



Tap insightful people with Batterii Missions™

The Batterii Missions app **collects research and insights** from people in the field. Responses can be formatted as videos, notes, photos, and survey data. All content is automatically analyzed by machine learning and transcribed for easy review.

- Pre-screen to find insightful consumers for in-person
- Capture Ethnography and Day-in-the-Life research
- Identify key moments along Consumer & Shopper Journey
- Collect Product and Concept Feedback
- Engage Consumer panels and communities

Energize collaboration with Batterii Rooms™

Batterii's digital collaboration rooms provide one place to **collect, curate, ideate, and extend** the focus group experience. Content can be posted in real-time to connect everyone's discoveries and perspectives.

- Private, secure, and digital workspace
- Browser-based, no installation
- Unlimited walls to organize and theme
- Digital sticky notes, stickers, and annotation tools
- Insight, business and innovation frameworks (empathy maps, business canvas, and more)
- Export to PPT, PDF, and a zipped folder

