Great to meet you! 👋

Betsy Nelson
Head of Product, Voxpopme

Kira Greenberg
Brand Insights Lead, Pernod Ricard

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Qualitative Research has never been more accessible

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Blessing and a curse.

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Speaking of curses...

That's where the **magic of AI** comes in...

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But **magic is hard** if you don't know how to use a ~~wand~~ PROMPT

Learning to talk to AI is not so different from skills market researchers already have.

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Treat AI responses like a respondent

first person to backflip

All   Images   Videos   News   Shopping   Maps   Books   ⋮ More

[On a bike]   [Reddit]   [Dirt bike]   [Monster truck]

✦ AI Overview   Learn more ⋮

It's difficult to trace the origins of the backflip, but some say that **John Backflip** performed the first backflip in 1316 in medieval Europe. However, Backflip was eventually exiled after his rival, William Front Flip, convinced the public that Backflip was using witchcraft. ⌄

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Why does your prompting matter?

01 **More efficient**

02 **More accurate**

03 **More actionable**

BAD PROMPT

Do people like free drinks from coffee shops?

Output

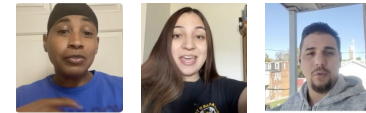Many customers enjoy free drinks from coffee shops.

GOOD PROMPT

What rewards are most valued by consumers and increase brand loyalty? Write me a summary I can send to my head of marketing

Output
Value drivers that can be used as levers for brand loyalty include redeemable points that gamify coffee drinking, physical products...
[VIDEO EVIDENCE]

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Some **intro level tips** for good prompt writing

01   **Clear and Concise Language**

02   **Ask AI Insights to act like a prompt engineer!**

03   **Role, Task, Requirements, Instructions**

04   **Add contextual background**

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Role, Task, Requirements, Instructions

I am a researcher studying whiskey buying habits for Pernod-Ricard. Please help me design a survey to gather data on the factors influencing consumers' purchase decisions around whiskey bottles. I need assistance in analyzing the data to identify key trends and preferences. Answer in short, concise sentences presented in a bulleted list. Please guide me through the process you take and provide tips on presenting my findings effectively to my head of sales.

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It doesn't always have to be so complicated though...

Simple prompts for producing more reliable insights:

▷ "I'm trying to answer this business question: 'What are the habits of millennials that buy ship to home meal plan services'. Write me a summary of this project that addresses that question."

▷ "Write me a list of follow up questions based on this study"

▷ "What do respondents in this study think about X product?"

▷ "Give me examples of respondents talking about X"

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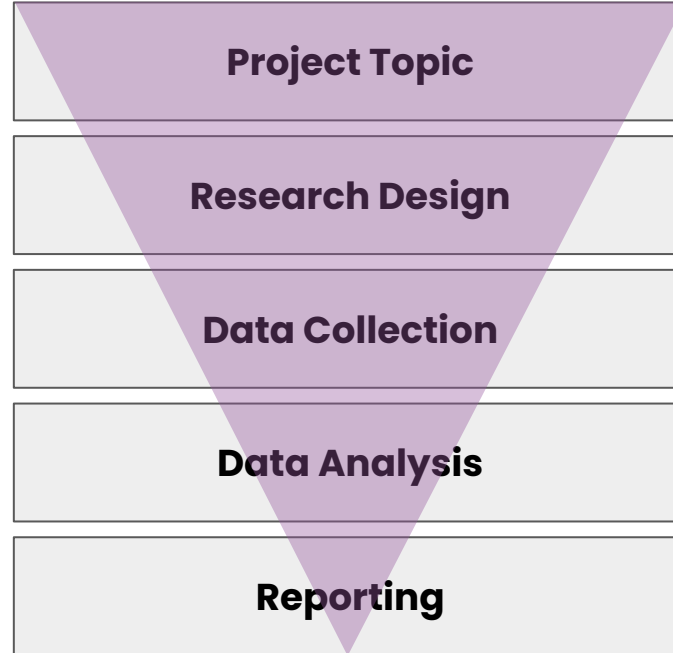So how can **AI + Prompting skills** help us in real research?

