



# **sensecommunities.com**

## **Soft Rental**

Smart solutions for big ideas

# Sensecommunities

## - Soft Rental -

The iSense Solutions Online Community Platform provides you with more than just a modern and agile research tool.

Choose the services according to your needs:



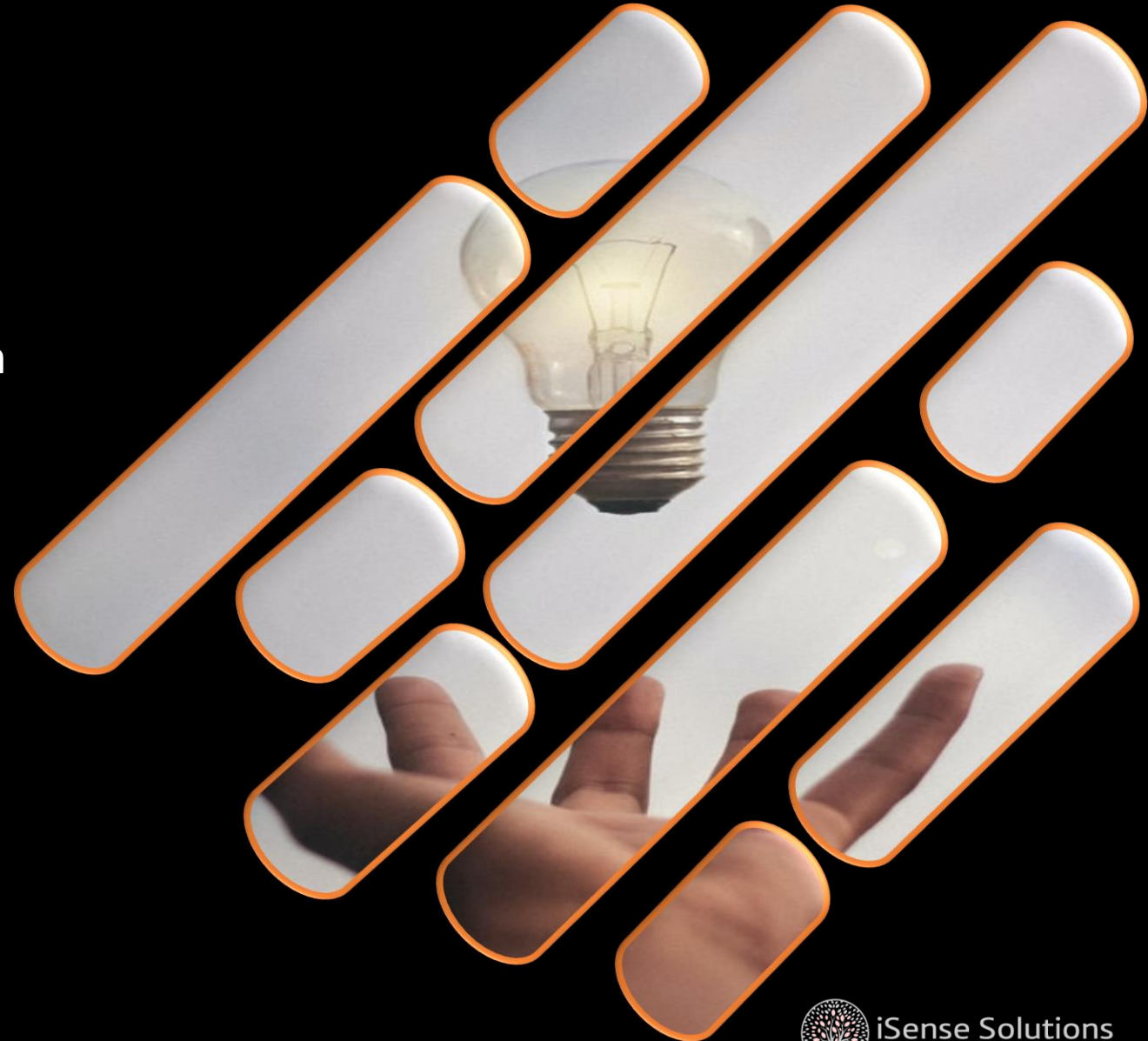
**Software rental  
for autonomous research**

