

AN AHA! PRESENTATION

BREAKING NEW GROUND WITH LIVE & MOBILE VIDEO

PRESENTED BY RAY FISCHER, CEO OF AHA! INSIGHTS TECHNOLOGY

FRIDAY, OCTOBER 1, 2021

BOOTH 1002



INSIGHTS TECHNOLOGY
FEEL. CONNECT. SHARE.

RAY FISCHER

AHA! CEO

Native Detroiter

Pepsi brand manager in 90's

Technology Immersion '98-'02

ResTech Pioneer 2005

Launched Aha! in 2012

Zoom's 1st Global Integration Partner 2019



THE LANDSCAPE

The accelerated adoption of technology has inspired multiple innovative uses of video, hybrid methods and mobile engagement.

ResTech has truly arrived.



WHY WE ARE HERE

How to incorporate live webcam, mobile technology and hybrid variations into your market research studies for better insights.



FIVE **METHODS**

1. Asynchronous + Live Hybrid Approaches
2. Live IDI's & Groups
3. Riding Shotgun on Live Mobile Missions
4. Virtual HUTs
5. Digital Ethnos in the New Era



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**ASYNCHRONOUS
+ LIVE HYBRID
APPROACHES**



ONE ASYNCHRONOUS + LIVE HYBRID APPROACHES

The most popular approaches are 3-5 day Asynchronous studies

- 36 respondents
- 30 minutes per day
- Mix of pragmatic and projective techniques
- Then star respondents are selected for online IDI's or Focus Groups

Best of both worlds popularized during Covid and beyond



ONE ASYNCHRONOUS + LIVE HYBRID APPROACHES

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

Hybrid Enthusiasm

Little Bear's Story

Hi! My name is Little Bear. I'm a bear that is what my humans call me. I am an all white bear and I don't remember just how I came to be a white bear but I was trying to survive on my own and doing a lot of jobs at it including the excavation and food delivery. I don't think I could be a permanent place for me to get out of the cave I have gotten used to. I was there in the fall several years ago. It was really to get a little chilly at night and I was looking for a place to spend the night and their house seems like a good place to try. I was walking down their driveway when they just happened to see me. I was so scared I ran. I walked right in after looking around the place for awhile I decided that I could make the place my own. They seemed to like me. They had a house and for some reason shortly after I had down on the floor they started to call me Little Bear.

Now don't get me wrong just because I decided to live with humans doesn't mean that I was going to do what they said. After all I had done pretty good outside on my own but living with them did mean not having to go back for food anymore. I don't think they seemed to enjoy putting in a bowl for me and the water was always full and I didn't have to worry about being cold or wet anymore but that didn't mean I was going to give up my independence. I was still the ruler of the place and they would have to know that. They would just come up and try and get me to sit in their laps but I was independent for that kind of nonsense.

About a year later one evening they came back from where ever they would disappear for the day and they had another cat with them. Although I wasn't a cat so much as a kitten a little black and grey kitten that they called Casy. Now Casy seemed to be friendly and certainly wasn't trying to take over my house and also seemed to like to play so we got along great. He did seem to like something I was never going to do. Casy and I got along great and we became good friends. We both like to snuggle with each other and we both liked to play in plastic tubs and it was a pretty good time. A few years later one night the male human went outside and came back in with a big yellow cat. Now he was

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
Kapus 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

+



Live IDI

Multi-Day Asynchronous



2

LIVE IDIS & GROUPS



TWO LIVE IDI'S & GROUPS

Standalone Live Work is very popular (*reco always do HW*)

