

an **aha** presentation

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**Leveraging activity-based methods  
to discover your brand's **aha**  
moments**



# Ray Fischer

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## CEO, Founding Partner

Native Detroiter / MSU grad

Pepsi brand manager in 90's

Technology Immersion '98-'02

ResTech Pioneer 2005 – launched Living  
Diary

Zoom's 1st Global Integration Partner 2019

Celebrating our 10<sup>th</sup> Anniversary this month!



# Paula Kramer

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## VP, Project Management

IU Hoosier alum!

Career Online Strategist

Swiss Army Knife

Joined Aha! 2016

Runs PM Team

Keeps Ray out of trouble



# The aha restech stack

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Insights Technology

Asynchronous Qual



- World's 1<sup>st</sup> Zoom Integration
- Live Conversations
- (IDI's/FG's/Shopalongs)

qualtrics<sup>XM</sup>

- Enterprise Scale
- Quant
- Hybrid Studies
- Partner Ecosystem

# Why we are here

Digital qualitative research has come of age.

It has evolved from a research staple to an essential driver of

MR.

At the core of this transformation is activity-based research.

Share approaches to find human stories within unstructured



# What we will cover

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## Key takeaways:

- Understanding Activity-Based Studies vs. bulletin boards.
- How to Design Activities to better understand Human Emotion.
- Leveraging Projective Techniques to engage and inspire respondents.
- Combining Activity-Based tools with Agile approaches.
- Discovering Aha! Moments in your Analysis.



# Defining activity-based research

# Defining activity-based

- A typical study can be 3-5 days with a series of activities.
- Think of weaving activities together to form a tapestry.
- Most activities are 1:1 with limited strategic social exercises.
- Activity-based studies replace a discussion guide with an activity.
- Specific tasks, questions, exercises and context for the respondent.



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# 1 Advantages of activity-based research

# Activity-Based v. Bulletin Board

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## Activity-Based:

- Focused
- Private unbiased 1:1
- Thoughtful
- Organized
- Deeper motivations
- Fun!

## Bulletin Boards:

- Messy
- Bias/Group think
- Non-strategic
- Rambling/Overload
- Long-threaded discussion