Internal research –  
communities for employees  
Brainstorming sessions

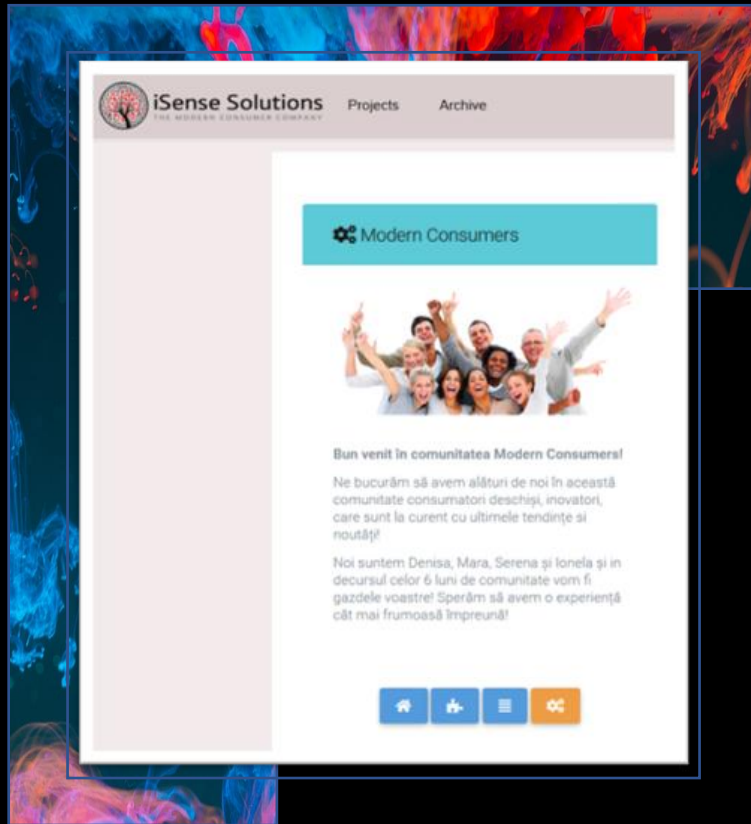


**Platform support**

Video demos  
Full training  
Helpdesk support  
Full IT support



**iSense Solutions**  
THE MODERN CONSUMER COMPANY



**SENSE COMMUNITIES** is an online qualitative research tool

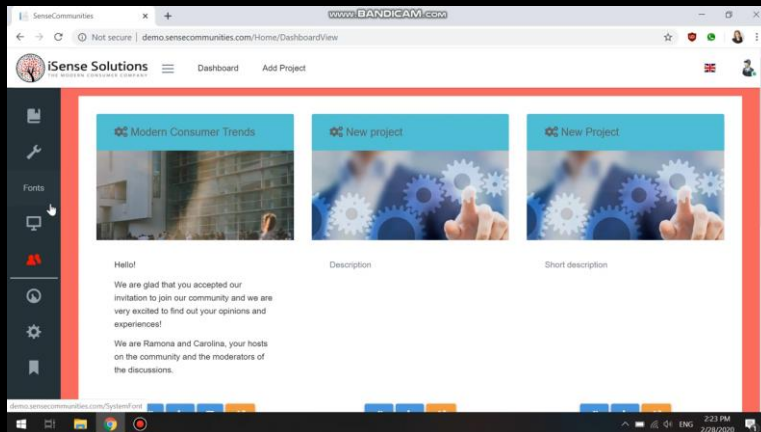
- A fully equipped research platform, ready to support any kind of tasks: open discussions, quick polls, grids, image and video mark-up, journals, pictures and video uploads and more.
  - We know that keeping participants engaged can be challenging, so we used our expertise in designing a tool that solves this issue.

**SENSE COMMUNITIES** is a research tool suitable for developing research studies of any duration and length, not being limited by a certain number of participants or page uploads.

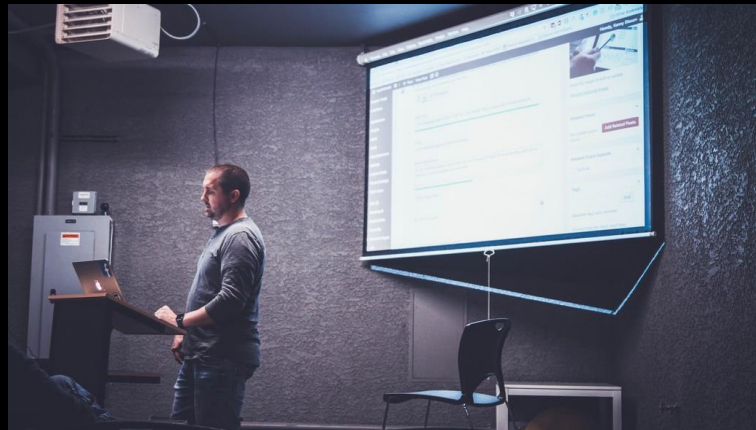
- Available on mobile and desktop in English and Romanian, SENSE COMMUNITIES makes it easy to use anywhere in the world. The platform can support any languages, on request.

