

TERAPAGE

The Future of Research Is Already Here

Smarter workflows. Deeper insights. Real impact.

AI Insight
Key themes and patterns identified from 512 responses.

Study Progress
75%
On track

Dashboard

Active Studies	Participants	Responses	Completion Rate
12	1,245	3,782	87%

Recent Activity

- New response in Brand Perception Study
- Interview completed
- Survey entry submitted

Insights Summary

Sentiment

- 77% Positive
- 18% Neutral
- 10% Negative

Global Reach

45 Countries
2,500+ Participants

Launch studies in minutes | **Engage participants anywhere** | **AI-powered insights** | **Qual + Quant in one platform** | **Share insights instantly**

Anytime. Anywhere. | **Secure & Compliant** | **AI-Powered**

The Future of Research Isn't Coming, it's Already Here.

You must be mad, I'll be honest... If you told me even 2 years ago that we'd do this at [Terapage](#), I would've said you were mad.

How Terapage Is Redefining Qualitative & Quantitative Research Workflows



Figure 1: AI-Powered Qualitative & Quantitative Research Terapage AI platform for all kinds of research, just at your one click.

Two years ago, the idea of running fully autonomous, high-quality research without onboarding, without friction, without operational complexity felt unrealistic.

**Today, it's not just possible.
It's expected.**

And platforms like [Terapage](#) are leading that shift.

The Old Model of Research Is Breaking

For decades, research teams operated within a framework that was considered not just effective, but necessary.

It was built on a few deeply held assumptions:

- **High-quality insight requires high-touch support**
- **Platforms must be learned through structured training and onboarding**
- **Studies take weeks to design, launch, and analyze**
- **Qualitative and quantitative research must remain separate**

At the time, these beliefs made sense.

Research was complex. Tools were rigid. Data was fragmented. And the only way to ensure quality was through manual oversight, expert moderation, and carefully controlled processes.

But the reality is, this model was designed for a completely different era.

An era before AI.

Before real-time collaboration.

Before global, always-on digital participants.

Today, those same assumptions are becoming the biggest bottlenecks in research workflows.

The Problem with High-Touch Dependency

Traditional research platforms were built around service-heavy models. Teams relied on onboarding specialists, account managers, and training sessions just to get started.

Even simple tasks like launching a study require:

- Multiple setup steps
- Manual configuration

- Back-and-forth coordination

While this ensured control, it also created friction.

Modern platforms like [Terapage](#) are challenging this by enabling fully guided, self-serve study creation, removing the need for constant support without sacrificing quality.

Training Is Slowing Teams Down

In legacy systems, onboarding wasn't optional; it was essential.

Teams had to:

- Attend training sessions
- Learn complex interfaces
- Follow rigid workflows

This created a delay between adopting a tool and actually using it effectively.

But today's research teams don't have that luxury.

They need tools that are intuitive from day one, supported by resources like [Video Guides](#) and [Onboarding Features](#) that reduce the learning curve dramatically.

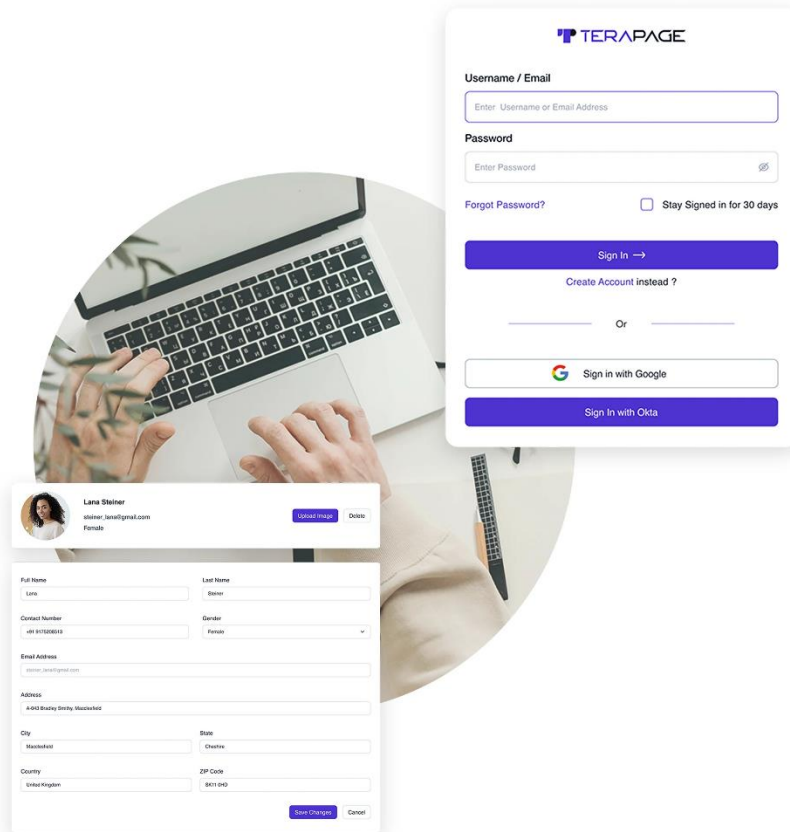


Figure 2: On-boarding features: Customizable Signup & Profile Creation

The Time-to-Insight Problem

Traditional research cycles are slow by design.

