



Threesomes are the Future

Empowering People & Researchers
with Tech

Amy Mullen | Director, Research Services

recollective.com

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Director Research Services, Recollective



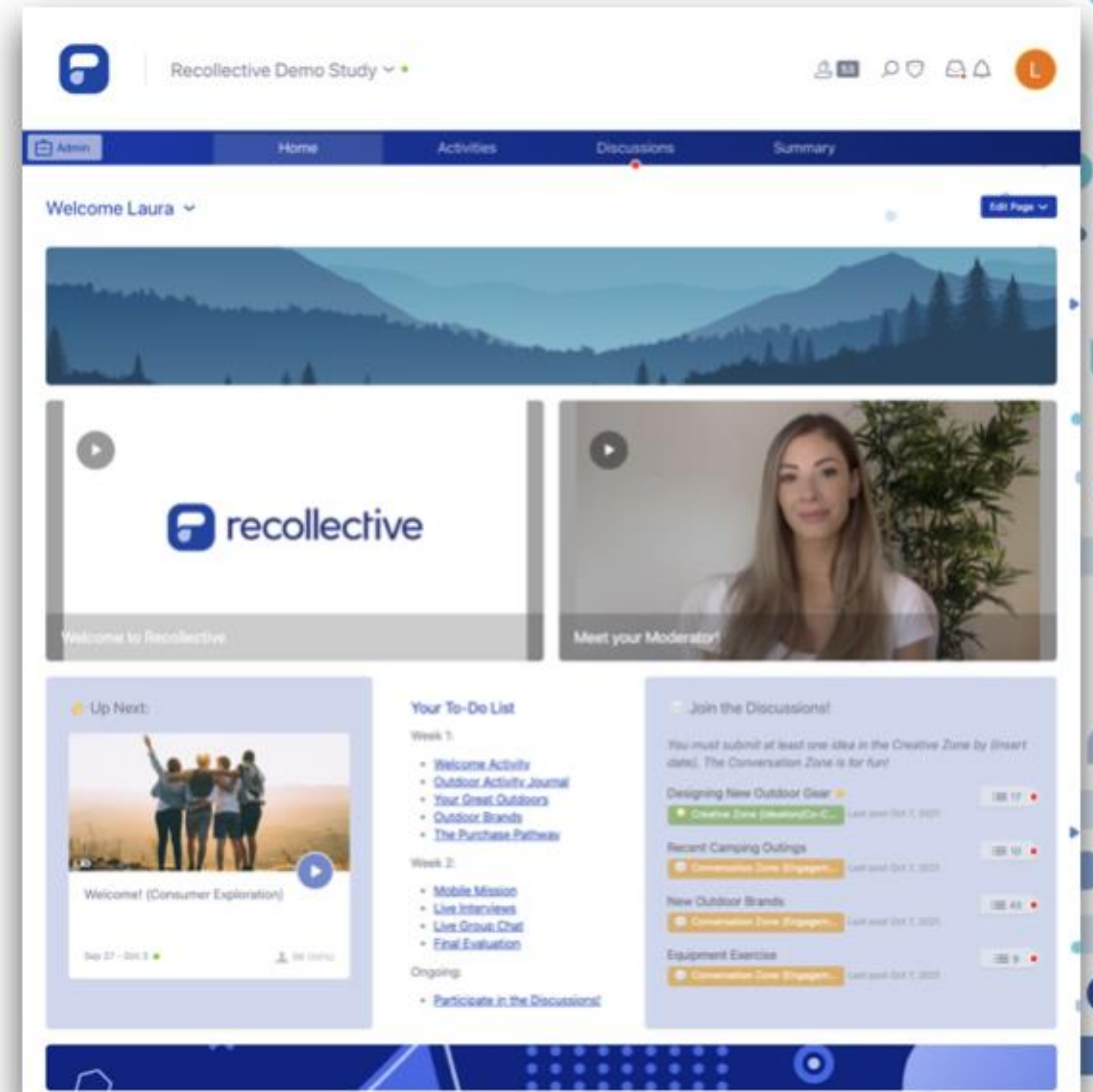
- Worked on supplier side of MR prior to joining Recollective
- Passionate about 'restech'
- Recollective's #1 fan
- Provides guidance to brands, agencies & researchers to develop best project solutions using Recollective