# SENSE COMMUNITIES

**Get a Demo**



**Get a Full training**



**Get Helpdesk support**





# Sense Communities Answers Your Questions!



- Want to know your consumers' profiles? **Talk to them!**
- Want to know their general opinion? **Ask them!**
- Want to know if they will like it? **Ask them!**
- Want to know the good, the bad and the ugly? **Ask them!**
- Want to know where to improve? **Ask them!**
- Want to compare yourself with others? **Ask them!**
- Want to launch a new product? **Test it!**
- Want to impress from the first time? **Test it!**
- Want to see if it will stick? **Test it!**
- Want to know your competition? **Research!**
- Want to make a marketing campaign? **Research!**
- What to create a new communication strategy? **Research!**

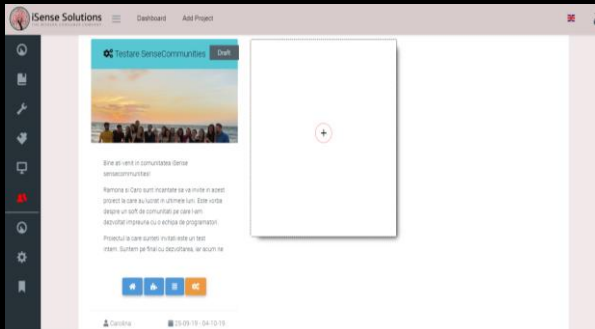
# Sense Communities Functionalities

Customize your online research  
services according to your needs

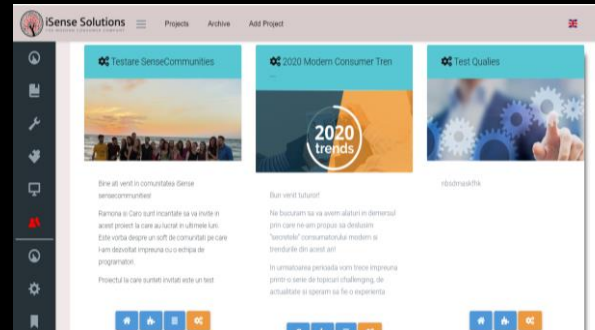
The Sense Communities software provides you with a way to build a research project faster than you expect. Let's see what the research steps are: setup & launch, tasks & content, participants, clients, recruitment.

# Setup and Launching

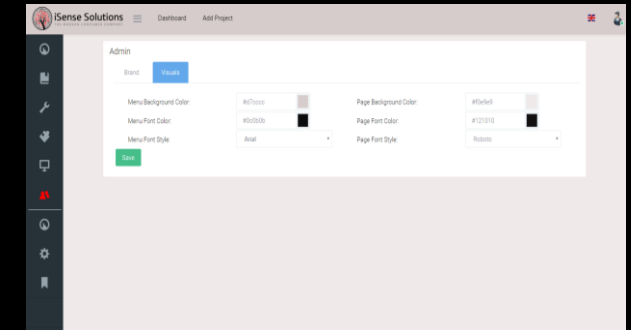
**Quick launch** offers the possibility to create a new platform with just a click



**Multiple different studies** (online communities) can be added at the same time or consecutively. iSense Solutions provides the clients with the opportunity to implement short projects or ongoing online communities.



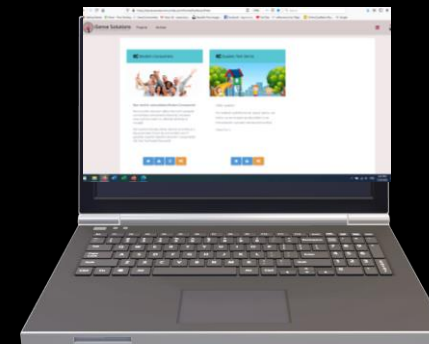
**Branded online and mobile platform**  
Personalize the appearance of the studies according to your and your client's need: fonts, colors & logo can be personalized



The platform provides the option to **choose the preferred language of the interface and topics** throught the duration of the community