A typical study might involve:

1. Designing the research
2. Recruiting participants
3. Running sessions
4. Transcribing data
5. Coding responses
6. Generating reports

This process can take weeks or even months.

But in fast-moving industries, insights delayed are opportunities lost.

That's why platforms offering integrated workflows from [Research Templates](#) to [Reports & Analysis](#) are becoming essential.

They compress timelines without compromising depth.

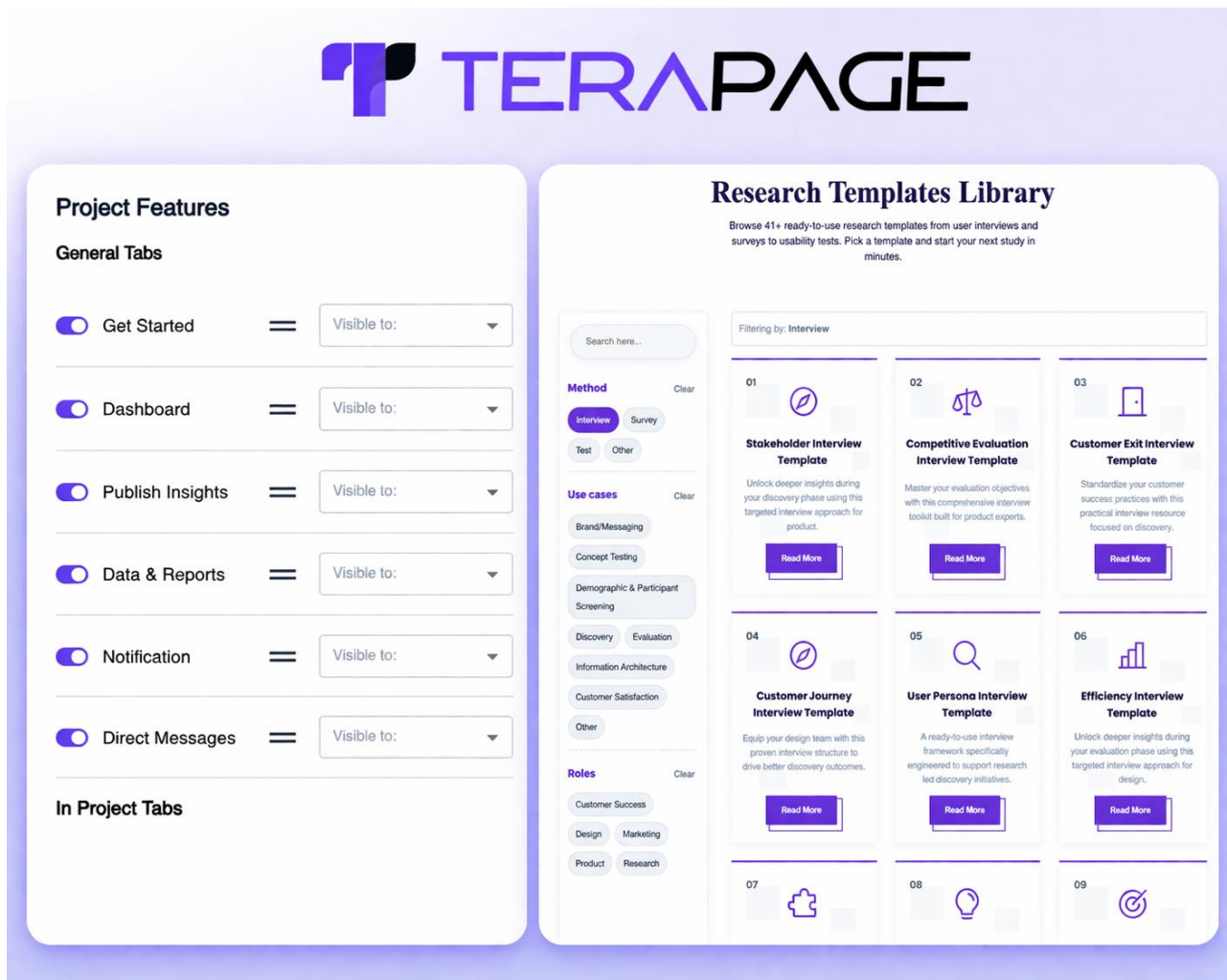


Figure 3: Research Templates on TeraPage.