- Workl

# Activity-Based vs. OLBB

## Activity-Based



Respondent

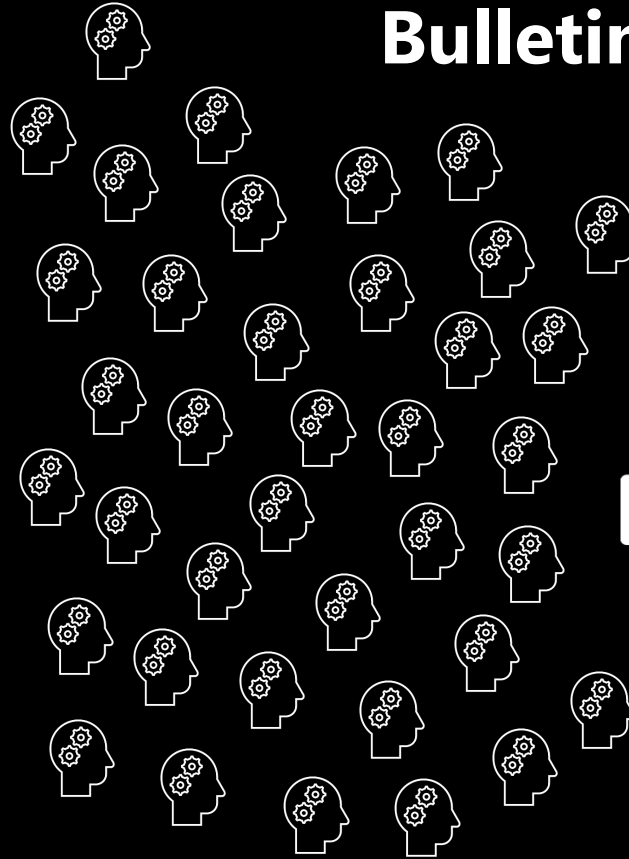


1:1



Moderator

## Bulletin Board



Respondents



Moderator

# Visual Comparison

## Activity-Based:

Submitted on 06/03/2020

Adrian The Anti Hunger Allen

Hi, my name's Isaac and I live on Planet Hunger. Planet hunger is a unique place that people move to when they have hunger issues. Every person can create their own individual atmospheres they choose to live in, only they are the only ones who can see it. Now, i'm going to tell you about my the people and activities that go on here. I'll start with telling you about me. I'm a 16 year old high school student. I love playing video games, hanging out with my friends and finding delicious snacks to eat. Some of the people I spend time with are my family members, mom, sister, cousins. I also spend time with my best friend Adrian, he's a mini red alien with 3 eyes, 2 noses and four hands who lives under my bed. Adrian came out shortly after we moved here. One night I was up late playing video games and I was losing badly. All of sudden Adrian startled me when he popped out and handed me a freshly cooked Hot Pocket. He said "Dude, eat this and you won't be angry anymore." We became instant friends for life. For along time I was the only one in my house who knew about Adrian's existence, but now my whole family knows and he's become apart of our family. He's a great help to everyone, he helps my mom with the grocery shopping and always keeps all of us hunger free. We only continue to live on Planet Hunger because Adrian has to stay on this planet and we don't want to desert him.

## Bulletin Boards:

1.1 \* PM \*

Focus on consumer electronics devices you might own and use – such as iPods, MP3 players, laptop computers, cell phones, and the like.

When or under what circumstances would you "reach out" or interact with the manufacturer of one of these consumer electronics devices?

1.1.1	John	If it was not working properly and it was not covered under my store warranty.	
1.1.2	Mike	If there was an issue with the product - I would reach out.	
1.1.2.1	Tyler	If I had a technical problem w/product.	
1.1.3	Peter	When I hit one of those technical loops when you need to change some you can't change before you can fix the	
1.1.4	Ian	If something was wrong with the product. Maybe if I knew or they contacted me about an upgrade.	
1.1.5	* NEW POST *	George	When it was not working properly.
1.1.6	* NEW POST *	Sam	

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**The variety of activities is much more interesting and enlightening to respondents and researchers than a battery of open-ended questions.**



# **2** Design to better understand human emotion

# **Study design**

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**Ask respondents to DO SOMETHING vs. just an opinion**

**Use their behavior as stimulus – true ethnography**

**Notice how they behave and what motivates them**

**Gives respondents the opportunity to express vs. opinion**

**In-moment feelings and actions – not recall from memory**



# People doing things

## Store Trips: live or asynchronous



### In-Home Tasks

Please upload a short video (no more than 1-2 min) to bring your fun hair facts to life.

Submitted on 05/08/2017



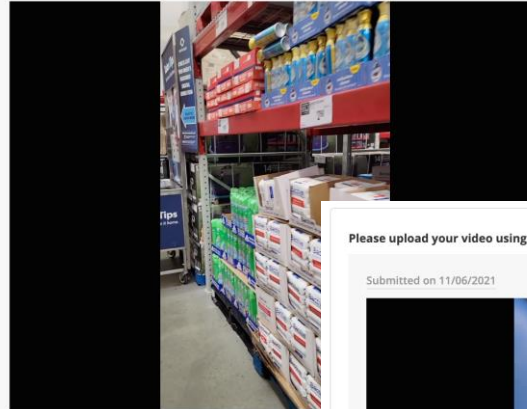
Current Original Edit

Hi this is my hair It's  
Light brown meat little darker than light brown  
Right now it's pretty straight but usually flow more wavy but it's just cuz I didn't shower today yet  
**Navigate sweet after I shower and then you could see the layers**  
More when it's straight when it's too cute not  
Typically  
Well unless I shower late at night and then I sleep on it and then it doesn't  
Dries nicely but If it's like  
Just like the air is drawing if it's Hi  
Pretty nice big a little straighter than usual though

Retake

Please upload your video answering the above questions below:

Submitted on 11/06/2021



Video Tools

good to have them right next to each other as a consumer so that you can see um which option is best for you. So I do think it's pretty hard to distinguish what's new and not new at the store since um it is not displayed like in the front end of the aisle so that's where

