Research Panel Launches Desk-Top Widget Aiming To Raise The Response Rate

Contributed by Research Panel
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Japanese online research company Research Panel has released "Research Panel mini", a desktop widget which makes users easier to confirm the latest surveys available and also to search websites without accessing the Research Panel homepage.

"Research Panel mini" will automatically receive the information of newly arriving surveys and show them on the respondent's PC desktop.

This will prevent respondents to miss any available latest surveys and also makes it easier to participate in the surveys.

"Research Panel mini" also contains web search window for respondent's convenience.

Research Panel mini function

1)Envelope icon: When the survey or the information has been updated,envelope icon will appear on the desktop and the color differs according to the content.

2)Main Screen: After the click of envelope icon the main screen appears.

a) Questionnaire list display: Shows date and title for each survey. When"detail"is clicked, it shows approximate time for answering and reward points. If the user clicks "answer" they could respond.

b) Web search: This widget contains a search window.

c) Point history: The page of point history will be shown on the browser.

To maintain the panel quality, Research Panel requires respondents to update their personal registered information periodically, does systematic discrepancy check between questionnaire answer and registration information, and also does visual contact confirmation.

Research Panel is expanding service lineups such as RSS delivery of newly questionnaire notice and desk top widget "Research Panel mini" to step up the user's convenience---that is to say, maintaining the response rate at a high standard.

About Research Panel.Inc
Founded in 2005, Research Panel was started by Toshiki Sano and now it is Japan's leading independent online panel and survey technology provider.

The panel size of Japan is approximate 1.3 million and 52 thousand are constantly active.

E-mail: contact@research-panel.co.jp
http://global.research-panel.jp

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