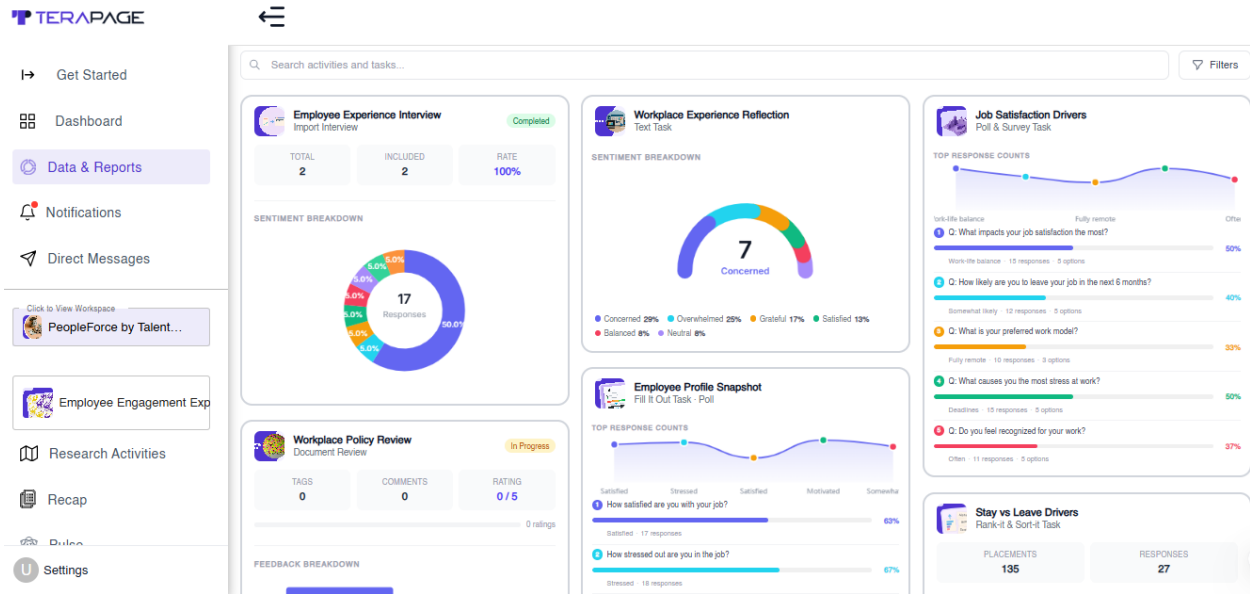


Figure 4: Reports, Charts & Analysis on Terapage

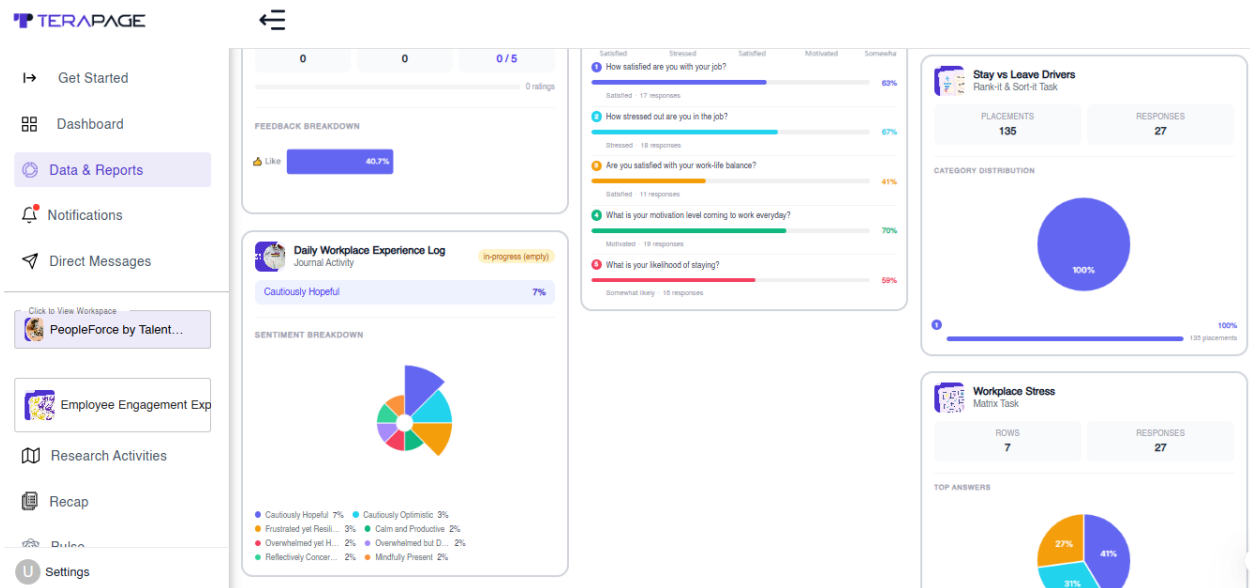


Figure 5: AI-powered research dashboard with seamless data integration—unifying CRM, surveys, and qualitative insights in one platform.

The False Divide between Qual and Quant

Historically, qualitative and quantitative research have been treated as separate disciplines.

- **Qualitative = depth, emotion, context**
- **Quantitative = scale, validation, measurement**

But separating them creates fragmented insights.

Modern research demands a more unified approach.

Solutions like [Hybrid Research](#) are eliminating this divide, allowing teams to combine both methods seamlessly within a single workflow.