Please upload your video using the video script above:

Submitted on 11/06/2021



Video Tools

**So I just walked**  
into Sam's from my shopping script and my shopping trip. I had to move in from outside. That's why this video is outside. Um, I did consult the instant savings booklet before coming in. Um, I wanted to see what was on sale if there's anything I needed and I am expecting to see some cleaning products, Hopefully something, um maybe knew that I haven't tried before at a good price. Um, and biggest concerns are price. It can be kind of expensive buying



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**If we can observe this act of doing, then we can quickly gain deeper insight that they probably wouldn't have told us in direct questioning.**



# 3 Leveraging projective techniques

# Projective Techniques

**Inspire respondents to be creative**

**Use tools and methods that go beyond open-ends**

**Ask a question...get an answer**

**Give them a projective task...go on a journey with them**

**Deliver a truer representation of what motivates them**

# Projective Techniques

## Storytelling

### Collage



Frustration



Strength



Confidence



Relaxation and Carefree



Ridicule and Judgment



Unbridled Enthusiasm

#### An Imaginary Story about Planet Hunger

We would like you to **write a story** about an imaginary place called **Planet Hunger**. Everything about this planet is based on **the feeling you have when you feel hungry, and a full meal isn't an option**. (And we want you to work from **your own creative ideas** rather than try to represent a real place in the world where this might actually be true). This place is really about **the feeling of being hungry**. What does it do to you? How does it affect you emotionally? Physically? How would you describe that feeling?

#### Storytelling Instructions:

There are some **guidelines** for you to follow on the **left**, please address these in your story and be as **detailed** and **insightful** as you can. Get into your creative zone and have fun writing!

**\*\*Please Note:** After you have finished writing, scroll to the bottom of the page to "Write your title here..." line and give your story a title! You will not be able to submit your story without one.

**Let's get started!**

Submitted on 06/03/2020

Adrian The Anti Hunger Alien

Hi, my name's Isaac and I live on Planet Hunger. Planet hunger is a unique place that people move to when they have hunger issues. Every person can create their own individual atmospheres they choose to live in, only they are the only ones who can see it. Now, I'm going to tell you about my the people and activities that go on here. I'll start with telling you about me. I'm a 16 year old high school student. I love playing video games, hanging out with my friends and finding delicious snacks to eat. Some of the people I spend time with are my family members, mom, sister, cousins. I also spend time with my best friend Adrian, he's a mini red alien with 3 eyes, 2 noses and four hands who lives under my bed. Adrian came out shortly after we moved here. One night I was up late playing video games and I was losing badly. All of sudden Adrian startled me when he popped out and handed me a freshly cooked Hot Pocket. He said "Dude, eat this and you won't be angry anymore." We became instant friends for life. For along time I was the only one in my house who knew about Adrian's existence, but now my whole family knows and he's become apart of our family. He's a great help to everyone, he helps my mom with the grocery shopping and always keeps all of us hunger free. We only continue to live on Planet Hunger because Adrian has to stay on this planet and we don't want to desert him.

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**Getting people to write a story about a situation or an emotion is much more useful than asking them direct questions.**