Recollective

Online Qualitative Software

- Helped transform online community-based research
- Built using very latest web technologies over an Enterprise-grade infrastructure
- Suitable for on-demand projects or continuously open insight communities
- Compatible with any device – desktop, phone or tablet
- Includes asynchronous and synchronous activity types
- Available in more than 25 different languages



what do we mean?



researchers



tech



people

getting a closer look...



sample size

one million Recollective users

(USA, Canada UK, Europe)



**Community
Size**

50-150

participants

**Community
Duration**

4/5

popup communities



engagement

5-6

asynchronous
activities

5-6

study visits

accessibility

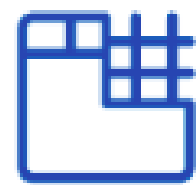
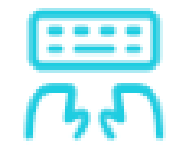
55%

desktop

45%

mobile

A typical study includes:



- 8 Dynamic Qual
 - Choice of text, photo, video, screen-capture, file upload
- 4 Quant
 - Polls, grids, sort & rank
- 8 Hybrid
 - Image & Video Review, Fill the Blanks
- 2 Discussion Topics
 - Researcher generated
- 3 Informative / Connective
 - Prompts informing and/or connecting to other systems

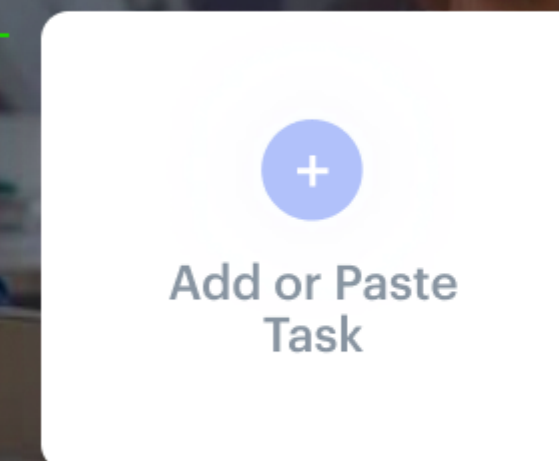
data volumes

- 300 to 900 qual responses
- 100 to 300+ photos
- 42 to 123 asynchronous video minutes
- 170 to 510 quant responses
- 300 to 900 hybrid responses
- 57 replies per Discussion topic

