



Enhanced Transcription

Supporting the researcher from idea to action.

Experience keywords through sound, sight and text while observing repeating themes. Audio or video linked to keywords highlights the relevant concepts that drive insights. Quickly get to the heart of the research with thoughtful insights.

Enhanced Format

01 EasyScan 012214 115pm Dyad 3 Gemma and Celina 00:00:00 / 00:12:12 00 is speaking Audio linked to keywords Search Keywords. Q ▼ KEYWORDS ALL TOPICS business card (5) free time (4) portable scanner (4) Film and video technology pretty good (3) glossy photos (2) Computer graphics image quality (2) handheld scanner (2) **System Generated Keywords** 300 dpi (2) active window (2) independent (2) translation (4) experience (3) easyscan (5) excellent (2) Image processing Link video expensive (2) Diagrams if you have it! **▼ TRANSCRIPT** 00:00:00 January 22nd at 1:15 and this will be dyad number three, Testing, Testing. Everything should be set up for you guys. 00:14.13 The whole city shut down six inches of snow. They never get snowstorms, they have no experience clearing it out 00:00:13 So the trucks just packed it in and it turned into sheets of ice. Things were shut down for over a week. **Individuals or Groups** 00:24.87 Thank you. Let me know if it's warm enough in here. It looks like we're ready to go. Please take a seat. And can 00:00:25 you please get the door? Thank you. Did you have trouble finding us? 00:38.45 I got a little lost. I had to ask someone for directions 00:00:37 00:42.00 Yeah, we tell everyone who comes here that we're just past the elevators. So, I'd like to thank both of you for Timestamps 00:00:41 coming out here today to talk with me included A few things I should mention. As you can see, there's only two of you today. This is what we call a dyad where only two people come in and share thoughts and experiences on something; a product, a service, new ads, anything. It's a way to **Human transcripts** get more in depth feedback than with a large eight person focus group. Those can have issues with people being affected by groupthink and often, things are a little rushed trying to get through all the material with so many people. With only two or three, we can drill down a little deeper and get more than just the gist. And unlike one-on-one, there's another person who