

an **aha** presentation

**Applying (ai) to qual datasets for
better accuracy**



Ray Fischer

CEO, Founding Partner

Native Detroiter / MSU grad

Former Pepsi Brand Manager

Technology Immersion '98-present

Moderator & Qualitative Strategist

ResTech Pioneer 2005

Launched Living Diary in 2007

Founded aha in 2013



Paula Kramer

VP, Project Management

IU Hoosier alum!

Career Online Strategist, early aha client

Swiss Army Knife

Joined Aha! 2016

Runs PM Team & Strategic Advisor to Clients

Keeps Ray out of trouble



What our clients say about us...

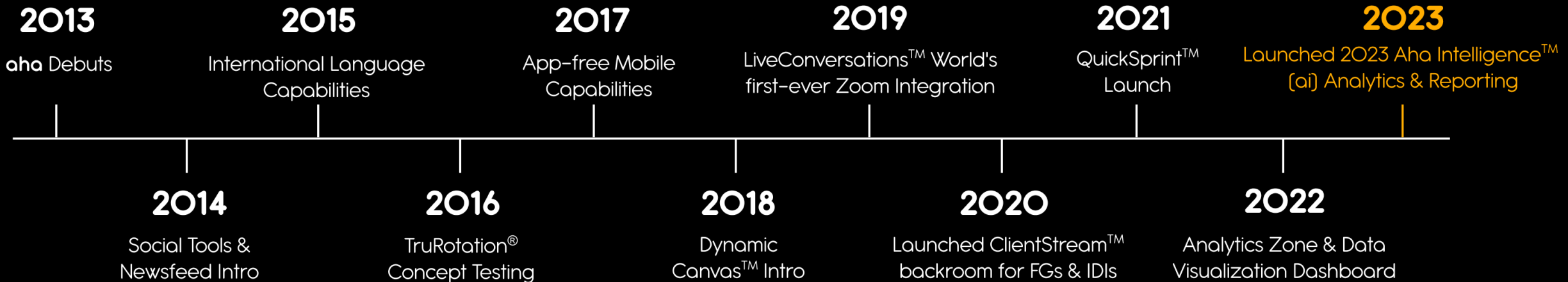
Freedom. Flexibility. Creativity.



a decade of innovation

- Innovation driven by curiosity and client inspired ideas
- 2024 is all about (ai), a UX overhaul (Sept) and enhanced DIY capabilities

(Nov)



Our ResTech Stack



- Data Collection
- AI & Analytics
- Services

qual

- Activity-Based
- Asynchronous
- Communities



- World's 1st Zoom Integration
- (IDI's/FG's/Shopalongs)
- Private Client Backroom

quant

- Enterprise Scale Quant
- Hybrid Studies
- Partner Ecosystem

aha intelligence™



What we will cover

Key takeaways:

- Take you through our approach to applying (ai) to large unstructured datasets – both text-based and video responses.
- Leave you with a very practical roadmap in applying AI to your studies to improve speed of analysis and enhance accuracy.
- Build your confidence using (ai) to support your MR initiatives.

Our Take on AI

- **First Rule:** MR is still a **HUMAN-CENTERED** business
- **AI** is fascinating and powerful and still has massive upside
- View **AI** as an assistant: Validation, Challenger, Blind Spots
- AI may be effectively applied to text, image and video content
- The best is yet to come

aha intelligence (ai)

Private, secure and siloed

Trained for Market Research with Behavioral Science influences

Handles high volume text and video-based unstructured data

Customizable to the needs of your organization

Ideally data originates on our platform, but we are flexible



What (ai) delivers...

- Text & Video Analysis
- Study Objective-Based Reports
- Key Learning Goals
- Outputs
 - 100% AI generated (no human modification)
 - Executive Summaries
 - Specific Objective and Key Learning Reports
 - Interview Summaries
 - Respondent profiles

Exec Summaries

5-Minute Executive



Exec Summary | Persona = 5-Minute Executive

KEY OBSERVATIONS

Family-Friendly: Family-oriented individuals prioritize spacious interiors and flexible seating arrangements to accommodate their active lifestyles and family activities.

Safety: Safety features and advanced driver assistance systems are critical considerations for customers, particularly those with families or who frequently embark on long trips.