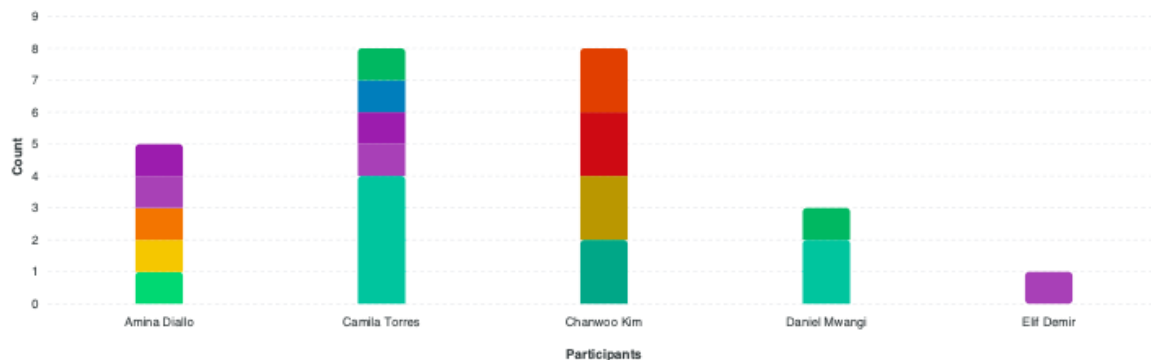


Figure 6: Hybrid Research: Unified participant-level insights combining multiple data sources into a single analytical view

A System That No Longer Scales

The old model wasn't just inefficient; it wasn't scalable.

As teams grow and research demands increase, the need for:

- **Faster execution**
- **Global participant access**
- **Continuous research**

Becomes critical.

Capabilities like [Participant Recruitment](#) and long-term [Insight Communities](#) are replacing one-off, manual approaches.

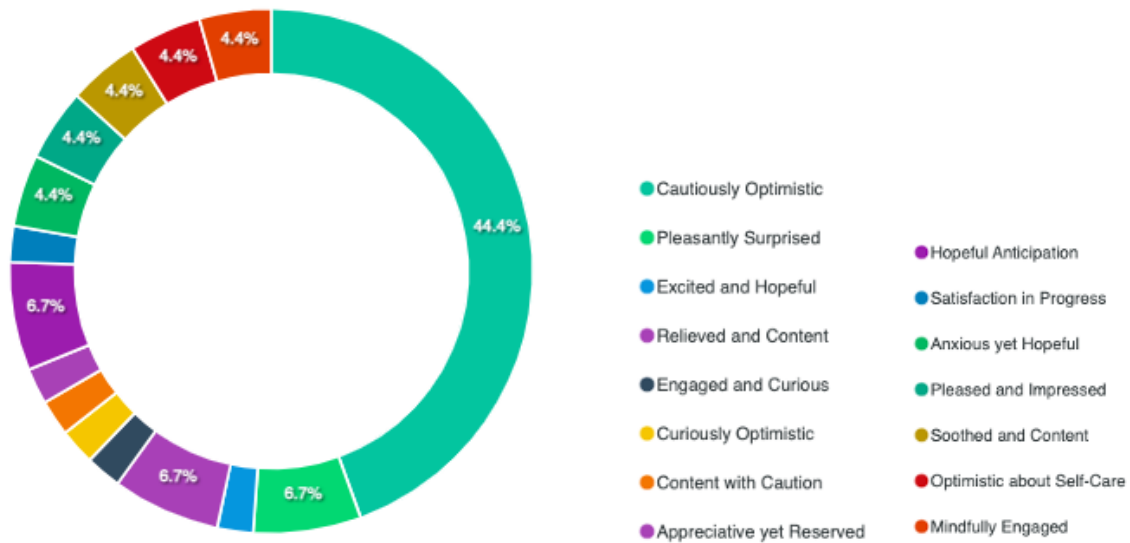


Figure 7: Centralized insights provide a clear, holistic view of research outcomes across the ecosystem.