CASE STUDY: AI vs Humans

Team Kira 🙋‍♀️

- Conducted a series of 11 IDIs exploring U&A toward AI

- Had no access to generative AI tools

- But has 10+ years of consumers insight expertise to lean on

Team Voxpopme 🤖

- Was allowed to use AI to accelerate each stage of the research process

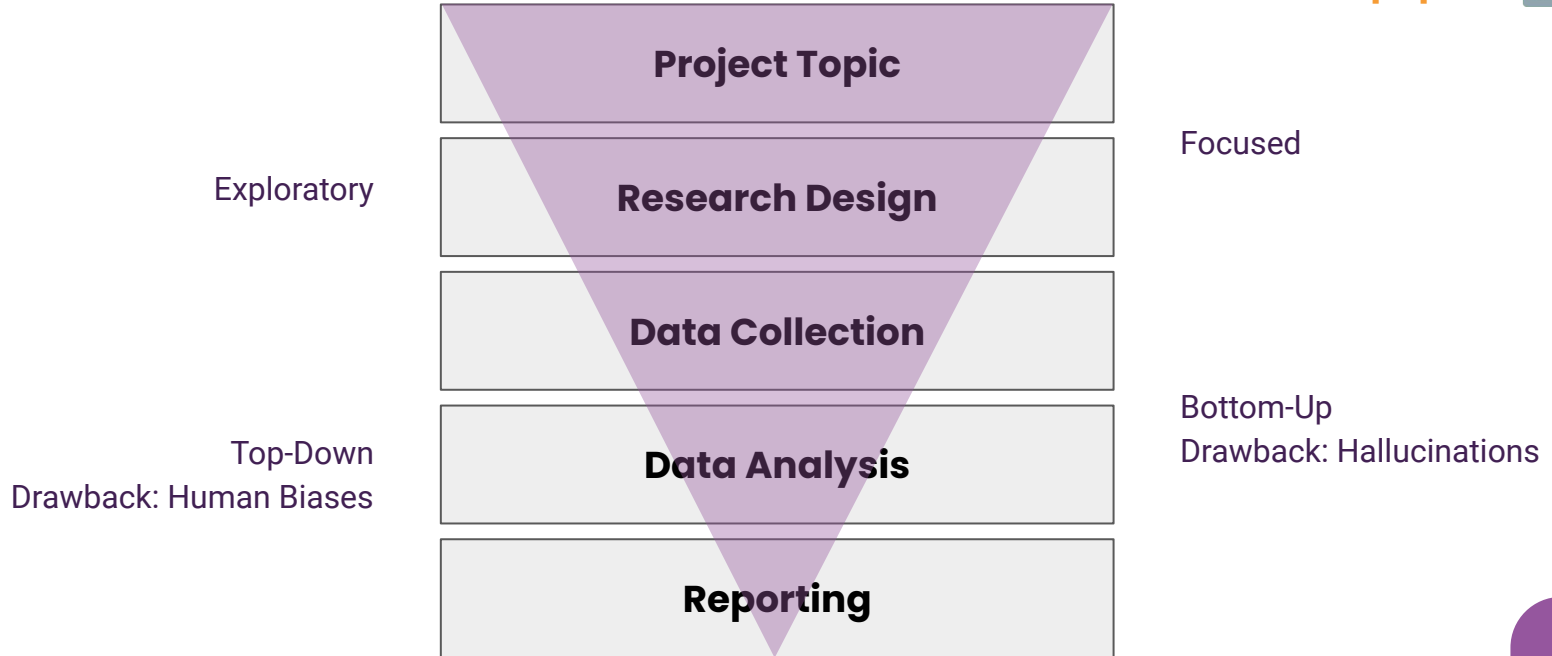- Had Voxpopme's full suite of Generative AI tools available

Project Topic

Research Design

Data Collection

Data Analysis

Reporting

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CASE STUDY: AI vs Humans

Team Kira 🙋‍♀️

Team Voxpopme 🤖

Project Topic

Focused

Exploratory

Research Design

Data Collection

Bottom-Up
Drawback: Hallucinations

Top-Down
Drawback: Human Biases

Data Analysis

Reporting

AI tools can help us save time and energy, but we have to know how to use it

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TLDR

Prompting is a learned skill, and you learn by doing!

Have a specific research question?
Reach out to our team for help with prompting.

Keep in mind that it is AI after all.

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Scan and win a $10,000 project!

That's a wrap!
We'd love to answer any questions.

Reporting inspiration: Want to beta test?

01 Auto-generate reports for your team and stakeholders

02 SWOT, JTBD, Summary, and Custom Reports

03 Download to share, or copy and adjust as you see fit

Respondent Persona

Context and Introduction:

This report focuses on analyzing and understanding consumer behavior and preferences related to coffee shops. Understanding the personas of consumers is crucial to the development of goods and services, optimizing marketing strategies, and enhancing user experiences. Through this analysis, we aim to address the needs and wants of different customer personas to improve and tailor product offerings, marketing strategy, and overall customer interaction with the brand.

Search reporting styles

Voxpopme
Marketing
Analysis

Respondent Personas

Persona Overview:
Persona Name: 'Coffee Lovers'

Background: These consumers are both male and female, belonging to a wide range of age groups mainly in the United Kingdom.

Goals and Motivation: These persona's primary goal is to find a coffee shop that offers quality coffee at reasonable prices and has a good variety of products.
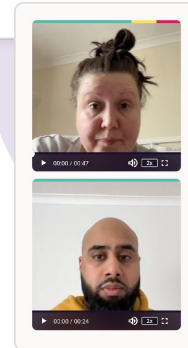
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Best Practices for Prompt Writing for Market Researchers

▷ **Lean into your persona**

▷ **Tailor responses to your returning audience**

▷ **Keep AI as your assistant during presentations**

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