Tech Frustration: Modern, convenient technology such as Apple CarPlay, Android Auto, and automatic features are highly valued by consumers, but there is frustration with unreliable tech elements.

Mobility: Vehicles play a crucial role in facilitating family and social activities, with consumers using them extensively for transportation and as social hubs during outings and events.

ACTIONABLE INSIGHTS

Family-focused vehicles: Enhancing vehicle interiors with more flexible seating options and ample cargo space will cater to the needs of family-oriented customers who require adaptability for different activities.

Safety-enhanced appeal.: Integrating reliable and advanced safety features, such as adaptive cruise control and lane assist, can significantly improve vehicle appeal to safety-conscious consumers.

Enhancing In-Car Technology: Improving the reliability and user experience of in-car technology, including navigation systems and backup cameras, will address consumer frustrations and enhance satisfaction.

Long-lasting materials: Providing easy-to-clean, durable interior materials will be beneficial for families with pets and active lifestyles, aiding in routine maintenance and cleanliness.

STRATEGIC RECOMMENDATIONS

Family-Focused Vehicles: Develop and market vehicles with configurable seating arrangements and expanded cargo space to cater to the family segment, highlighting how these features support a variety of family activities.

Safety Emphasis: Prioritize the inclusion of top-tier safety and driver assistance features in new models, and emphasize these benefits in marketing materials to attract safety-conscious buyers.

Advanced Technology Integration: Invest in refining the reliability and integration of advanced in-car technology, ensuring systems like Apple CarPlay, Android Auto, and navigation are seamless and user-friendly.

Practical Interiors: Introduce and promote vehicles with robust, easy-to-clean interiors designed for families with pets, active lifestyles, and those who frequently travel, reinforcing Ford's commitment to practical and family-friendly solutions.

Analysis by Study Objective

Key Findings

1. Family Activities and Vehicle Use

Family-oriented individuals prioritize spacious interiors and flexible seating arrangements to accommodate their active lifestyles and family activities. This includes regular transportation for children's sports, extracurricular activities, and family outings. For example:

- **Katrina K:** "We live in my car...I have soccer bags. I don't know if you saw the video that I posted where I literally have it down to where I could do it all myself and pack everything in the car, out of the car into, like, a small, little wagon."
- **Yimmy P:** "Because we have kids, they are not alone all the time. They have friends and they go with the friends. And usually I sit at the back, so we open the third row so they can sit."

2. Importance of Safety Features

Safety features are a critical consideration for customers when choosing a vehicle, especially for those with children or engaging in frequent long trips. Advanced safety technologies such as driver assistance systems, adaptive cruise control, and lane assist are highly valued.

- **Rebecca B:** "Driver assist features must have. Safety features must have. You want to make sure your car is safe to drive."
- **Lawrence H:** "It has all the different safety features. The really nice feature I like is that it has this... I'm not sure what it's called exactly, but you set the cruise control, and then... it'll sense where that car is, and it'll leave so much distance."

3. Technology Integration and Convenience

Customers value multi-functional and tech-integrated vehicles that enhance safety and convenience during their daily routines and longer trips. Features such as automatic trunk openers, Apple CarPlay, Android Auto, and advanced navigation systems are highly sought after.

- **Rebecca B:** "I do love the remote start, the push button, remote start and one feature that I do like also it has heating seats right here."
- **Rashmeen M:** "I like that it's like keyless entry...we also have like navigation."

4. Adventure and Outdoor Activities

Vehicles are essential for facilitating family leisure activities and adventures, such as camping, road trips, and beach outings. Customers seek vehicles that can handle rugged terrains and offer reliability and enough space for gear and family members.

- **Yimmy P:** "Definitely for all the time because we have plenty of space at the trunk of the Highlander, or we carry the stroller for my son, or we always carry the umbrella."
- **Rebecca B:** "We went camping in San Marcos...We took the Highlander...and we do those road trips a lot often."

5. Maintenance and Cleanliness

Maintenance and cleanliness are significant concerns, particularly for those with families, pets, and active lifestyles. There is a strong desire for easy-to-clean, resilient features in vehicles.

- **Gina F:** "Those have been a lifesaver because Zelda is a shed or she sheds. Oh, my gosh. It's ridiculous. So without those, it would be a complete disaster in that car."
- **Steven T:** "Probably more than I need to. I just have this unlimited package, so I kind of use it probably once a week."