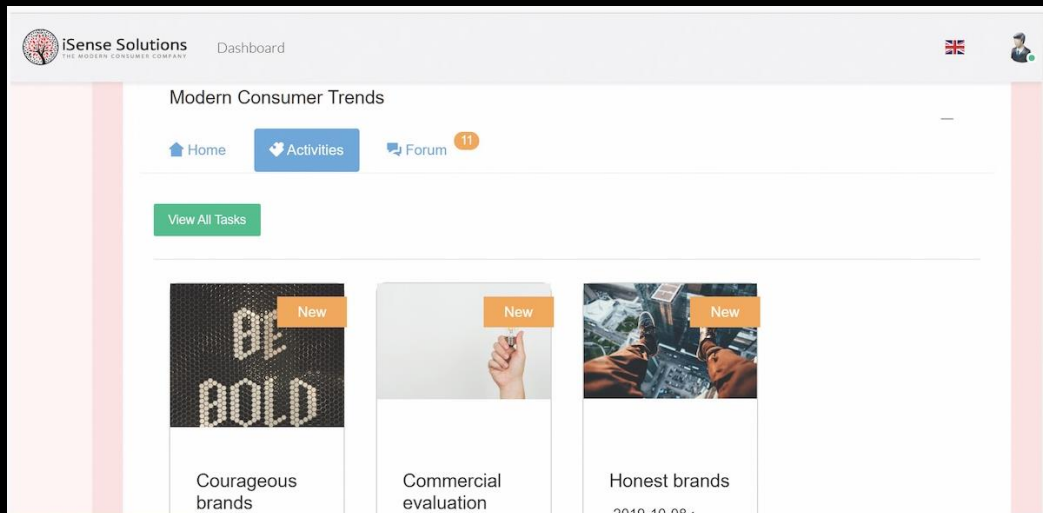
The platform can be accessed from both **laptops/PCs and smartphones**



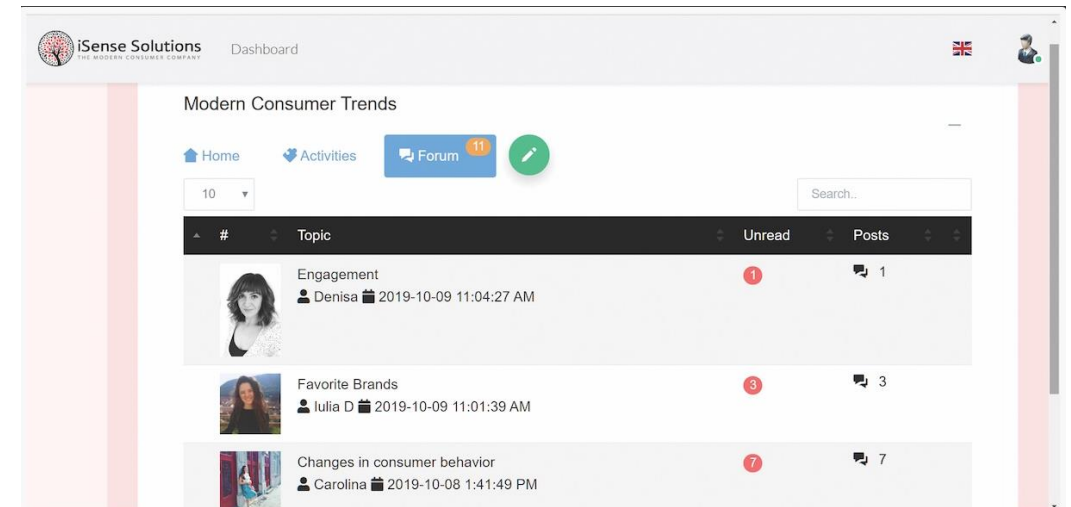
## 2 main areas to help build engagement and get deep insights.

Unlimited number of activities & discussions

**Research area with dedicated tools for intuitive and engaging** simple quantitative studies and fast dashboards

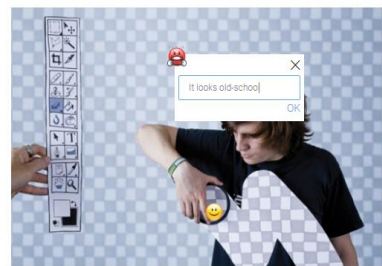


**Ongoing socializing in the free area** where members engage in ways similar with **social media**: allowing 24/7 interaction, sharing of multimedia, creating new topics of discussions. This area is highly important for user generated content (“after study” discussions among participants, their peers’ opinions questioned, etc.)