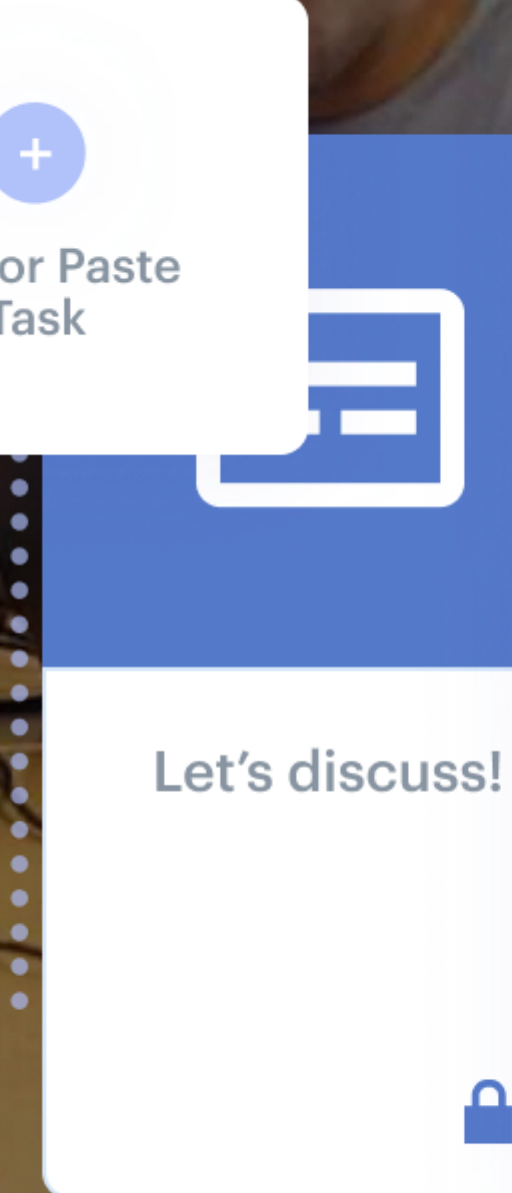


data volumes

- 15 segments
- 23 tagged responses
- 43% Dynamic Qual
- 42% Hybrid tasks
- 12% Discussion & Live Transcripts
- 3% 'Quant' commentary