Conclusion

The insights derived from this market research study highlight that customer behaviors and vehicle choice are profoundly influenced by several core factors. Notably, families prioritize vehicles with ample space and versatile seating arrangements to accommodate a variety of activities and passengers. Safety remains a paramount concern, with features like driver assistance systems and adaptive cruise control being highly regarded. Additionally, the role of vehicles extends beyond mere transportation, serving as crucial enablers of family leisure activities such as road trips, camping, and beach outings.

Businesses can leverage these insights to better align their product offerings with consumer expectations, ensuring a more satisfying and efficient driving experience. By understanding the nuanced needs and desires of today's diverse and dynamic vehicle users, manufacturers and marketers can create products that resonate deeply with their target audiences.

Analysis by Key Learning Goals

Customization and Versatility

^

Market Research Report: Customization and Versatility in Vehicles

In today's dynamic automotive market, consumer demand is continually evolving with a strong emphasis on **customization** and **versatility**. Our latest market research reveals several key trends and insights that underscore the significance of flexible and adaptable vehicle features to meet diverse user needs.

Through a comprehensive study, we have identified that modern vehicle users prioritize flexible cargo and seating configurations to accommodate a range of activities from daily commutes to extended family trips. This adaptability is not only critical for optimizing space but also for ensuring passenger comfort and convenience.

Furthermore, the integration of advanced technologies has emerged as a crucial factor for enhancing both safety and convenience on the road. Features such as CarPlay, hands-free functionalities, and advanced driver-assistance systems are increasingly in demand, providing a seamless and secure driving experience.

Additionally, off-road capabilities and all-wheel drive options are highly sought after by those who enjoy outdoor activities, offering the confidence to tackle various terrains. Third-row seating also proves indispensable for many families, balancing the need for passenger accommodation with ample cargo space.

Parents, in particular, show a pronounced preference for customizable storage solutions and seating arrangements, enabling them to better manage their children's diverse activities and equipment. These insights collectively highlight the growing importance of customizable and versatile vehicle features to meet the multifaceted demands of today's consumers.

- Flexible cargo and seating configurations are essential for accommodating varied activities ranging from daily errands to extended family trips, providing both space for cargo and comfortable seating arrangements. ▾
- There is a high interest in technology integrations that improve convenience and safety, such as CarPlay, hands-free features, and advanced driver-assistance systems. ▾
- Off-road capabilities and all-wheel drive are crucial for users who enjoy outdoor activities and need a vehicle that can handle different environments confidently. ▾
- Third-row seating is a vital aspect for many families to accommodate both people and gear, and is frequently adjusted to balance passenger comfort and cargo space. ▾
- Parents in particular look for vehicles with customizable storage solutions and seating arrangements to better accommodate their children's activities and equipment. ▾

The insights garnered from our market research have emphasized the critical importance of **customization** and **versatility** in today's automotive market. Consumers' desire for flexible cargo and seating configurations, along with advanced technological integrations, off-road capabilities, third-row seating, and customizable storage solutions, highlights a multi-faceted demand for vehicles that can adeptly adapt to various lifestyles and needs.

Meeting these demands requires manufacturers to focus on incorporating modular design elements, cutting-edge technology, and robust performance features. These additions will not only enhance user satisfaction through personalized experiences but also offer significant competitive advantages in the marketplace. As the automotive landscape continues to evolve, prioritizing customization and versatility will be paramount in addressing the diverse and dynamic requirements of contemporary vehicle users.



Insight Validation: Video



- Quickly review the data that delivered the insight

- There is a high interest in technology integrations that improve convenience and safety, such as CarPlay, hands-free features, and advanced driver-assistance systems. ▾



"Driver assist features must have."

Described the high importance of driver-assistance features for safety and convenience.

Rebecca B



"There's a lot of more features on the Highlander than the Gladiator has."

Discussed the necessity of technology like CarPlay for better user experience and safety.

Yimmy P



"So I want to learn how to do CarPlay."

Expressed a desire to learn to use CarPlay to improve road safety and convenience.

