

EnRAPTURE's New Version Relieves 'Dull Survey Syndrome' ...And Now Works On iPads

Contributed by Ugam Research
Tuesday, 06 December 2011

One of the main issues facing market research professionals is the often lackluster performance of online surveys. "Dull survey syndrome" which often results in ignored or incomplete surveys finds relief with EnRAPTURE whose latest release now seamlessly works on computers and devices with any browser or operating system including the iPad.

EnRAPTURE's improved ready-to-use technology, based on HTML/HTML5 and JavaScript, creates an engaging and exciting survey participation experience for respondents.

According to Sunil Mirani, CEO, Ugam Research said, "This new version of EnRAPTURE does not change the familiar and easy user interface, but adds several new features to create a more interactive and appealing experience. This includes usage of touchscreen technology to incorporate "gestures" like sweeping across the screen or using fingers to drag and drop items; all making the experience more intuitive."

"The research industry is realizing that people aren't as interested in spending their time participating in surveys. Most are uninteresting, tedious, and dare I say, dull. This directly impacts data collection, response rates and inflates demographic sampling costs," Mirani noted.

EnRAPTURE allows users to easily transform the appearance of online surveys from plain HTML to a visually-rich interface surveys. It offers the user a comprehensive library of rich interface "skins" available for various question types that easily can be applied to questions within their online surveys.

"Equally importantly, EnRAPTURE makes it possible to cost effectively design new interactions with respondents," Mirani said. "This includes respondent-defined grouping, dual axis matrix rating, image heat maps and text highlighting which are not possible using industry standard survey tools."

He added, "What this does is grabs the respondent's attention and improves the quality of data being collected. And as tablets become more and more prevalent, respondents will now be able to more fully participate on these devices as well!"

This latest version, released late last week, promises a smooth transition for the many research firms currently using the existing version of the product.

About Ugam Research
For more information please visit www.ugamresearch.com

Mumbai, India " 5 December 2011