Picture Analyser



Click on the picture to start.

Previous Feedback:

Output:

😊 270X260 = I find the idea cool!

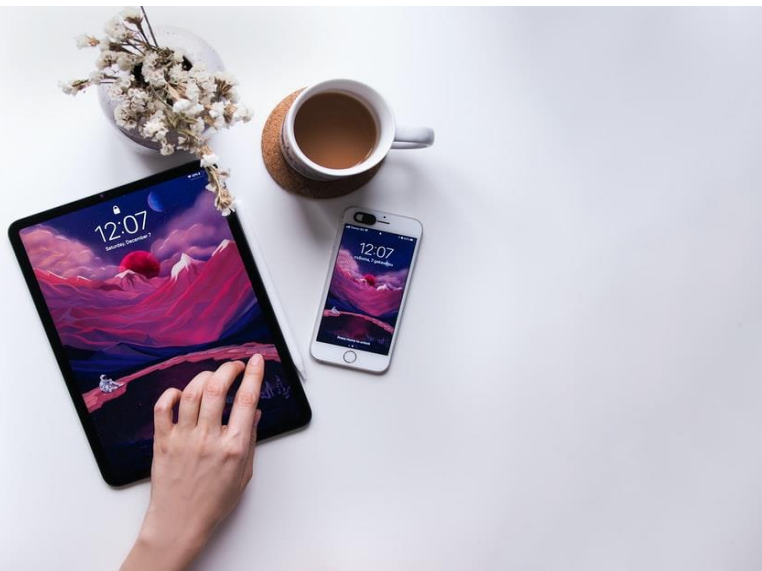
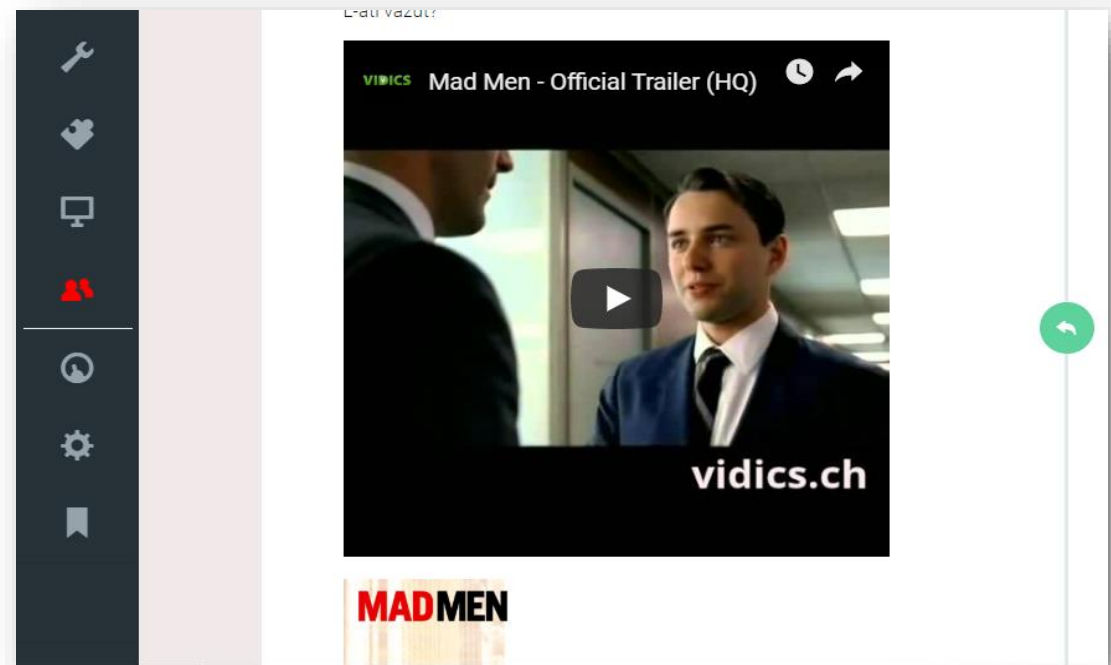
Save

Your Answer:

**B** *I* U Roboto 14

SAVE







Edit Account

Home

Profile Picture

Password

Name

Ramona

UserName

ramona.beian@isenseolutions.ro

PhoneNumber

Description

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**isense Solutions**  
THE WORLD'S LARGEST ISENSE COMMUNITY