Keith W

- Off-road capabilities and all-wheel drive are crucial for users who enjoy outdoor activities and need a vehicle that can handle different environments confidently. ▾
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Keith W

This will be an in-depth interview with questions guided by our moderator

Submitted on 06/13/2024



Validate the Insights: Text

- Review the data that delivered the insight




What aspects of pet ownership makes people happy? Mark NOT Ready Delete

Our study reveals that respondents derive happiness from a variety of factors, each personalized to their unique circumstances and perspectives.

Respondents tend to find joy in:

- Pet Ownership and Care:** A significant number of respondents express their happiness is tightly linked with the presence and care of their pets. For example, the company of pets Lisa B, Katrina A, and others find joy in being with their pets. The opportunity to care for pets significantly contributes to Joan R's happiness. ▾


 *"being a mom to a human or fur baby never ends."*
The respondent equates the care and love given to pets with that given to human children, indicating a strong belief in the happiness pets bring.

Lisa B
Dog Owner
Submitted on 01/25/2022


Being a Mom is a huge role to play and a lot of work. Being a mom means that you have to sacrifice your life to give all attention and priorities to someone else. Moms have to be able to juggle many things at one time and never give up when something goes wrong. Moms have the hardest job ever and always give all their love, understanding and when there is a failure keep moving forward..

I am a mom to 4 wonderful children, 4 beautiful grand kids and 3 crazy fur babies. Life is never dull in my home with having everyone over. Now that my kids are grown up and have moved out of the house my job doesn't stop because I have fur babies that are like my kids still at home. I still have to be there for the kids when needed no matter how old they are. My fur babies are spoiled just like the human kids, even act like humans and sleep in the bed with me. They have to be taken care of health wise and taken to doctor for yearly shots or clinic visits when sick, fed, bathed, play toys with them and walked. When there is an injury I go into full panic mode and rush them to the Vet hospital just like I would with my human kids/grandkids and while sitting in the lobby waiting for results my heart is racing with worry. As I get older my companionship with my fur babies is what keeps me active and gives me comfort at nights after work when alone.


Again being a mom to a human or fur baby never ends.

 *"He thinks of all Max's favorite places but still can't find him. He posts online and prints out fliers to hang up."*
The story highlights the deep care and concern for the pet, demonstrating how crucial pets are to one's happiness.

Katrina A

 *"Betty loves all animals and treats them all with respect."*
Shows a direct link between happiness and caring for pets, emphasizing how pets can provide emotional support and companionship.

Joan R

 *"Gracla often spent her free time as a teenager volunteering at the local animal shelter"*
Highlights a connection between happiness and caring for animals, albeit in a more generalized and less personal context.

Gwen S

Go Deeper



What aspects of pet ownership makes people happy? Mark NOT Ready Delete

Our study reveals that respondents derive happiness from a variety of factors, each personalized to their unique circumstances and perspectives.


Respondents tend to find joy in:

- **Pet Ownership and Care:** A significant number of respondents express their happiness is tightly linked with the presence and care of their pets. For example, the company of pets Lisa B, Katrina A, and others find joy in being with their pets. The opportunity to care for pets significantly contributes to Joan R's happiness. ▾
- **Overcoming Challenges and Personal Growth:** For some respondents, happiness stems from personal development and overcoming life challenges. Emily B mentions that pushing through tough times makes her stronger and ultimately happy, while Michael D feels accomplished and happy when he overcomes challenges. ▾
- **Helping Others and Altruism:** Some respondents find their happiness in helping others. Lakeshia D states that helping others, especially those who can't help themselves, brings her the greatest joy. Melissa R expresses joy in seeing the positive impact she can have on others' lives. ▾
- **Maintaining Relationships and Work-Life Balance:** Maintaining strong relationships and achieving a balance between work and personal life also emerged as sources of happiness. Theresa H mentions the significance of being there for her loved ones. ▾

Additionally, an interesting finding is the role of imaginary companions and self-imposed narratives in maintaining mental well-being, demonstrated by Carol S, who mentions that happiness comes from her conversations with her imaginary friend, Jake.

While there were respondents for whom specific sources of happiness were not clear, such as Amanda S, Alisha B, and Jaclyn P, it's evident that for many, happiness is deeply rooted in social bonds "whether with pets, family, friends, or even imaginary figures" and personal achievements.

