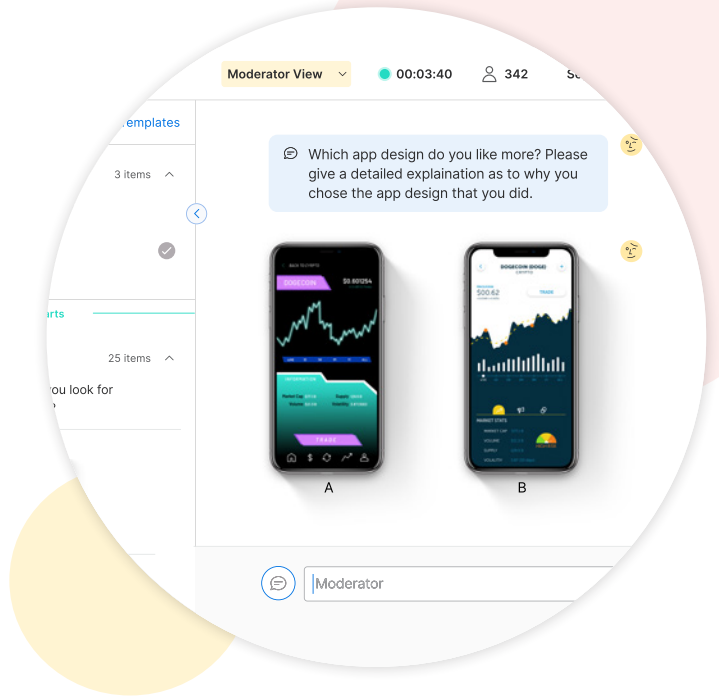


Stimuli Guidelines

The Remesh platform allows you to include different visual and audio stimuli in order to gather diverse insights and increase engagement from participants.



Best Practices

Types of Stimuli



Image



Video



Audio

Media Display Options



Portrait



Landscape

Discussion Tips:

→ Add supporting text around stimuli in the discussion to provide more context to questions or to focus participants' attention around specifics that you'd like feedback on.

→ If a comparison section is needed, add all concepts (if space on the page allows) onto one image along with the unique identifiers as a quick refresh of what was shown throughout the study.

Timing

We recommend allotting 15 minutes of time per section within the discussion guide.



3-4 Concepts per 60 minutes

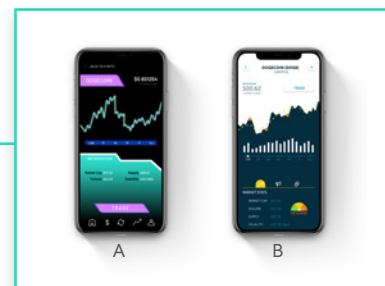


5-6 Concepts per 90 minutes



SPEAK

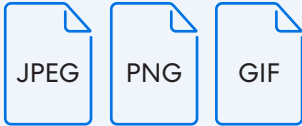
"Please give us feedback on the **idea** and **story** and don't focus on the format of the video as these are only rough sketches and will be polished later."



Images

File Specifications

Types



Color Profile

sRGB
(Recommended)

Size

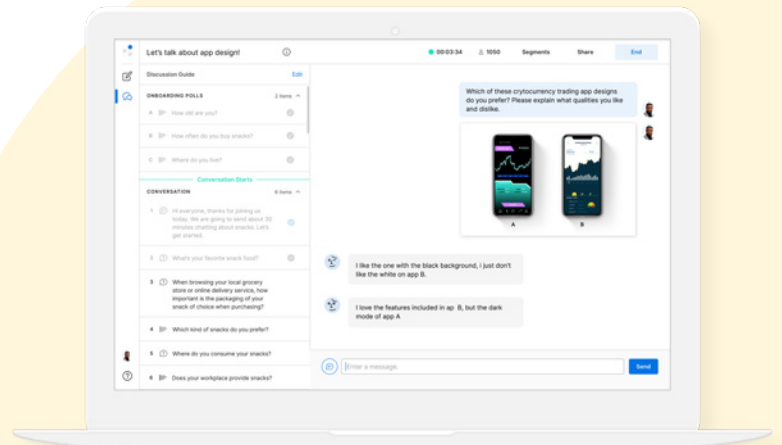
100MB
Maximum

If the JPEG or PNG file is too large, compress it using Tiny PNG: <https://tinypng.com>

Media can be displayed to participants two ways:

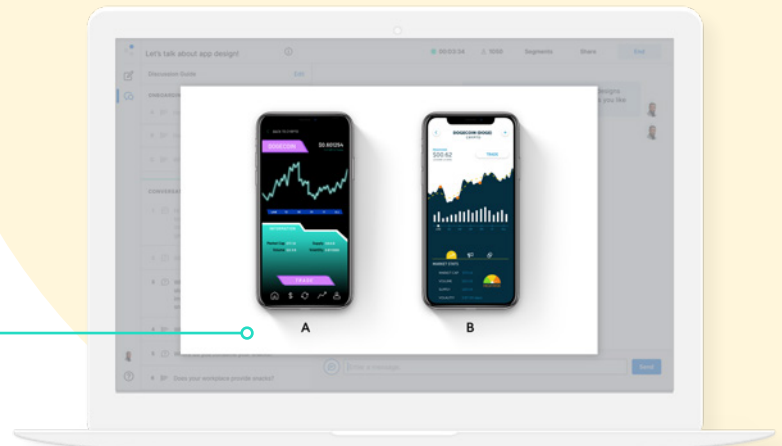
Standard

- In-line within the conversation
- Standard in-line images have a max width of 762px, with no height limit
- Images smaller than 762px will retain their original image ratio



Expanded

- Enlarges after the mouse click
- The width and height for expanded images will scale to 100% of the screen until it reaches its original width

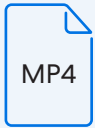


Add identifiers into the corner of images in order to help focus the participants attention. This can be simply putting A, B, C or 1, 2, 3, in a corner of the images.

Video and Audio

File Specifications

Type



Color Profile

sRGB
(Recommended)

Size

100MB
Maximum

Tips for Video Stimuli

- The video should be between 30 seconds to 1 minute for optimal viewing by participants
- Reference the videos in your discussion guide and ask participants questions about their first reactions, specific details, etc.

Add identifiers into the corner of images in order to help focus the participants attention. This can be simply putting A, B, C or 1, 2, 3, in a corner of the images.

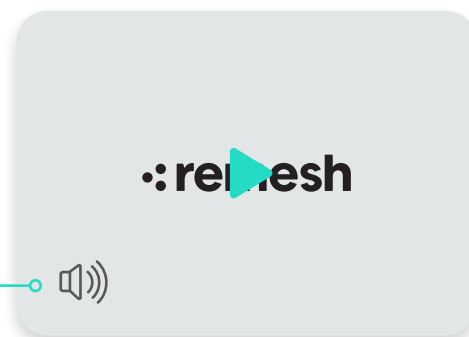


Add subtitles to videos, if possible.

Audio File Format

- Audio files must be converted into an MP4 file
- To add visual interest, add a photo or corporate logo to the background of the video

Adding an audio symbol will ensure the participants know to turn on their volume.



Questions?

Contact customersuccess@remesh.ai