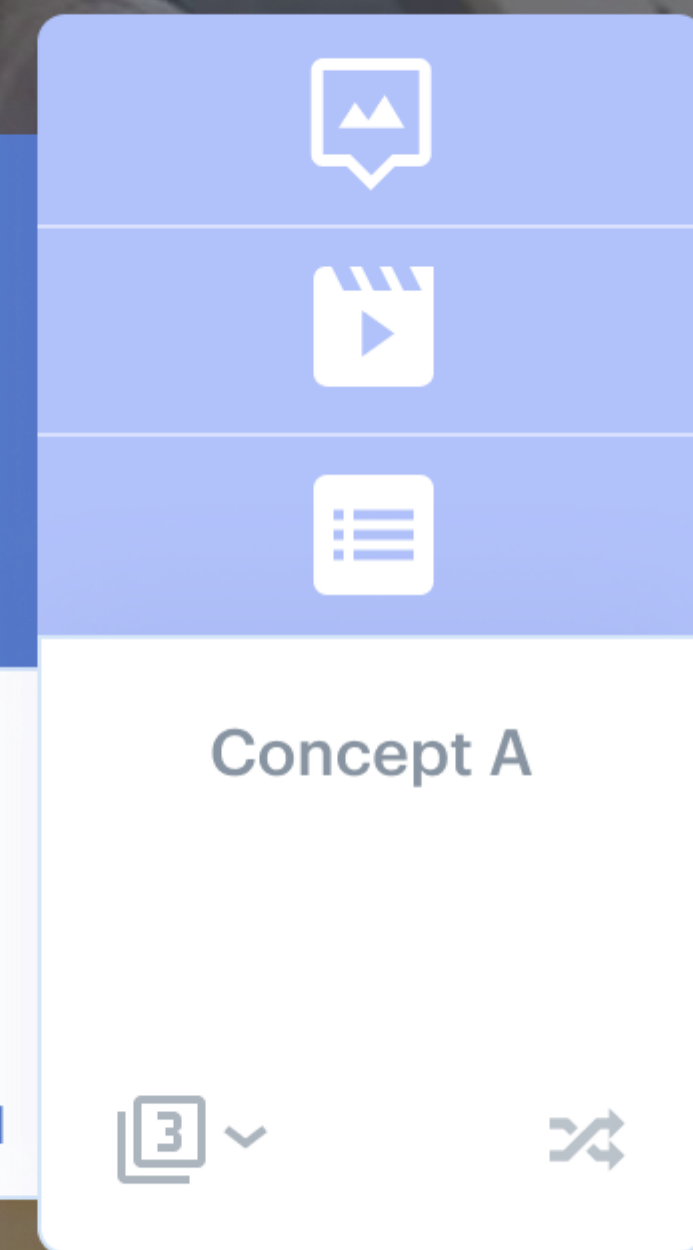


+
Add or Paste
Task



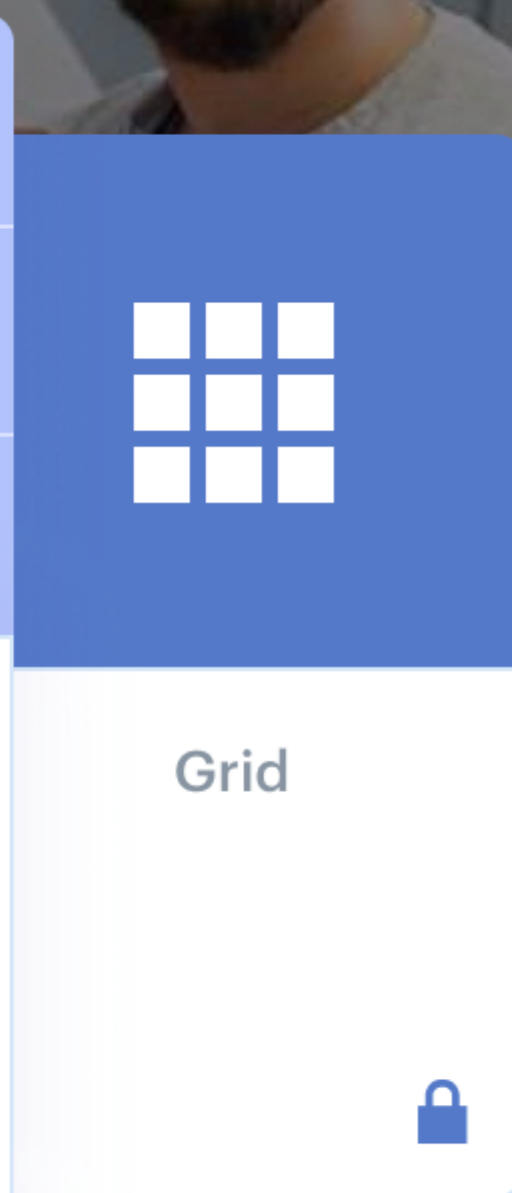
Let's discuss!

