

5 Steps to Launching a Digital Diaries Project

Launching your Digital Diaries project couldn't be easier. In just a few steps you can create your digital qualitative project and be ready to launch.



Create your Project

Starting your project is extremely straightforward. Access all current and previous projects, or start a new one from one dashboard. Once a new project is started, you can easily define the project settings, create segments, add and manage research team members and add T&C's for participants to accept. You can also provide settings for daily reminders to participants.



Build your Activities

Forsta's library is home to a multitude of activity templates which you can preview, edit and add to your project. If you wish to create your activities from scratch, you can easily drag and drop activity elements in the Activity Settings section of the platform. Some of the most commonly used activities are diaries, group discussions and Concept Canvas.



Schedule your Activities

In the Activities and Scheduling section, simply drag and drop an activity onto the calendar, on the date that you'd like the activity to launch. Then complete the settings in the pop-up window.



Add your Participants

Before you can launch your project, you'll need to add your participants. This is easily done by uploading a CSV file of all participants. They can also be added individually.



Invite your Participants

The last step is to begin your project by inviting the participants. Participants can be invited individually or in bulk within the participant grid in the platform. Invitations are sent via email and these emails are customizable to match your brand.

Now your project is launched, you can easily track data in real-time, moderate your project and probe deeper into particular subjects to gather insights.