

# InvisiManagement

## Focus Group Module

The focus group tool can provide invaluable information that can be used during the jury selection process. Using both a custom set of attribute criteria and custom questions a baseline can be established for use in the Jury Analysis module. The Focus Group tool can be used for other analytical studies which require attribute usage and specific answer criteria.

### Overview

Custom questions by category

Valuate answer options

Custom member attribute questions

Integrated billing

Case specific

### Opening, Closing Arguments

Opening and Closing Arguments

Obtain feed back on comprehension, timeliness and potential influence of the arguments

Garner focus group participant's impression of presenting attorney

Valuate the content benefits and merits

## Analysis

Candidates: View group members by attribute

Candidates by Type: View all members by selected type

Group Dynamics: View dynamics of group members

Group Answers: Review groups answers for selected question

Answers by Type: Review question answers by question and member type

## Jury Analysis Module

Using data collected during the Focus Group process to establish baseline parameters the Jury Analysis tool assist in the jury selection process.

Establish candidate valuation

Custom categories

Custom questions

Integrated billing

## Analytics Module

The Analytics tool is used to evaluate all other aspects of the case. This tool can also be used for in-house evaluations which improve customer service and success rates.

Custom questions by category

Integrated billing

Valuate answer options

Case specific