

HYBRID METHODS

**SUPERCHARGING
YOUR QUAL RESEARCH**

MARCH 3RD, 2020

**QUIRK'S BROOKLYN
BOOTH #306**



INSIGHTS TECHNOLOGY
FEEL. CONNECT. SHARE.

RAY FISCHER

AHA! CEO

Native Detroiter

Pepsi brand manager in 90's

Technology Immersion '98-'02

Online Qual Pioneer 2005

Launched Aha! in 2012

Zoom's 1st Global Integration Partner 2019



HYBRID METHODS

Face-to-Face & Online Qual
Go Together like *Rock 'n Roll*

WHAT'S CHANGED? --- *TECHNOLOGY*



AGENDA

5 CREATIVE APPROACHES

Digital Ethnography followed by a Webcam IDI

A combination of Pre-IDI, an Online Study, and Post-IDI

Webcam Concept Testing

Webcam and Projective Exercises

Online Homework preceding Focus Groups

1

**DIGITAL
ETHNOGRAPHY
FOLLOWED BY A
WEBCAM IDI**

ONE DIGITAL ETHNOGRAPHY FOLLOWED BY A WEBCAM IDI

Allows you to get the depth of asynchronous online

- 3 to 5 day study with 30-45 minutes of engagement

And probe deeper with your best respondents in Live Webcam IDI

- Pick your best 6-10 and do :45-:60 minute interviews
- Probe deeper, get clarification, enhance the connection
- Live video supports your report storytelling

ONE DIGITAL ETHNOGRAPHY FOLLOWED BY A WEBCAM IDI

Perceptual Map

Please complete the perceptual map below by dragging a few of the brand logos around the map. Drag brands you believe to be more conventional towards the left and more organic brands to the right. Drag them to the top or bottom based on how likely you are to buy them.

Submitted on 10/29/2019

More Likely to Buy

Conventional

Organic

So this is my basic hardware setup

- I have a color monitor
- I'm two monitors
- For the computer which is a Mac Pro
- I'm to have a color mixing board right now do not have an audio mixer
- That went
- Kapur so I still haven't replaced
- That I do have also an external Monitor
- MattyB essentially
- So I can scream And you also have
- Speakers Set up To my system

**Multi-Day Asynchronous
Digital Ethno**

ONE DIGITAL ETHNOGRAPHY FOLLOWED BY A WEBCAM IDI

Best Practices:

Pick your star respondents

Use video in the asynchronous to vet camera friendliness

Identify the more tech savvy people

Get segment representation

Professionally schedule and incentive appropriately

2

**A COMBINATION
OF PRE-IDI,
ONLINE STUDY,
AND POST-IDI**

TWO

A COMBINATION OF PRE-IDI, ONLINE STUDY, AND POST-IDI

Increase respondent engagement

Develop deeper relationships

Stimulate interest in the study topic

Enhance conversation and commitment during online phase

Bring the story home with the wrap-up IDI

TWO A COMBINATION OF PRE-IDI, ONLINE STUDY, AND POST-IDI



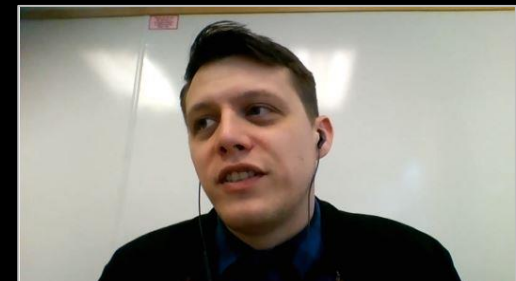
PRE-IDI



The Online Study phase is represented by a collage of user-generated content and a flowchart. The flowchart outlines the product search process:

- What prompted you to want a new yoga mat?
- Need State Identified
- Product Search Begins
- Viable Options Targeted
- Evaluation of Products
- Trial of Product Options?
- Final Decision Process
- Product Purchase

Accompanying the flowchart are several user-generated content snippets, including a grid of text-based solutions for a weeknight dinner, a woman in a grocery store aisle, a woman in a kitchen, and a woman in a living room.