The Bottom Line

The traditional research model wasn't wrong; it's just outdated.

It was built for control, not speed.

For expertise, not accessibility.

For depth, but not scalability.

Today's teams need all three.

And that's why the old model isn't evolving.

It's breaking.

What Modern Research Teams Actually Need

As the limitations of traditional research become more apparent, a new set of expectations is emerging.

Across industries, from [Enterprises](#) to [Research Agencies](#) and [Independent Researchers](#), teams are redefining what “good research” looks like. It’s no longer about just collecting data.

It’s about how fast you can turn that data into decisions.

Speed without Sacrificing Depth

Speed used to come at the cost of quality.

Fast research meant:

- Smaller sample sizes
- Less rigorous analysis
- Surface-level insights

But today, that trade-off is disappearing.

With tools like [AI-Powered Insights](#), teams can:

- Analyze large datasets instantly
- Identify patterns automatically
- Generate summaries in seconds

This allows researchers to move faster, without losing the richness of qualitative insight.

Autonomy without Complexity

Modern teams want independence.

They don’t want to rely on:

- External support teams
- Complex onboarding
- Manual setup processes

At the same time, they don't want tools that feel overwhelming.

This is where guided workflows, like those enabled by [Core Activities](#) and structured study design, become critical.

They provide:

- **Freedom to operate independently**
- **Guardrails to maintain quality**

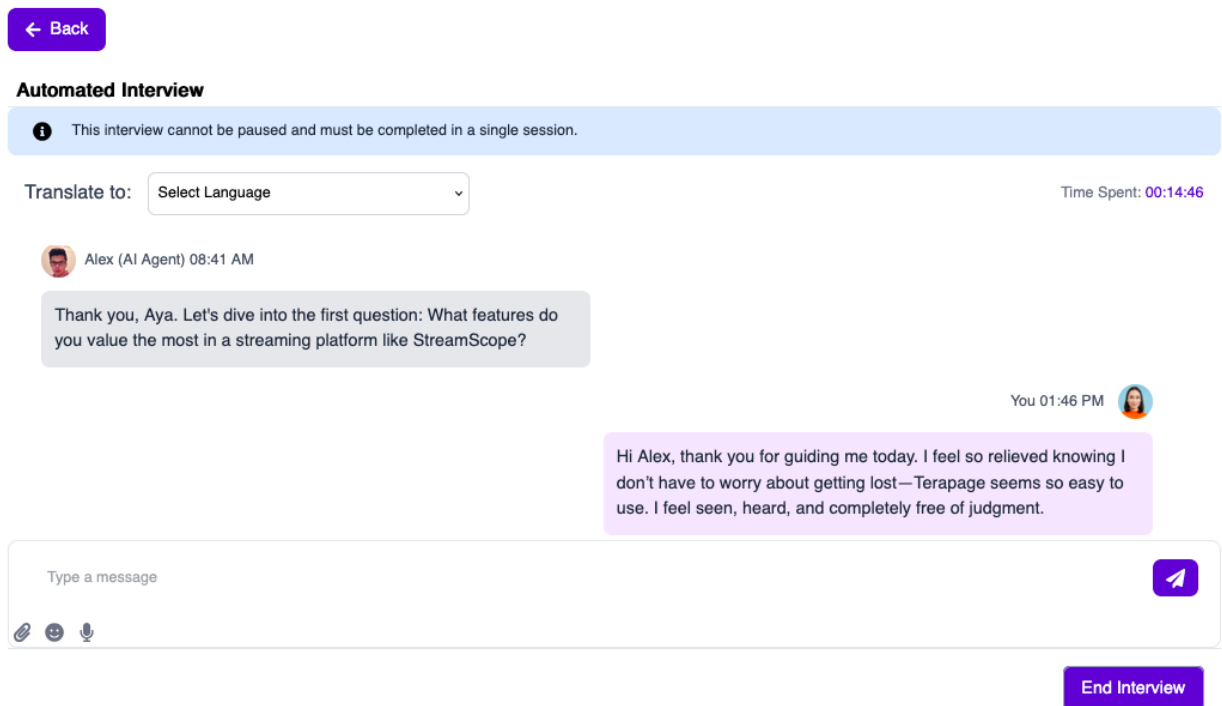


Figure 8: Using tools like Automated Interview Chat, researchers can run scalable, AI-powered conversations that uncover deeper insights faster, smarter, and without scheduling limits.