However, this happiness is often accompanied by a layer of self-criticism and doubt, particularly when reflecting on the roles that are crucial to their happiness, indicating an intricate balance between happiness and self-perception.

- 
- Provide Examples
 - Go Deeper
 - Counterpoint
 - Compare Segments
 - Compare Demographics



Ask the [ai] a question about this report

Ask [ai]

AI & Video

- GPS for your Discussion Guide
- Interview Summaries
- Open Query to drill down
- Suggested Tags
- Ability to curate

Introduce us to your car and tell us about your favorite features, reasons to buy, etc

Submitted on 06/13/2024

Video Tools ▼ 🔍

Ok. Hi, it's **me again and I am** at the pickup line picking up my eldest daughter and I wanted to go ahead and show you guys my vehicle, my 2018 Dodge Durango and why I picked it and why it's my family car, right? Because I feel like it's so roomy. It's spacious. I'm able to have so much um cargo if I need it. Like my daughter, like I said previously, when she did dance, we were able to like carry her luggages, her makeup, her dance costumes, everything like we were able just to throw it in. She was,

Summary: The participant, a mother of two, is picking up her eldest daughter in her 2018 Dodge Durango, which she considers her family car due to its spaciousness. She mentions that the vehicle provides ample cargo space for carrying her daughter's dance luggage, makeup, and costumes, and her daughter even has enough room to change in the car if needed. The participant mentions that her son's car seat is currently in the third row, as they separated the children to establish boundaries. Her daughter sits in the second row and has a whole row to herself, making it easier for her to do homework while on the go. The participant also highlights features she loves about the vehicle, including the heated steering wheel and the large screen. She mentions that she appreciates having heated leather seats, especially during the winter. Overall, the participant expresses her comfort and satisfaction with the spaciousness and functionality of her Dodge Durango.

Alejendra introduces her 2018 Dodge Durango and mentions one of her favorite features - roominess.
33 seconds
[View in Main Video](#) [Send Clip to Video Maker](#)

The respondent talks about how the seat layout of the vehicle suits her family's needs, including a third row seat for their son, and a second row seat for their daughter which provides space for her to complete homework.
32 seconds
[View in Main Video](#) [Send Clip to Video Maker](#)

Alejendra shows off the front of the car, highlighting key features such as a heated steering wheel, a large screen, and heated leather seats.
30 seconds
[View in Main Video](#) [Send Clip to Video Maker](#)

[+](#) [Dodge Durango](#) [Vehicle Roominess](#) [Family Transportation Needs](#) [Heated Features](#) [Large Screen](#) [Leather Seats](#)
[Cargo Capacity](#)

AI Video Clips

- Auto-Highlight Reels
- Editable
- Customizable
- Searchable
- Downloadable

Video Maker Download Videos

Off-Roading Behaviors Share URL Download Video Edit Video Delete Video

67 / 67 Off-Roading Behaviors

Displaying all 15 clips [- Minimize]

The screenshot displays the 'Video Maker' interface. On the left, a large video player shows a clip of a woman speaking, with a progress bar at 4:46 / 8:19. Below the player, the status is 'Up-to-date', 'Total Clips: 15', and 'Total Clip Length: 479'. A plus sign icon is visible below these stats. The main area on the right shows a grid of 15 smaller video thumbnails, each with a play button and a three-dot menu icon. The grid is titled 'Off-Roading Behaviors' and 'Displaying all 15 clips'. At the top right of the interface, there are buttons for 'Share URL', 'Download Video', 'Edit Video', and 'Delete Video'. A 'Download Videos' button is also present in the top right corner of the window.

Open Query – All Data

While there were respondents for whom specific sources of happiness were not clear, such as Amanda S, Alisha B, and Jaclyn P, it's evident many, happiness is deeply rooted in social bonds "whether with pets, family, friends, or even imaginary figures" and personal achievement.

However, this happiness is often accompanied by a layer of self-criticism and doubt, particularly when reflecting on the roles that are crucial to happiness, indicating an intricate balance between happiness and self-perception.

You

What do you mean "an interesting finding is the role of imaginary companions and self-imposed narratives in maintaining mental well-being"?