🔒



Concept A

🔒



Grid

🔒

live video

1/4

Studies include a live engagement

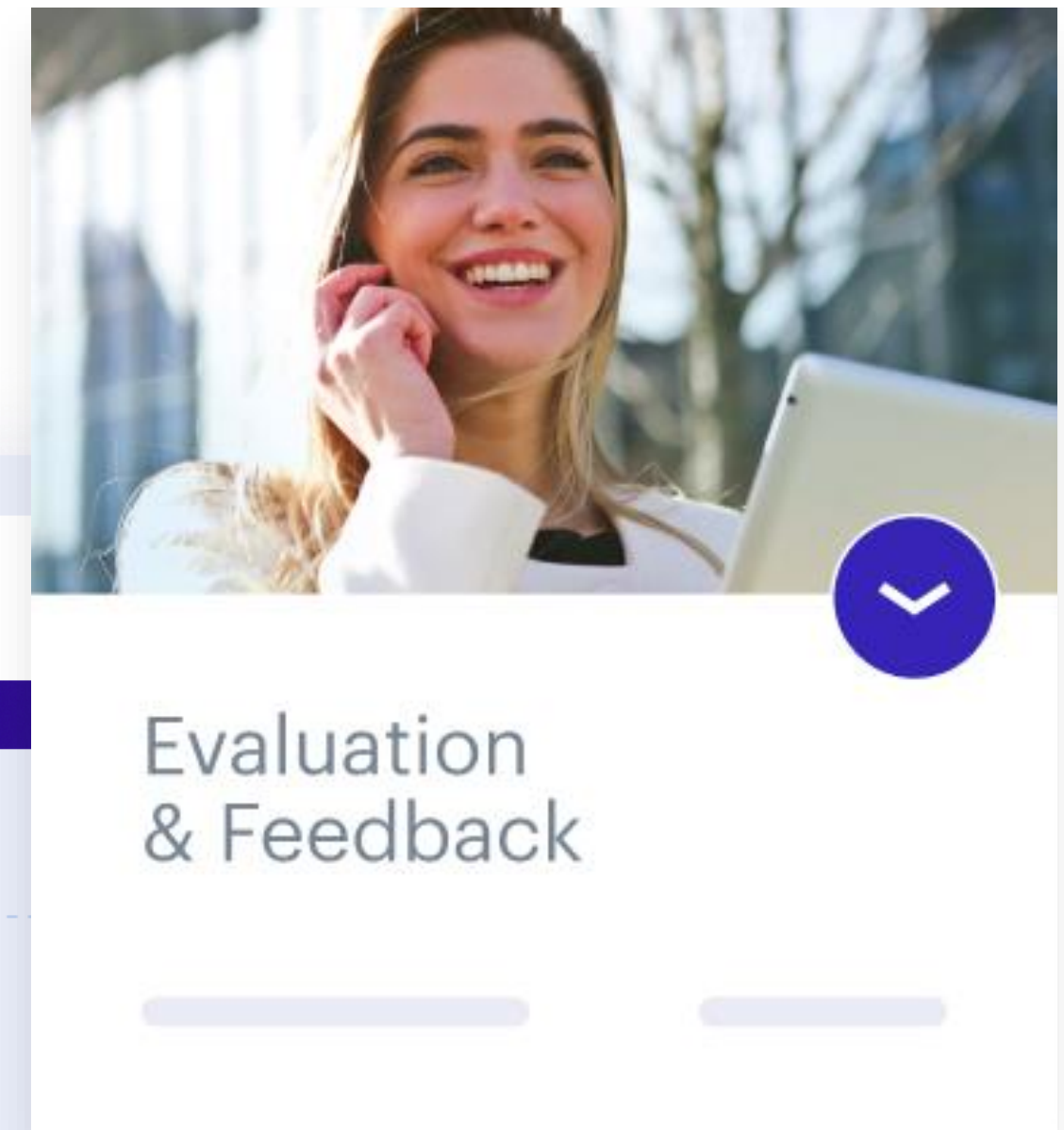
