

Online Qualitative Research Methodologies



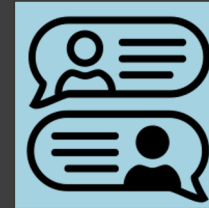
Webcam Focus Groups

- Real-time, synchronous focus groups
- Up to 6 respondents/session
- Recruit from multiple geographies; groups can be structured by market segment or regional geography (international too)
- Great for branding exercises, brainstorming, problem assessment, general market information, ideation, new product development and positioning



IM Chat Focus Groups

- Real-time, synchronous focus groups. Participants communicate via IM chat
- Up to 8 respondents/session
- Recruit from multiple geographies; groups can be structured by market segment or regional geography (international too)
- Enables equal participation from all respondents
- Allows for a level of anonymity which can result in more candid responses



Discussion Boards

- Asynchronous sessions.
- Typically 12-15 participants/board. Boards can be segmented by geography, market segment, etc. Can be a qual/quant hybrid approach as well
- Offers flexibility; conducted over time – typically 7-10 days
- Respondents log-in several times to complete tasks and answer follow-up questions from moderator
- Activities include in-depth questioning, polling, journaling/diaries, storytelling, usability, and more. Participants can upload videos and other images
- Great for projects with complex stimuli/responses including concept testing, product trial/eval, ideation, shop-alongs, ethnographies, etc.



Virtual IDs

- One-on-one, in-depth interviews
- Can be conducted using online platform or simply a phone connection.
- Flexible scheduling is ideal for hard-to-reach targets
- Great for business sensitive topics, concept testing, customer journeys, and more
- Can be used for mobile ethnographies too