[Qi]

The study highlights the interesting role of "imaginary companions and self-imposed narratives" in the maintenance of mental well-being among participants. This theme emerges with nuances across different segments of pet owners, as analyzed from the groups:

- For **Dog Owner** (Dog Owner), there is a clear recognition of the beneficial roles that imaginary companions play in enhancing mental health. An illustrative example is an "imaginary person" named Jake, depicted as aiding in fostering self-love, acceptance, and providing a form of emotional support [ex: Carol S]. Additionally, this segment reflects on how self-imposed narratives can dramatically influence personal growth, self-reflective coping strategies by interpreting experiences, especially concerning personal challenges and pet interactions [ex: Katrina A], [ex: Lisa B], [ex: Joa].
- The **Cat Owner** (Cat Owner) segment, while not explicitly mentioning imaginary companions, discusses the significant impact of self-imposed narratives and internal dialogues. These narratives are presented as shaping the mental framework that influences reactions to life situations, showcasing a critic's dual role in challenging and motivating individuals [ex: Emily B]. It emphasizes the continuous inner dialogue that individuals engage in to maintain their mental health [ex: Jaclyn P].
- In contrast, **Dog and Cat Owner** (Dog and Cat Owner) does not provide direct insights into the role of imaginary companions or self-imposed narratives concerning mental well-being. The focus here is more on personal anecdotes and pet interactions without a direct connection to the study state.

In conclusion, both **Dog Owner** and **Cat Owner** demonstrate the importance of self-imposed narratives and internal dialogues in mental well-being from different perspectives, with **Dog Owner** also incorporating the concept of imaginary companions. Meanwhile, **Dog and Cat Owner** does not explicitly address these concepts, indicating a variation in how these segments approach the theme. This differentiation shows the diverse ways participants perceive and engage with the concept of imaginary companions and narratives, underscoring their complex role in supporting individual mental well-being.

You

Which respondents mention an imaginary companion?

[Qi]

Based on a thorough analysis, only one respondent, **Carol S**, mentioned having an imaginary companion in the study. This participant speaks of an imaginary person named **Jake**, described in their narrative, Jake is presented as "the happiest most agreeable person ever" who embodies self-love, mindfulness, and positive attitudes. This respondent talks about Jake with their daughter, claiming Jake lives in their home and is considered the daughter's only friend. This imaginative creation serves as a source of joy and emotional support within the family dynamic as described in [ex: Carol S]. No other respondents mentioned having an imaginary companion, indicating that the concept of imaginary companions in this study is unique to respondent **Carol S**.

Ask the [ai] a question about this report

Ask [ai]

Pet Guilt: Dogs vs. Cats

In summary, owning a pet has a pronounced and generally positive impact on our respondents' lives, shaping their emotional spectrum, daily practices, and self-perception in profound ways.

You
Give me examples of guilt associated with pet ownership? Is this more pronounced in dog or cat owners?

AI
Examples of guilt associated with pet ownership include not spending enough time with pets, pet misbehavior, and concerns over pets' happiness and health. For example, dog owners expressed guilt over feeling like they did not spend enough time with their pets and pet's well-being when left alone. Specific instances include feeling guilty for leaving pets at home alone ("I should take them out more often." — Lakeshia D), and reactions to their pet's misbehavior reflecting on their pet owners ("He is misbehaving because I am not a good pet parent." — Lakeshia D).

Cat owners also showed guilt, particularly in not providing enough attention or environmental stimulation (ex: Tina D), and pet's happiness and physical environment (ex: Hiroki Y) and (ex: Tina D).

Owners of both dogs and cats mentioned guilt associated with not having enough time for their pets ("your a bad turn your life is too busy for a pet..." — Gwen S), indicating a shared concern across pet types. However, dog ownership appears to have a broader array of guilt aspects, including direct comparisons with other pet owners and detailed self-criticism in responses to pet misbehavior.

This indicates that while guilt is a common sentiment among all pet owners, **Dog Owner** (Dog Owners) may experience guilt more intensely or express it across a wider range of concerns compared to **Cat Owner** (Cat Owners) and **Dog and Cat Owner** (Dog and Cat Owners). Dog owners detailed unique aspects such as comparisons with other pet owners and more specific reactions to pet misbehavior and emotional states, which may suggest a more pronounced experience of guilt in dog ownership.

