOOM

- Log in to the Zoom web portal as your Zoom account admin, and navigate to the <u>Zoom Marketplace</u>.
- Navigate to your installed apps: Manage > Added Apps.
- Click Remove next to Instant Focus.
- Confirm the dialogue and click Remove.

SUPPORT

Contact us directly at info@instantfocus.io.