AI Support without Losing Human Insight

There's a growing misconception that AI replaces researchers.

In reality, the best platforms use AI to enhance human thinking, not replace it.

With capabilities like:

- Automated interviews through [Automated Interviews](#)
- Scalable voice capture via [AI Voice Interviews](#)

Teams can collect more data than ever before.

But the human role becomes more strategic:

- Interpreting insights
- Making decisions
- Connecting findings to business outcomes

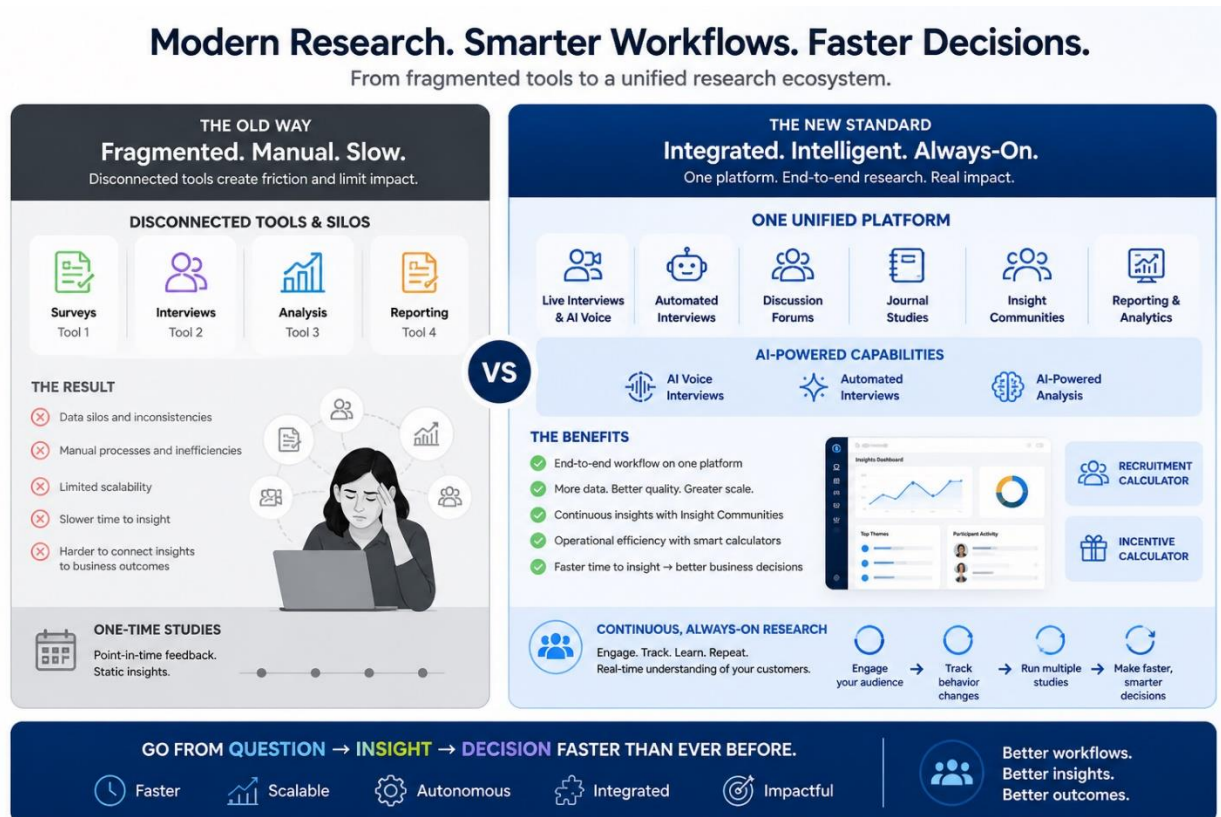


Figure 9: Modern Research Platform

One Unified Platform Instead of Fragmented Tools

One of the biggest pain points in research today is fragmentation.

Teams often use:

- One tool for surveys
- Another for interviews
- Another for analysis
- Another for reporting

This creates inefficiencies, data silos, and inconsistencies.

Modern platforms aim to solve this by integrating everything:

From [Live Interviews](#) and [Discussion Forums](#) to [Journal Studies](#) and reporting tools.

The result?

A single ecosystem where research happens end-to-end.

Continuous, Always-On Research

Research is no longer a one-time activity.

Teams now need continuous feedback loops.

With solutions like [Insight Communities](#), organizations can:

- Engage participants over time
- Track behavior changes
- Run multiple studies within the same audience

This creates a more dynamic, real-time understanding of customers.