You
Tell me more about dog owners comparing themselves to other pet owners

AI
Dog Owners and Comparisons: Exploring Inner Criticisms and Emotions
Dog owners often engage in comparisons with other pet owners, which can evoke a variety of inner criticisms and emotions. These comparisons frequently lead to feelings of inadequacy or guilt, but can also motivate self-improvement or even result in positive self-assessment. Examples include:

- Feeling inadequate or less competent as a pet owner, as expressed in [ex: Katrina A] with the thought *You should be doing more for your pet.* — Katrina A, and in [ex: Lakeshia D] where the internal narrative is *better pet owners than I am.* — Lakeshia D.
- A drive towards self-improvement, highlighted in [ex: Melissa R] with a forward-looking stance, despite the critical tone, articulated as *How can I do better,* — Melissa R.

Type your message here... Send

Tina D.
Cat Owner

When I have to leave my pet at home alone, my inner critic says:

Submitted on 01/25/2022

You are a terrible person for leaving your poor, innocent babies alone so they end up sleeping all day and getting no exercise or stimulation.

Respondent Summaries

Meet Rashmeen

Rashmeen is a dedicated professional with a busy, on-the-go lifestyle with a family. Her car accommodates her needs and provides value in modern amenities.

Safety and reliability were top priorities when choosing her car. Her focus on advanced safety features like lane assist and blind spot assist. She thoughtfully trusts them entirely.

With a discerning eye for a car that combines space, sleek, strong look of

As a mother, Rashmeen requires a car requiring ample space to accommodate her family. Her vehicle serves as a reliable companion, providing the ability to seamlessly transition to her thoughtful and

Meet Greg

Greg is a conscientious professional when selecting his primary vehicle. His choice significantly influenced his decision, as safety is further reinforced by his retirement.

Apart from safety, Greg values his Hyundai Palisade as a reliable mode of transport. He enjoys the ability to transport electric bikes and add accessories like a

Greg's Hyundai Palisade is a reliable partner for family vacations. He enjoys the vehicle's adaptability as an integral part of his

With a keen interest in advanced technology, Greg takes particular delight in the features offered in his vehicle, such as

Despite his appreciation for a practical approach by balancing cost and functionality, Greg's choice of package reflects his thoughtful decisions.

Meet Katrina

Katrina is a dedicated and active professional. Whether it's commuting or shuttling them to various activities, her vehicle is essential for keeping her family. Her current car, is heavily utilized with gear to vacations which accommodate their needs.

Safety and convenience are top priorities for Katrina in a vehicle. With extensive safety ratings and a versatile, capable of handling transporting large household items for family trips.

While Katrina appreciates the reliability of her current vehicle, she anticipates future upgrades that will further enhance their needs.

Meet Mustafa

Mustafa is a dynamic individual who seeks both utility and luxury in his vehicles. He owns a versatile Kia Telluride, which he uses for various practical purposes such as grocery shopping, road trips, and transporting his niece and nephew. The reliability of his daily vehicle, especially in adverse weather conditions, is of utmost importance to him.


However, Mustafa also has a keen appreciation for luxury and aesthetic appeal. His choice of vehicle reflects his preference for a rugged exterior combined with a refined and comfortable interior. Features such as heated seats and steering wheel provide him with the comfort he values during his reflective drives.

A passionate enthusiast of outdoor activities, Mustafa enjoys hobbies like motorcycling, attending car shows, hiking, and skiing. His vehicle supports these hobbies by offering the necessary utility and convenience for transporting gear and equipment.

Moreover, Mustafa prefers to have different vehicles for distinct purposes. He relies on his Kia Telluride for daily needs, while his motorcycle serves as his go-to for fun and leisure, illustrating his thoughtful approach to vehicle ownership.

Final thoughts...



1. AI is here to stay, embrace it
2. Things evolve rapidly in the AI world
3. Remember MR is still a HUMAN endeavor
4. Actively curate your data haul for easier reports
5. Sharpen your skills using AI in your daily life 



Ray Fischer

CEO, Founding Partner

810-599-9440

rayf@ahaonlineresearch.com

ahaonlineresearch.com

 LinkedIn



Paula Kramer

VP & Qualitative Strategist

313-288-0539

paulak@ahaonlineresearch.com

ahaonlineresearch.com

 LinkedIn

Booth #407





 **aha intelligence™ (ai)**