# 4 Combining with agile approaches

# Agile & activity-based

**Can activity-based approaches be agile too? YES**

**One activity 30-minute exercises can yield great insights**

**All activities are in play:**

- Store trips
- Video Response
- Collage
- Storytelling

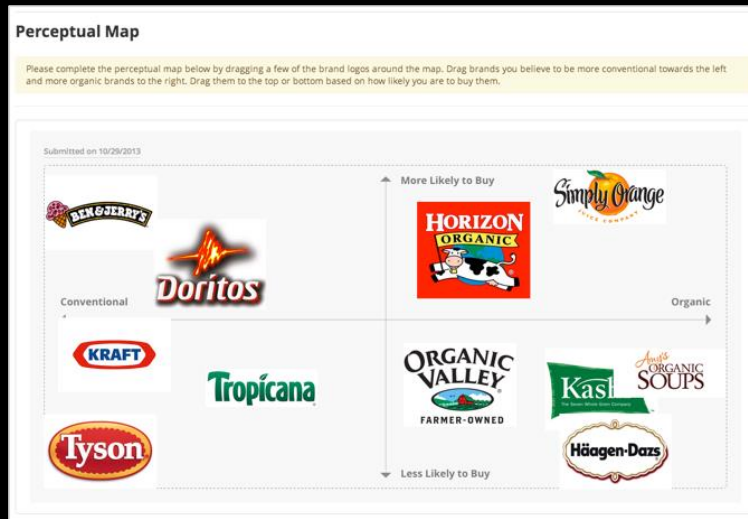
# Agile approaches



Dynamic Canvas

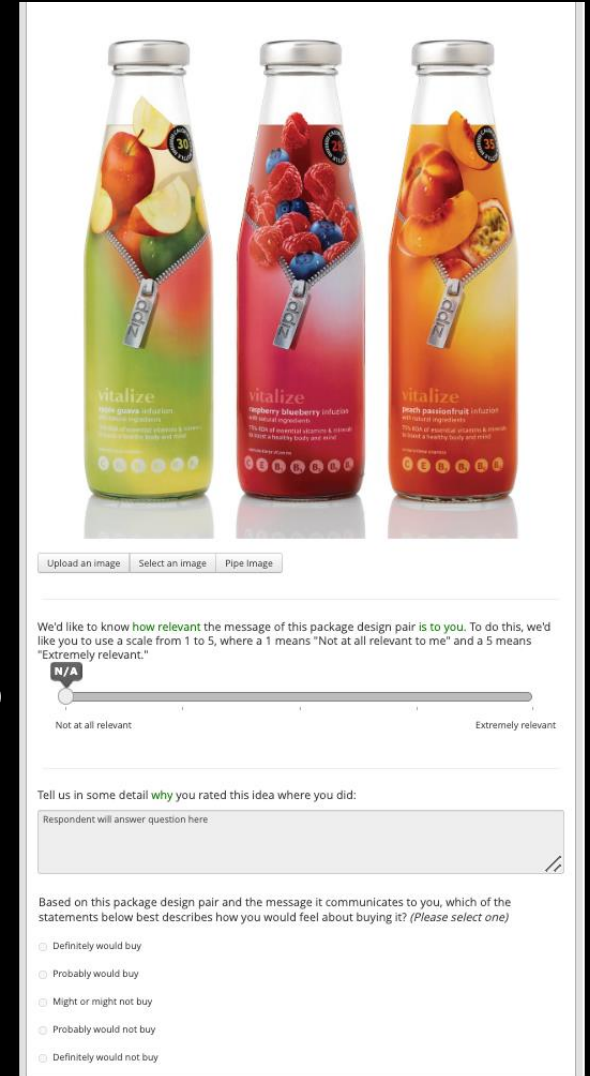


Concept Markup



Brand Mapping

## Concept Testing Qual/Quan





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**Yes, you can be agile and activity-based...it comes down to picking the right activity for your objectives.**



**5** **Discovering  
aha moments  
In your analysis**

# **Use Analytic Tools**

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**So, you're giddy over your amazing data haul!**

**And maybe a bit overwhelmed...not to worry :)**

- Filtering – use filters to cut by segments and demographics
- TAG! Save quotes, images, video for easy access report building
- Key Word Search and Word Clouds – understanding expression
- Charts and graphs – as appropriate
- Composite Collages and Brand Maps

# Analysis

## Word Clouds

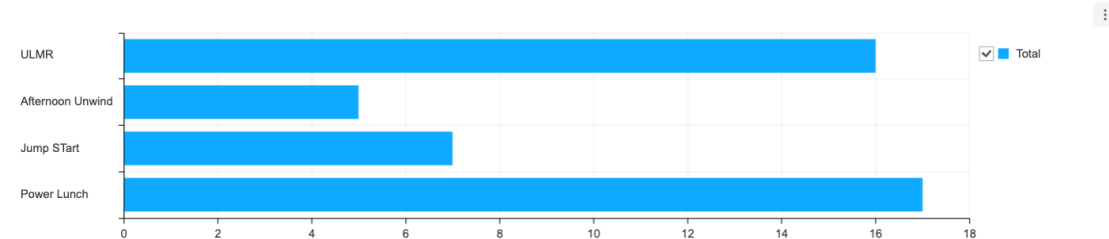


## Quant Charts

Now, looking at this list of beverage or beverage with food moments, please select **the two moments that are most important to you in your typical day**. They don't have to be the most regular or most frequent, but should be the most important to you.