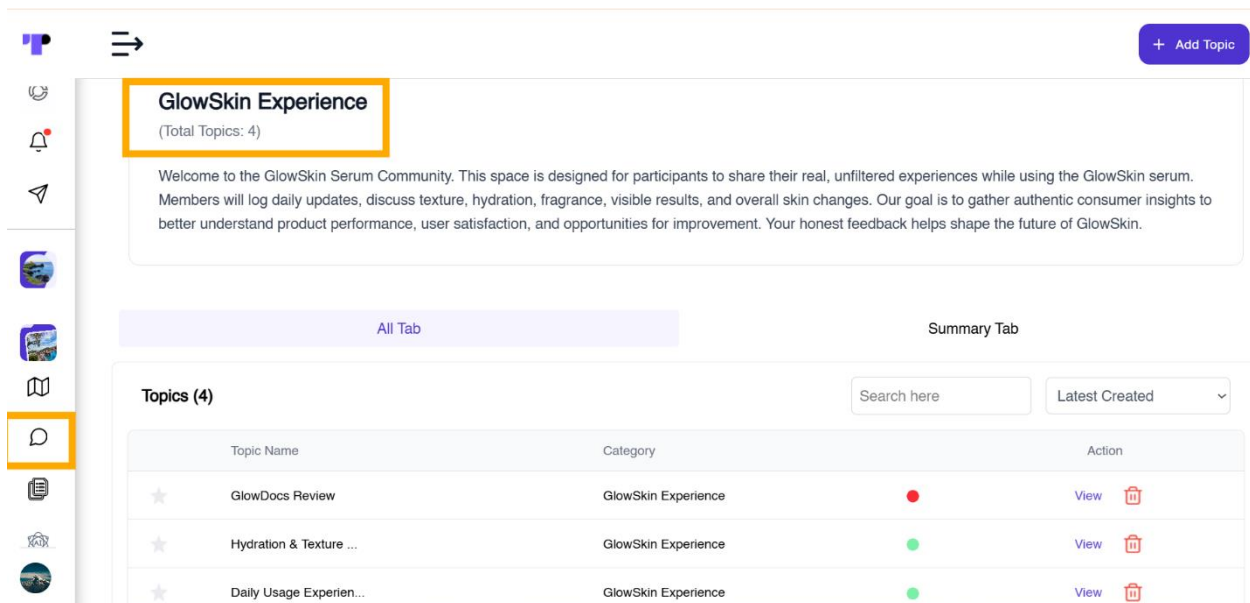


Figure 10: Terapage’s concise community guidelines keep participants highly aligned by clearly outlining the community’s purpose, goals, and expectations—ensuring more relevant, focused, and meaningful engagement.

Operational Efficiency at Scale

Modern research teams are also expected to do more with fewer resources. That means improving operational efficiency through tools like:

- [Recruitment Calculator](#)
- [Incentive Calculator](#)

These reduce manual planning and help teams make faster decisions.

The New Standard

The expectations for research have changed.

It’s no longer enough to be:

- Accurate
- Detailed
- Insightful

Now, research must also be:

- Fast
- Scalable
- Autonomous
- Integrated

Modern research teams don't just want better tools.

They want better workflows.

They want platforms that remove friction, not add to it.

They want systems that adapt to how they work, not the other way around.

And most importantly...

They want the ability to go from question → insight → decision faster than ever before.

What Is Terapage?