POST-IDI

Asynchronous
Online

TWO

A COMBINATION OF PRE-IDI, ONLINE STUDY, AND POST-IDI

Best Practices:

Get personally acquainted with respondents in Pre-IDI

Explain study purpose and objectives in conversational manner

Probe with insider knowledge during asynchronous phase

Fill in the knowledge gaps using the Post-IDI

Leverage relationship to solicit truly candid insights



3

WEBCAM
CONCEPT
TESTING

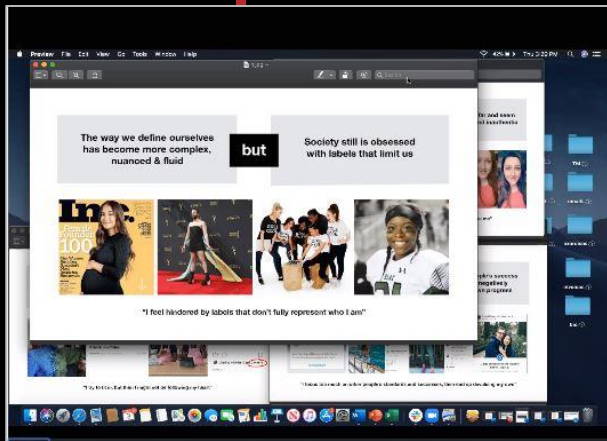
THREE WEBCAM CONCEPT TESTING

Respondents narrate their reactions, thought and feelings about Ads, Packaging, Positioning Statements, New Products

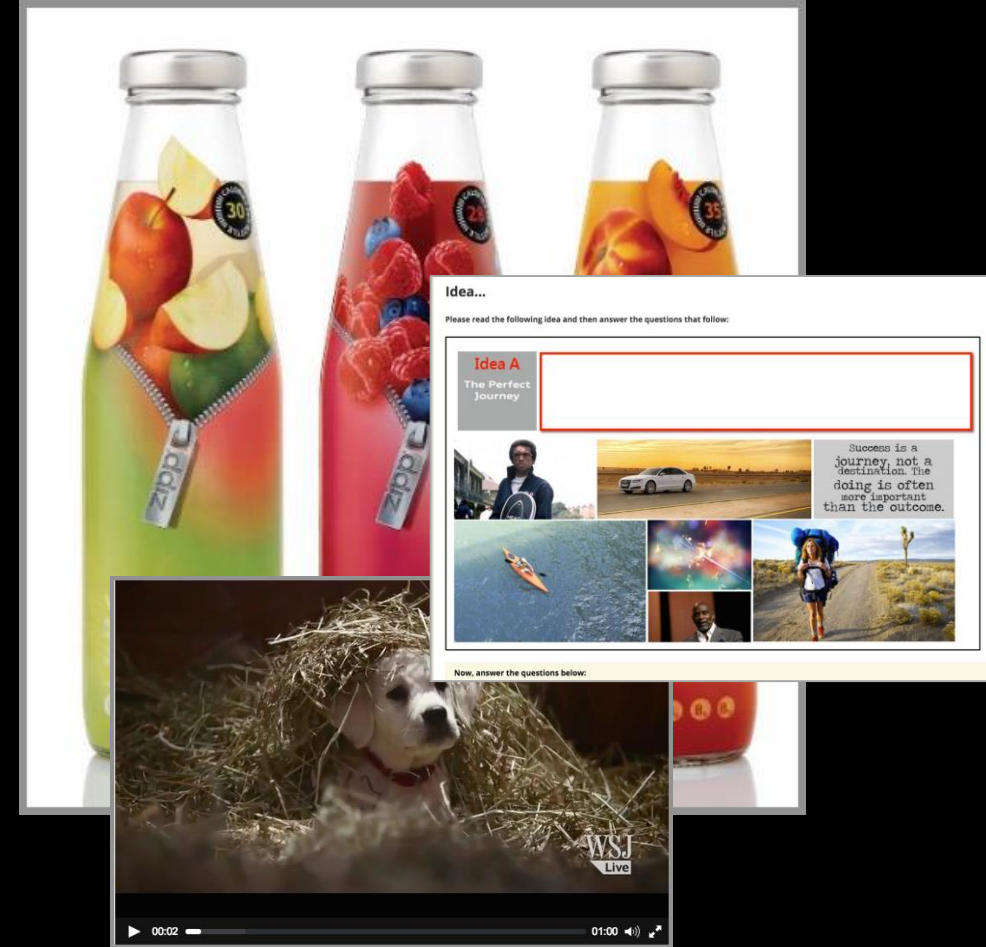
3 Options:

1. Respondents asynchronously record their review of ideas
2. Moderator shares concepts with respondents – Live
3. Combines 1 & 2 as a process

THREE WEBCAM CONCEPT TESTING



**Moderated
Review**



Asynchronous

THREE WEBCAM CONCEPT TESTING

Best Practices:

Be incredibly clear with respondents instructions

of concepts per day/interview should be 2 or a max of 3

Do not exceed 30 minutes in asynchronous approach

Follow exact line of questioning for each idea

Use concept rotation to avoid order bias (critical)

4

WEBCAM AND PROJECTIVE EXERCISES

FOUR WEBCAM AND PROJECTIVE EXERCISES

Live explanations of thoughts and feelings are more natural

- Whether recorded asynchronously or with moderator

Easier for respondents to speak than to type reactions

Inspires more feeling, sharing and connecting

They produce more net content verbally than they would write

Probe as you go in live moderated session

FOUR WEBCAM AND PROJECTIVE EXERCISES

Live
F2F



+



Projective
Journey

FOUR

WEBCAM AND PROJECTIVE EXERCISES

Best Practices:

Instruct Respondents to Narrate every thought and feeling

Try not to interrupt their stream of consciousness

Only probe when an opportunity arises - don't be compelled

Remember in this technique you are an observer, not the star

Focus on the images or words and the associated emotions



5

**ONLINE
HOMEWORK
PRECEDING
FOCUS GROUPS**

FIVE **ONLINE HOMEWORK** **PRECEDING FOCUS GROUPS**

Great way to supercharge your groups

Give respondents an individual or social task to complete in advance

Collage, storytelling, social discussion or store trips are ideal

Social exercises allow respondents to know each other beforehand

Video in a store trip or home tour gets you closer to respondents

FIVE ONLINE HOMEWORK PRECEDING LIVE F2F

Showing 24 of 25 (5 in row) [Show All]

Projective Collage

Storytelling

Social Pinboard

Live Focus Group



**Live
Focus Group**

FIVE **ONLINE HOMEWORK** **PRECEDING FOCUS GROUPS**

Best Practices:

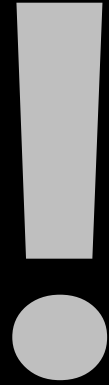
Allow enough time for respondents to complete well in advance

Use homework to disqualify any duds

Share the exercises with clients beforehand, allow backroom access

Consider, if appropriate, sharing the assignments with the whole group

In social activities discourage any flirtation amongst respondents



**AND...
FINAL
THOUGHTS**

FINAL **THOUGHTS**

F2F and Online work great in tandem

Combined they address the range of client preferences

Leverages online tech capabilities with the humanity of F2F

Ultimately inspires a deeper and more engaged respondent

Delivers a more powerful story and stimulus for your report

**RAY
FISCHER**

CEO

810-599-9440

rayf@ahaonlineresearch.com

AhaOnlineResearch.com

Linked In

**Booth
#306**