Please place a "1" next to your most important moment, and a "2" next to your second most important moment.

n=15



## Composites

**Top 6 Seg 1**

Open Download

Filters: Segment (Adventure)

**Top 6 Seg 2**

Open Download

Filters: Segment (Comfort)

**Top 6 Seg 3**

Open Download

Filters: None

## Tagging

My Tags (edit) Study Tags

- absorbancy 1 (0)
- advertising 1 (0)
- brand preference 11 (0)
- clean ingredients 2 (2)**
- color 7 (7)**
- company values 1 (0)
- dissolvability 1 (0)
- emotions around repurchase 2 (0)
- emotions of great deals 2 (0)
- EXCELLENT STORY 6 (0)
- Excellent video 1 (0)
- familiarity 1 (0)
- Loyalty 3 (0)
- Math 1 (1)
- new products 1 (0)
- Online 1 (0)
- online shopping 7 (1)
- Packaging 5 (1)
- packaging claims 11 (0)
- pattern 2 (0)
- price quality ratio 2 (0)
- product features 9 (1)

**Gyuho K**  
Hypermarket

화장지를 판매하는 코너에 들어와 기실텐데요, 보시기에 어떤 요소들이 제품의 "가치"를 전달하고 있다고 느껴지시나요?  
눈으로 보이는 것들 중 그 제품의 "가치"를 설명하고 있다고 생각하는 것들을 모두 적어주세요.  
Submitted on 12/13/2022

에타미 화장지를 제일 많이 사용합니다. 사이즈는 단일 사이즈이고, 두께는 다른 브랜드들보다 조금 두툼한 편입니다. 색상은 백색이고, 다른 향광물질 같은 것이 없어 사용하기 편합니다. 묽을 단위는 여러가지가 있는데 한 번 구입하고 오래 사용하는 편이어서 15개입 1만원대 물 제품을 사용합니다.

color

**Jihoon K**  
Naver

그럼 이제 귀하가 원하는 화장지를 이 사람이 제대로 골라서 구입해 오게 해야겠지요.  
구체적으로 본인이 어떤 화장지를 원하는지, 어떤 제품의 어떤 요소들을 꼼꼼히 살펴보고 골라야 하는지 메모지에 적어서 심부름을 보내 보겠습니다.  
브랜드, 묽을 단위, 생김새, 할인 적용 여부, 두께, 길이 등 앞에서의 과제에서도 말씀해 주셨던 "좋은 가치"를 가진 화장지 제품을 꼭바로 사 수 있도록 최대한 구체적으로 적어주세요.  
그리고, "이런 것들은 피해야"라고 알려 줄 수 있는 요소들이 있다면 같이 적어주시면 심부름에 도움 되겠습니다.  
Submitted on 12/15/2022

원료를 잘 보고, 조금이라도 들어본 브랜드에서 프르모션 상품을 골라야됨. 테스트중인 제품이 있으면 제일 질감이 부드러운 걸로 사오는 것을 추천. 깔끔함과 세련됨을 동시에 가지고 있는 것이 이상적인 휴지기 때문에 그것을 우선으로 보고, 순백색 이외의 강렬한 색은 비추. 흑시라도 색소나 유해성분이 들어가지 않을 수 있기 때문에 가끔적이면 흰색으로 삼으면 좋겠음.

color product features texture

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**Analysis is often the hardest part of doing a study. Nobody likes the chaos and difficulty of knowing where to start.**

**We understand these feelings.**

 **Final thoughts...**

# Final thoughts...

- 1. DO choose activity-based approaches**
- 2. Weave your own unique tapestries**
- 3. Know that respondents LOVE the variety**
- 4. Actively curate your data haul for easier reports**
- 5. Stay tuned for future AI enhancements!**

# Ray Fischer

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## **Booth #621**

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