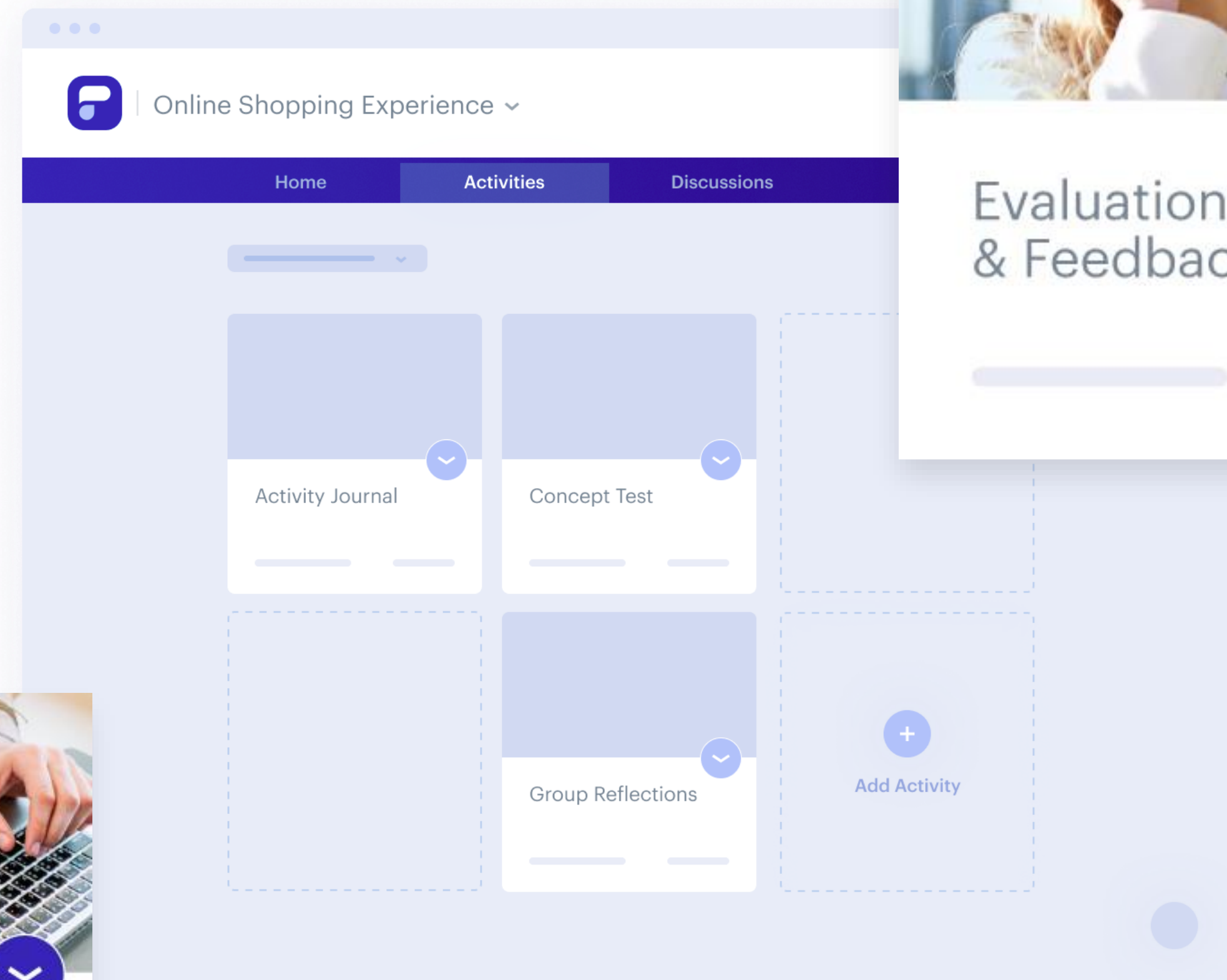
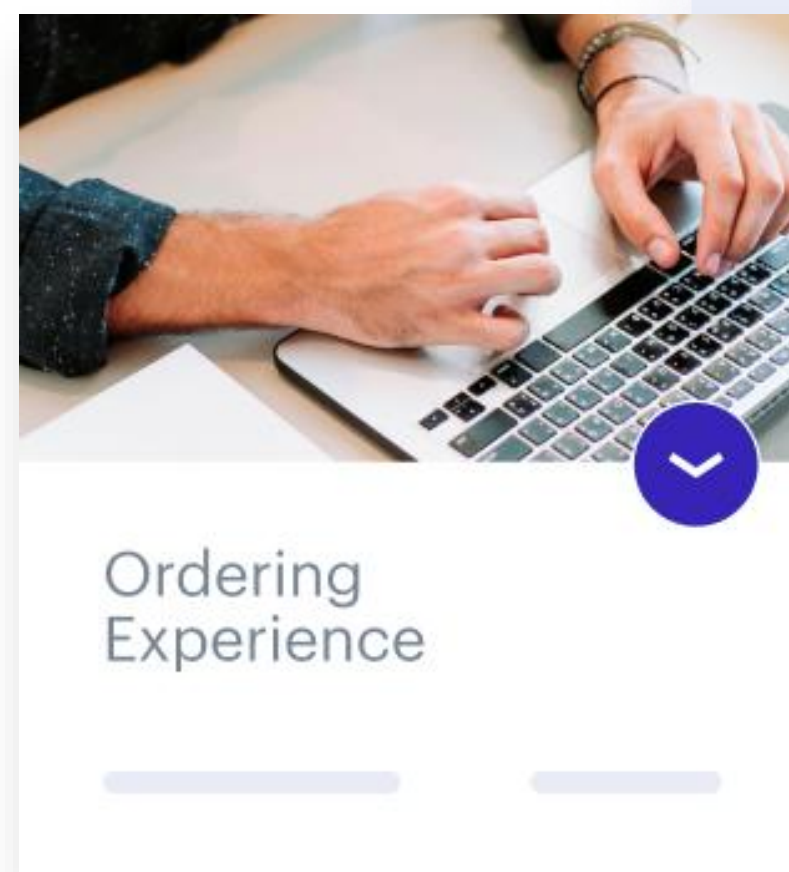
data volumes

