

Research Now

The International Online Fieldwork & Panel Specialists

The Research Now Rich Media Toolkit: Page Flip with Zoom

Overview

The Page Flip and Zoom tool is used in surveys to display visual materials, such as magazines, newspapers or product brochures. The respondent can “flip” through pages to simulate a real-life page turning scenario by dragging the page across screen with the mouse and can “zoom” in on areas to examine them in more detail by clicking on magnifying glass icons.

Technology: Flash

Page Flip with Zoom Example

RESEARCH NOW

Page Flip and Zoom

We'd like you to take a look through this brochure

Please click the arrow buttons to flip through the document, or use your mouse to grab the page corners and turn. You can use the magnification buttons on any given pages and use your mouse to "grab" and move around the page.

“Zoom Tools”

“Flip”

Privacy Policy Previous Next Contact Details

Research Applications

The Page Flip with Zoom is designed to simulate a real-life page turning scenario. It enables researchers to collect feedback on visual stimuli in-situ and can be used for a wide range of research studies, including magazine and newspaper concept testing, viewing clinical trial or product monographs, critiquing product or company brochures etc.

Using the Flash-enabled Flip with Zoom Tool expands the scope of online research beyond a flat series of images, and engages the respondent in a more familiar test environment.



Contact us for further information on any aspect of online Rich Media tools:

T + 44 (0) 20 7921 2400

F + 44 (0) 20 7921 2401

service@researchnow.co.uk

www.researchnow.co.uk

RESEARCH NOW

The International Online Fieldwork
and Panel Specialists

London | Paris | Hamburg | Frankfurt | Munich | Athens | New York | San Francisco | Chicago | Los Angeles | Dallas | Toronto | Sydney | Melbourne | Auckland | Singapore | Shanghai

Research Now

The International Online Fieldwork & Panel Specialists

Features

Standard Research Now Page Flip with Zoom Tool - incorporate this now into your online survey for no additional set-up time or cost!

- Minimum number of pages to “flip” = 2 / maximum number =20
 - Any images* can be used for pages (the only limit being your screen size!)
 - Pages can be filtered based on previous survey responses
 - Standard page randomisation
 - For the “zoom” – choice of 2 levels of magnification
 - “Zoom” can be switched on or off
 - Choice of multiple page display options (hardcover, facing pages, book opened or closed at start)
 - Mouse-activated “Flip” and “Zoom” functions – interaction can be via either a mouse-activated drag or arrow-buttons (tool set to allow both by default)
 - Read order “flip” direction can be controlled (right-to-left or left-to-right)
 - Validation check can be added to force respondents to view all pages before proceeding
 - Background colour can be changed
- * Preferred format is .jpg format between 300-400 pixels high/wide (please note – images for all pages should be the same size and shape)

Output

Whilst the tool is primarily to enable respondents to view a more realistic page-turning scenario rather than as a data collection method in its own right, the tool does capture the following viewing information:

3d Grid with precodes representing pages, containing 4 variables:

- Multi-open numeric: order in which pages were viewed
- Multi-open numeric: time spent on each page (in seconds, up to 2 decimal places)
- Multi-open numeric: the number of times each page was reviewed
- Multi: whether the Zoom function was used on a given page

Beyond the standard toolkit

Allow extra time / budget for:

- More than 20 pages
- Non-standard sized images
- Non-standard rotations
- Beyond 2x magnification
- Non-standard “Flip” and “Zoom” buttons
- Controlling the “Flip” and “Zoom” functions in ways other than with the mouse (e.g timed sequences)
- Page “tear” functions

To Get Started

Let us know

- Image / page materials being used – for “Zoom” exercise, the images would need to be provided at the highest magnification level required. We can size the image down from there.
- Order of page display
- Whether you want the “Zoom” switched on or off
- For the “Zoom”, the Level of magnification required
- Any validation instructions – (e.g are all pages mandatory to view?)
- Background colour

Contact us for further information on any aspect of online Rich Media tools:

T + 44 (0) 20 7921 2400

F + 44 (0) 20 7921 2401

service@researchnow.co.uk

www.researchnow.co.uk

RESEARCH NOW

The International Online Fieldwork
and Panel Specialists

London | Paris | Hamburg | Frankfurt | Munich | Athens | New York | San Francisco | Chicago | Los Angeles | Dallas | Toronto | Sydney | Melbourne | Auckland | Singapore | Shanghai