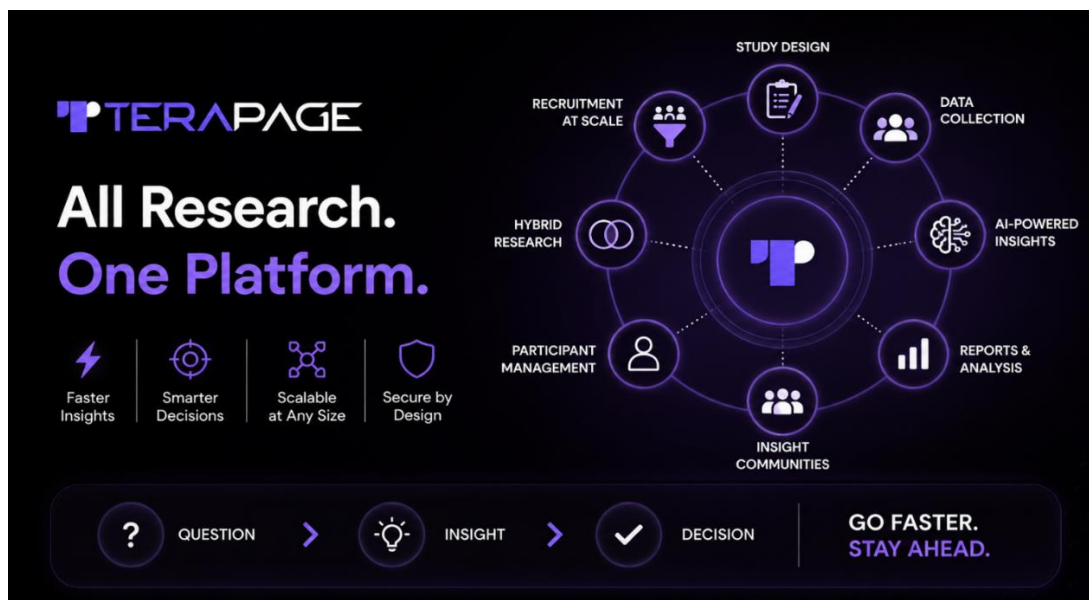


Figure 11: Terapage All-in-One AI Insights Research Platform

At its core, [Terapage](#) is an end-to-end research platform that enables teams to:

- Run [Qualitative & Quantitative Research](#)
- Manage participants globally through [Participant Recruitment](#)
- Build long-term ecosystems with [Insight Communities](#)
- Automate analysis using [AI-Powered Insights](#)

**But what makes Terapage powerful isn't just what it does.
It's how everything connects.**

A Fully Integrated Research Ecosystem

1. Study Design & Templates

With [Research Templates](#), teams can:

- Launch studies instantly
- Customize workflows
- Use proven frameworks

2. Data Collection (Multiple Modalities)

Terapage supports a wide range of research methods:

- [Live Interviews](#)
- [Live Group Chats](#)
- [Automated Interviews](#)
- [AI Voice Interviews](#)
- [Journal & Diary Studies](#)
- [Discussion Forums](#)
- [Document Review](#)

This allows teams to run everything from UX research to behavioral studies without switching tools.

3. Hybrid Research (Qual + Quant Together)

Through the [Hybrid Research Model](#), teams can:

- Combine qualitative depth with quantitative scale
- Run mixed-method research seamlessly
- Generate richer, more actionable insights

4. AI-Powered Insights

Using [AI-Powered Insights](#), Terapage:

- Identifies patterns across large datasets
- Automates summaries and reporting
- Reduces manual analysis time

5. Reporting & Analysis

With [Reports & Analysis](#), teams can:

- Create stakeholder-ready outputs
- Share insights instantly
- Export findings efficiently

The Shift to Plug-and-Play Research

One of the biggest transformations is the move toward self-serve research workflows.

Instead of heavy onboarding:

- Users launch studies in minutes
- Tasks are pre-structured
- Logic is automated
- Analysis is guided

This is supported by:

- [Core Activities](#)
- [Video Guides](#)
- [Onboarding Features](#)

Participant Management at Scale

Managing participants becomes seamless with:

- [Participant Features](#)
- [Recruitment Tools](#)

And operational support through:

- [Recruitment Calculator](#)
- [Incentive Calculator](#)

Continuous Research with Insight Communities

With [Insight Communities](#), teams can:

- Build long-term participant panels
- Run continuous research
- Track behavior over time

AI + Synthetic Data: The Next Frontier

Terapage is also pushing into the future with:

- [Synthetic Data & Users](#)
- [Rapid insights through Pulse by Terapage](#)

Built for Every Industry

Terapage supports diverse sectors:

- [Healthcare & Pharmaceuticals](#)
- [Consumer Goods](#)
- [Financial Services](#)
- [Technology & Telecom](#)
- [Public & Government](#)
- [Education](#)
- [Nonprofits](#)

Research Contexts Covered

From concept testing to UX research, explore all use cases in [Research Contexts](#).

Operational Support & Ecosystem

Terapage supports teams beyond the platform:

- [Training](#)
- [Support Services](#)
- [Help Center](#)
- [Training Platform](#)
- [Submit a Support Ticket](#)

Security, Compliance & Trust

Built for enterprise readiness:

- [Security](#)
- [Privacy Policy](#)
- [AI Transparency](#)
- [Sustainability & Impact](#)

Getting Started

Explore options:

- [Pricing](#)
- [Request a Demo](#)
- [Request a Quote](#)

Final Thought

Two years ago, this level of autonomous research felt unrealistic. **Today, it's becoming the standard**, and the teams that adopt it early will:

- **Move faster**
- **Learn faster**
- **Make better decisions**

Explore More

- [Platform Overview](#)
- [More Features](#)
- [Case Studies](#)
- [Blog & Articles](#)