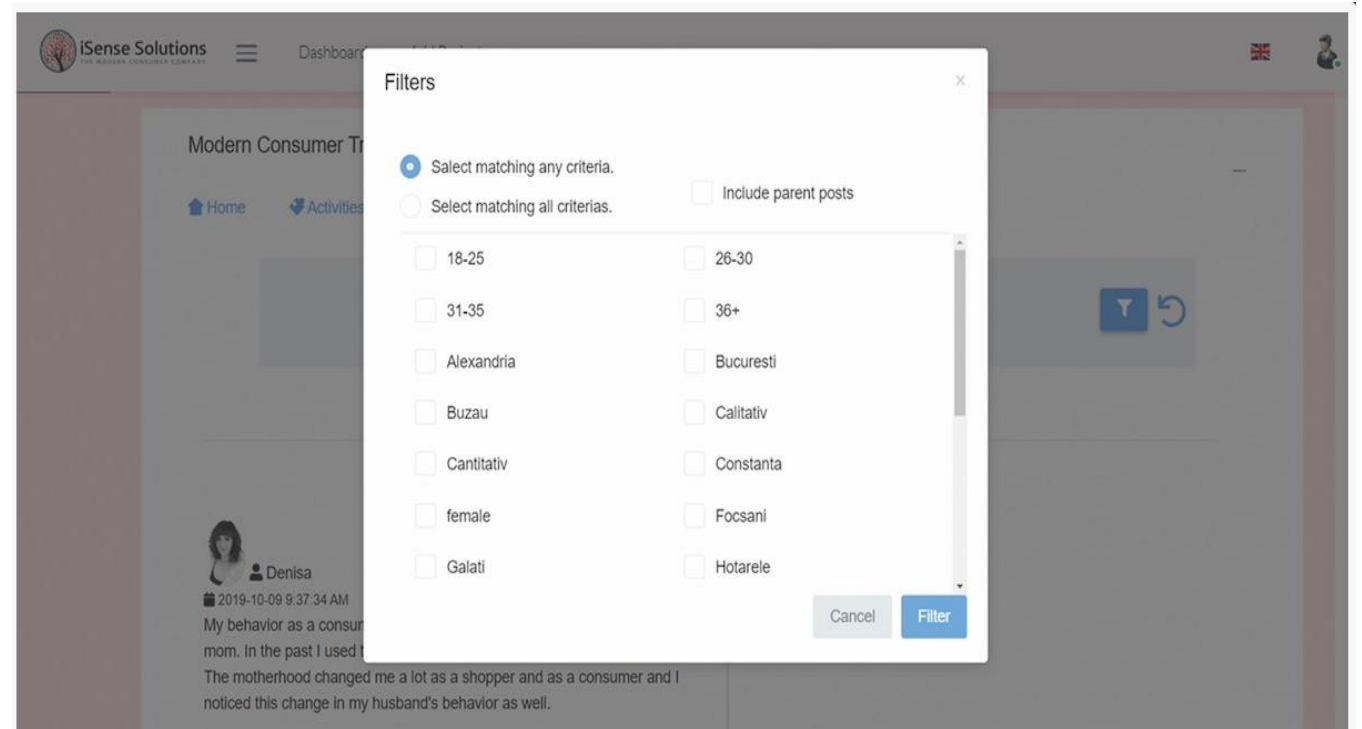
Projects Archive

Project Users

Show 100 entries Search:

User	Name	Last Login	Forum Comments	Questions Answered O / C / S / M / H	Total Points	Project Rank
serena.buica@isensesolutions.ro	Serena Buica	2020-07-29 2:19:57 PM	2 / 4	2 / 0 / 0 / 0	10	Beginner
dennis.aprutescu@isensesolutions.ro	Dennis	2020-06-25 12:56:20 PM	2 / 6	0 / 0 / 0 / 0	0	N/A
alexandra.neagu@isensesolutions.ro	Alexandra Neagu	2020-07-20 12:38:17 PM	0 / 0	0 / 0 / 0 / 0	0	N/A







# Accounts For Clients

The screenshot displays the iSense Solutions web application interface. The top navigation bar includes the iSense Solutions logo, a hamburger menu, and links to 'Dashboard' and 'Add Project'. A user profile icon is visible in the top right corner.

