



**Crusader** Services

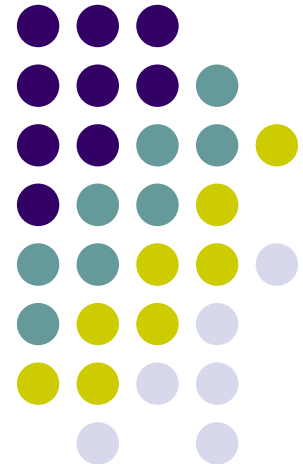
Online Research - Internet Solutions - Open Source Development

Online Focus Group Software  
Available for your outright purchase.

Contact: Sally Hooper  
President / Principal

Crusader Services  
1210 N MCCADDEN PL  
Los Angeles, California, 90038

323-871-2145

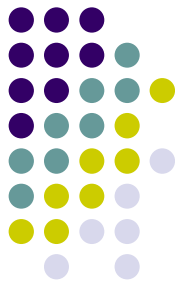




# Why do it on-line?

- ❑ Fast – easy - economical way to gather respondents from wide geographic areas.
- ❑ Online can remove face to face “social politeness” which can lead to more honest opinions.
- ❑ Speed of online communication is slower which allows for more thoughtful clarified answers, leading to greater understanding.
- ❑ Saves your busy respondents travel time thereby increasing cooperation rates.

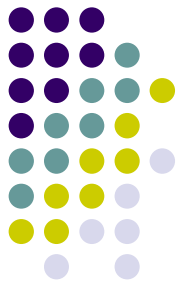
# Introducing....



The screenshot shows a Mozilla Firefox browser window with the URL `http://www.crusader-services.com/interque/index.php`. The page content is a Yahoo! homepage. Overlaid on the bottom half of the browser is the InterQue chat interface. The chat interface has a dark grey background and contains the following elements:

- Two chat windows, each with a "moderator" role and a welcome message: "Welcome Demo Moderator, Room Horizontal Room" and "Group is now open, please feel free to chat amongst yourselves until all participants arrive."
- A "Message to Respondents" button and a "Link" button.
- A "Private Message to Admin" button.
- A toolbar with icons for "Exit", "Help", "Open", "Clear", "End Session", "Clear Whiteboard", and "Whiteboard On / Off".
- A "Message to Clients" input field with a "Send" button.
- A "Whiteboard Image" section with a "[ select image ]" dropdown and a "Use" button.
- A "Mod Gakle #3:" section with a list of questions: "1) First Question" and "2) second question".
- A status bar at the bottom left showing `javascript:void(0);`.

# Features



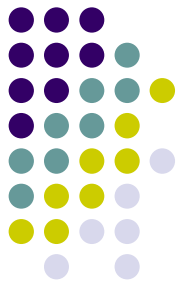
- Intuitive, easy to learn for both moderators and respondents.
- Double sided chat screens for client anonymity.
- Shows entrance and exits of all participants.
- Password protected
- Emails invitations with passwords directly from program. (requires you have a mailer on your server).
- Unlimited rooms & participants
- Resizable screens.
- Ability to “kick out” respondents if needed.
- Private messages to admin.
- Our assistance through all phases of project.
- Transcriptions immediately available in HTML, txt or Excel files.
- “White Board” features links and graphics. Can do surveys or polls from your website or ours. An entire other webpage to do unlimited things in.
- Easily upload and show graphics online.
- Runs on Apache, PHP and a MySQL database. Ideal for a Linux installation, the setup most Internet Service Providers use.
- Because it is written in PHP can be accessed by many platforms, such as Windows, Mac and Linux.
- No client download necessary,
- Moderator guides
- Chat room accepts Japanese and Chinese characters.
- *We think we are the only company offering this type of software for outright sale and ownership without costly yearly leasing fees.*



# Applications:

- ❑ **Online Focus Groups**
- ❑ **Reports, Presentations**
- ❑ **Training Meetings**
- ❑ **Conferences**
- ❑ **Website Feedback**
- ❑ **Diaries**
- ❑ **And More...**
- ❑ **Visit our web site at <http://www.crusader-services.com>**
- ❑ **Live demo is up and available for your convenience.**

# Pricing Options



## **Purchase outright for use on your own server. *Write or Call for price.***

Are your customers 3 steps ahead of you?

Email your top 10 customers, show them a concept and get their feedback in one hour. Own your own software and stop paying high prices per one time use. Get your customer feedback regardless of budget. Perfect for a department or company that has limited budget and a big need for immediate feedback.

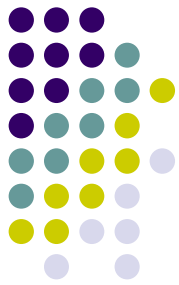
## **Purchase and host on our server.**

Hosting begins at \$65 month. 6 month minimum. Includes name setup and 24 hour on call help (emergencies only please). Pricing depends on projected and actual traffic.

## **Coming soon (this October / November).**

The BBS portion of this software which allows over time focus groups and a message board. This allows respondents to answer questions at their leisure.

## For More Information or Live Demo...



### Contact Sally Hooper Owner / President

[sallyhpr@earthlink.net](mailto:sallyhpr@earthlink.net)

[sally@crusader-services.com](mailto:sally@crusader-services.com)

**Phone:**

Cell: 310-699-5723

Land: 323-871-2145

**Mail:**

1210 N MCCADDEN PL

Los Angeles, CA 90038

**Website:**

<http://crusader-services.com>