

**Using Zoom for Online Research**

TRIALCRAFT  
Trial tested. Client driven.

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## Disclaimers

- I am not the ultimate expert – just a little bit further on the path than some!
  - I welcome input from others with experience – let’s make this interactive!
- I’m not paid by Zoom (but I do own Zoom stock).
- Don’t confuse the tools with the enterprise – creating good research is more about you than the tool.
- Successful online research has a different rhythm and form than successful live research – it’s like learning a new dance.
- This is a quick and dirty training – enough to give you some confidence and get you started. You learn best by trying and doing yourself.

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## What you will learn...

- Information about Zoom’s features and program that support online research
- Basic considerations in crafting successful online research
- Zoom settings you should care about
- How to run a Zoom presentation with breakout rooms

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# Zoom.us

REQUEST A DEMO 1.888.799.2926 RESOURCES SUPPORT

JOIN A MEETING

- Download Zoom Client
- Video Tutorials
- Live Training
- Webinars and Events
- Zoom Blog
- FAQ

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## What Can Zoom Do?

- Robust videoconferencing and group meetings
- End-to-end encryption
- “Waiting room” to select and time who enters meeting space
- Moderator controls
- Screen sharing
- Breakout rooms for deliberations / focus groups
- White board
- Automatic recording in the cloud
- Separate audio recording stream
- Plug-ins for scheduling, transcription products

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## Best Zoom Packages for Us

**Pro**  
Great for Small Teams  
**\$14.99** /mo/host

- \$149.50 / year
- Up to 100 participants

All Basic features +

- Includes 100 participants
- Need more participants?
- Meeting duration limit is 24 hrs
- User management
- Admin feature controls
- Reporting
- Custom Personal Meeting ID
- Assign scheduler
- 1GB of MP4 or M4A cloud recording
- REST API
- Skype for Business (Lync) interoperability
- Optional Add-on Plans

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**Pro**  
Great for Small Teams  
**\$14.99** /mo/host

Optional Add-on Plans

- Extra Cloud Recording Storage (starting at \$40/mo)
- H.323/SIP Room Connector (starting at \$49/mo)
- Join by Zoom Rooms (starting at \$49/mo)
- Join by Toll-free dialing or Call Me (starting at \$100/mo)
- Add Video Webinars (starting at \$40/mo)

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## Best Zoom Packages for Us

**Pro**  
Great for Small Teams  
**\$14.99** /mo/host

You have the option to purchase up to 1,000 participants with our Large Meeting add-on. Basic plan is not eligible for Large Meeting.

Participants	500	1000
Pro/mo/host	\$64.99	\$104.99
Business/mo/host	\$69.99	\$109.99
Enterprise/mo/host	\$69.99	\$109.99

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## Best Zoom Packages for Us

**Business**  
Small & Med Businesses  
**\$19.99**/mo/host  
\* Minimum of 10 hosts

**All Pro features +**  
Includes 300 participants  
Need more participants?  
Dedicated phone support  
Admin dashboard  
Vanity URL  
Option for on-premise deployment  
Managed domains  
Single sign-on  
Company branding  
Custom emails  
LTI integration  
Cloud Recording Transcripts

**+ Minimum of 10 hosts**

- About \$2,230 a year
- Up to 300 participants

[Optional Add-on Plans](#)

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## Best Zoom Packages for Us

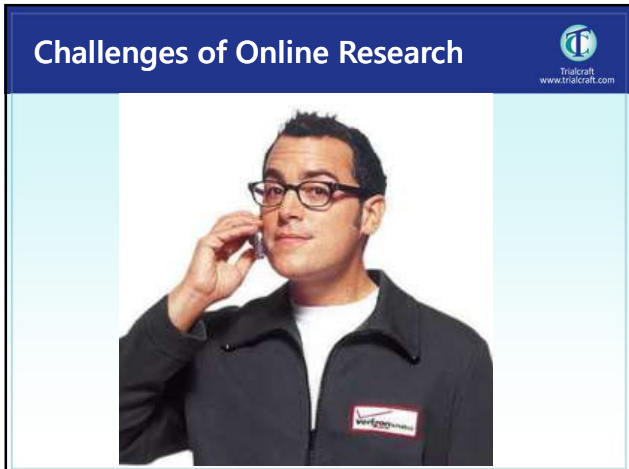
**Business**  
Small & Med Businesses  
**\$19.99**/mo/host  
\* Minimum of 10 hosts

**Optional Add-on Plans**  
Join by Toll-free dialing or Call Me (starting at \$5/User/Month)

You have the option to purchase up to 1,000 participants with our Large Meeting add-on. Basic plan is not eligible for Large Meeting.

Participants	500	1000
Pro/mo/host	\$64.99	\$104.99
Business/mo/host	\$69.99	\$109.99
Enterprise/mo/host	\$69.99	\$109.99

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**Challenges of Online Research**



  
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**Sarah Murray**  
*President & Senior Consultant*

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