The main content area shows two posts. The first post, dated 2019-10-08 2:14:24 PM, has 36 comments and contains the following text:

I am curious to know if and what changes did you observe in your behavior as consumers in the past year.

I invite you to step back for a little while and observe yourself from the outside. Is there anything you do differently now in comparison to the way you did last year?

For example, I noticed that I recycle more. It's become a concern that transformed in a habit and now I wouldn't see myself not sorting garbage.

Also, I think twice before I buy anything - I need to be sure that I really need it and will use it, otherwise is just a waste of resources. This behavior applies to food, clothes, gadgets etc.

The post has a rating of 4 stars (Votes: 2) and options to 'Reply' and 'Bookmark'.

The second post, dated 2019-10-09 10:45:15 AM, has 10 comments and contains the following text:

I didn't notice a big change in my behavior in the past year as much as in the past 4 months, since my wife is pregnant. I think so much more about the future and what I'll leave behind. The first step was only cooking as much as we eat once and stop wasting food. The second change we've made was regarding what we eat. Before she became pregnant, we also had some corn puffs or chips laying around. Didn't eat much, but when feeling like eating a snack those were the easiest option. Since June, though, the only snack we have around is nuts. And we both love those!

Recycling was also a thing we deed. I think every change starts with me, so we also recycled plastic of any form.

For the future we plan on moving from the apartment to a house. We already have a plan in place to put solar panels on the roof. Our architect also suggested to get electricity from the wind turbines near our house. We'll see how that goes as right now connection is a bit problematic.

The post has a rating of 5 stars (Votes: 2) and options to 'Reply' and 'Bookmark'.


A 'Bookmark' modal is open, showing the text: 'It's become a concern that transformed in a habit and now I wouldn't see myself not sorting garbage.' The modal has 'Cancel' and 'OK' buttons.

# Testimonials of participants about SENSE COMMUNITIES




*„I would like to thank you one more time. I'm very excited about the prize I won after the raffle. It was a pleasant and interesting experience and I hope my answers will help to create the marketing strategy for the potential products that are going to be launched.” (Participant in sensecommunities.com studies)*

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*„Thank you for all your support, for the clear information we have received and for your prompt responses.” (Participant in sensecommunities.com studies)*

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A grayscale photograph of several hands of different skin tones reaching up from the bottom and sides to form a heart shape in the center. The hands are positioned with fingers pointing towards the center, creating a cohesive heart outline. The background is a plain, light color.

**ALONG WITH GETTING DEEPER INSIGHTS,  
ONLINE COMMUNITIES BUILD  
BRAND ADVOCACY  
AND CO-CREATE IDEAS**

# MAIN TEAM:



**Dr. Traian Nastase**  
Managing Partner  
Experience: 15 years



**Dr. Andrei Canda**  
Managing Partner  
Experience: 14 years



**Denisa Apreutesei**  
Qualitative Manager  
Experience: 10 years



**Ana-Maria Nastase**  
Mkt Manager  
Experience: 12 years



**Alina Zelezneac**  
Research Manager  
Experience: 8 years



**Andrei Elvadeanu**  
Client Service Manager  
Experience: 10 years



**Alex Dudau**  
Data Analysis Manager  
Experience: 15 years



**Alexandra Pintilie**  
Sr. Researcher  
Experience: 13 years



**Laura Nastase**  
Quantitative Res.  
Experience: 2 years



**Diana Farcas**  
Quantitative Res.  
Experience: 2 years



**Vlad Suta**  
Quantitative Res.  
Experience: 4 years



**Simona Vlasie**  
Field Manager  
4 years experience



**Madalina Soroiu**  
Online Dev. Specialist  
Experience: 2 years



**Alexandra Neagu**  
Qualitative Research  
Experience: 4 years



**Mara Folcic**  
Qualitative Research  
Experience: 3 years



**Serena Buica**  
Qualitative Research  
Experience: 3 year



**Raluca Caplescu**  
Senior Data Scientist  
Experience: 8 years



**Miruna Ilie**  
Data Analyst  
Experience: 3 years



**Irina Moise**  
Data Analyst  
Experience: 2 years



**Ionela Gancea**  
Qualitative Field  
Experience: 1 year



**Andra Dobroiu**  
Researcher



**Angela Stolnicu**  
Operations Manager  
Experience: +15 years



**Mihaela Tincu**  
Operations Specialist



**Georgiana Pipan**  
Panel Manager  
Experience: 3 years



**Thank you!**