6:15

6hrs + 15 minutes of live data

Summary

- Accessible wherever, however.
- Encourages diversity in responses
- Offers exponential functional combinations





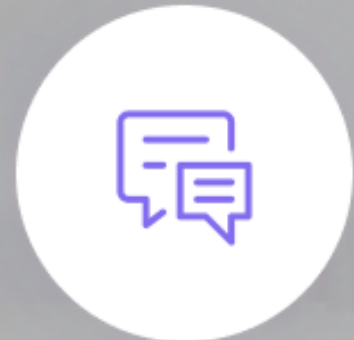
Sam Javier

10AM

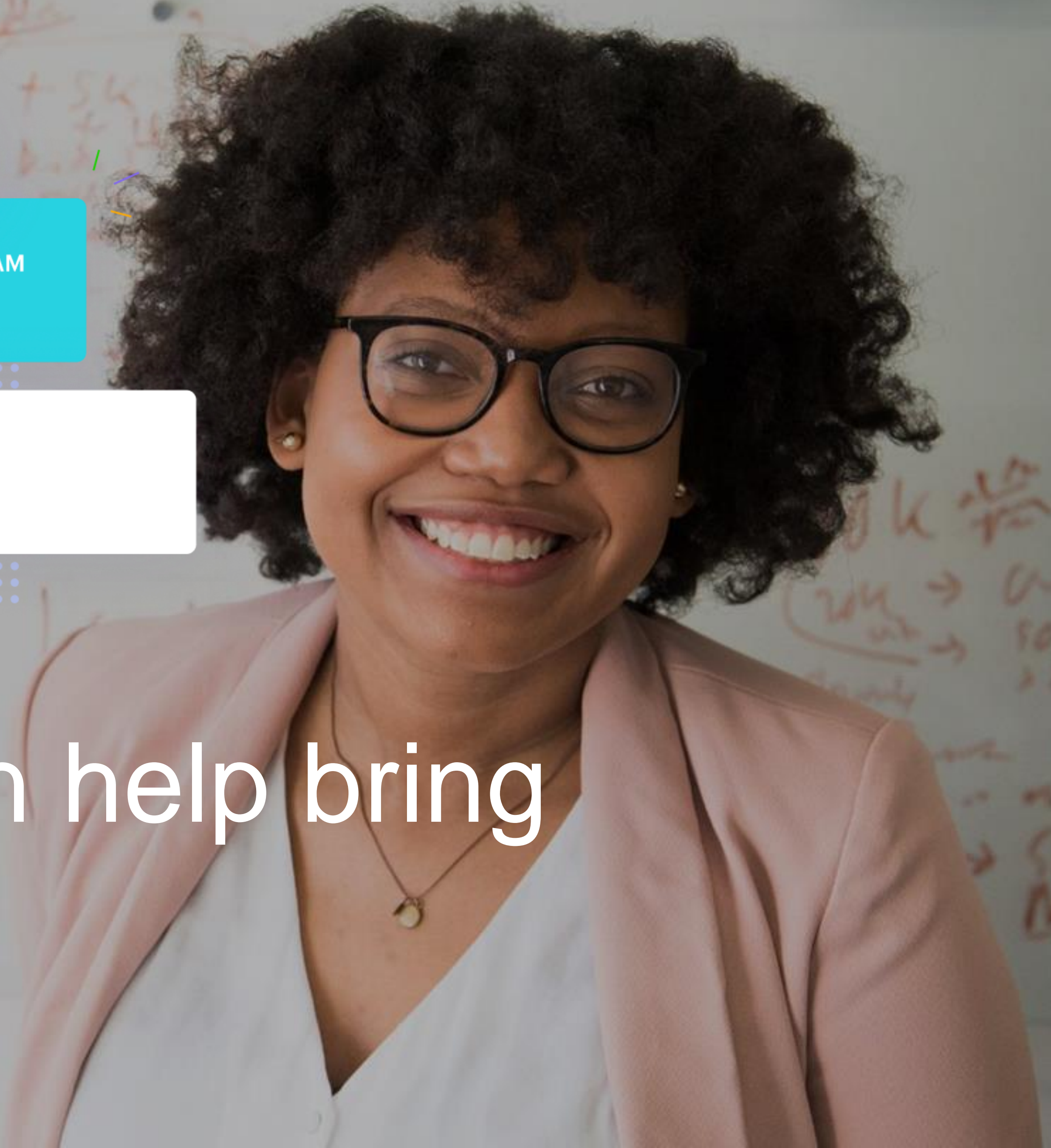


Jason R.

@Sam Javier



Recollective can help bring it all together.



Questions?



Amy Mullen

Director, Research Services



Request a personalized demo
at recollective.com