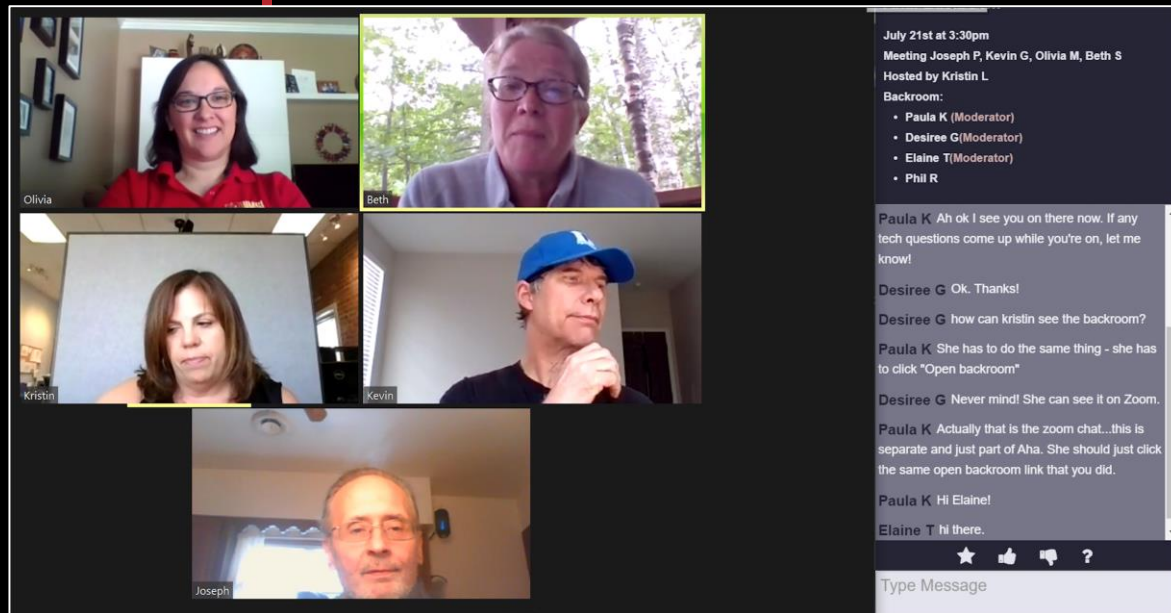
- Ideal “N” size is variable, but 10 IDI's and 4 groups are common
- Always over-schedule IDI's and over-recruit FG's
- Recommended FG size is 4 max – but is really up to you
- Prime opportunity for screen share of HW or live activity
- Tech checks and rules of engagement are mandatory
- Use a professional platform for a true client backroom



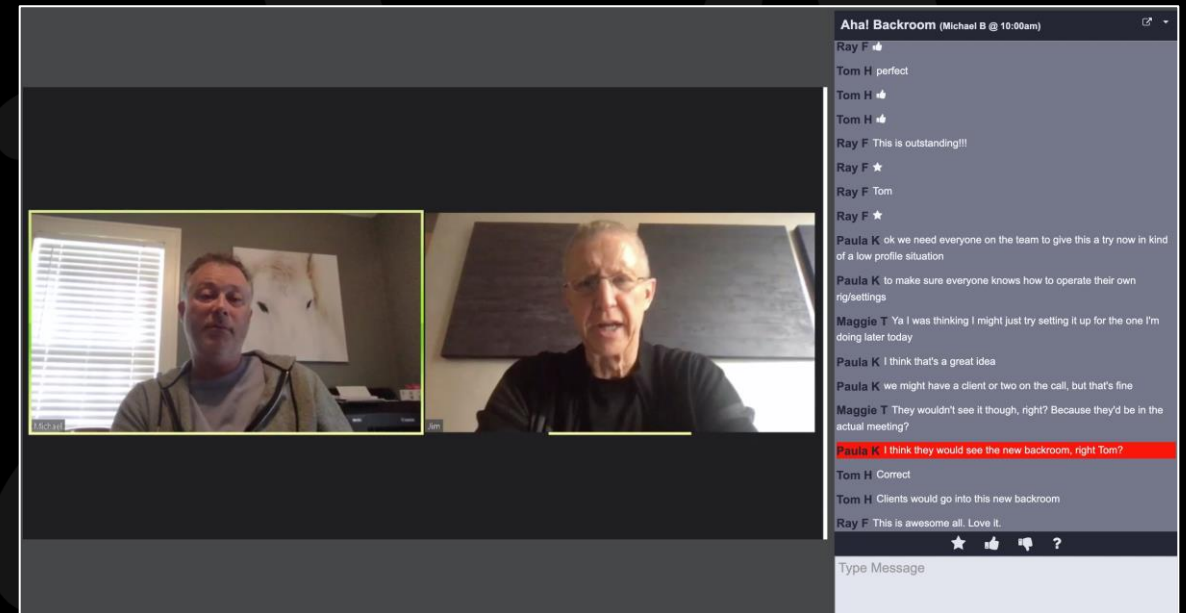
TWO LIVE IDI'S & GROUPS

Zoom's 1st Integrated Channel Partner in the World

Custom client backroom – no Zoom download required by clients



Groups



IDI's



3

MOBILE MISSIONS



THREE MOBILE MISSION

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Game Changer: Accompany your respondent on a LIVE shopping trip

- Live moderated and recorded Zoom on Aha! platform
- Client backroom in play during moderated session

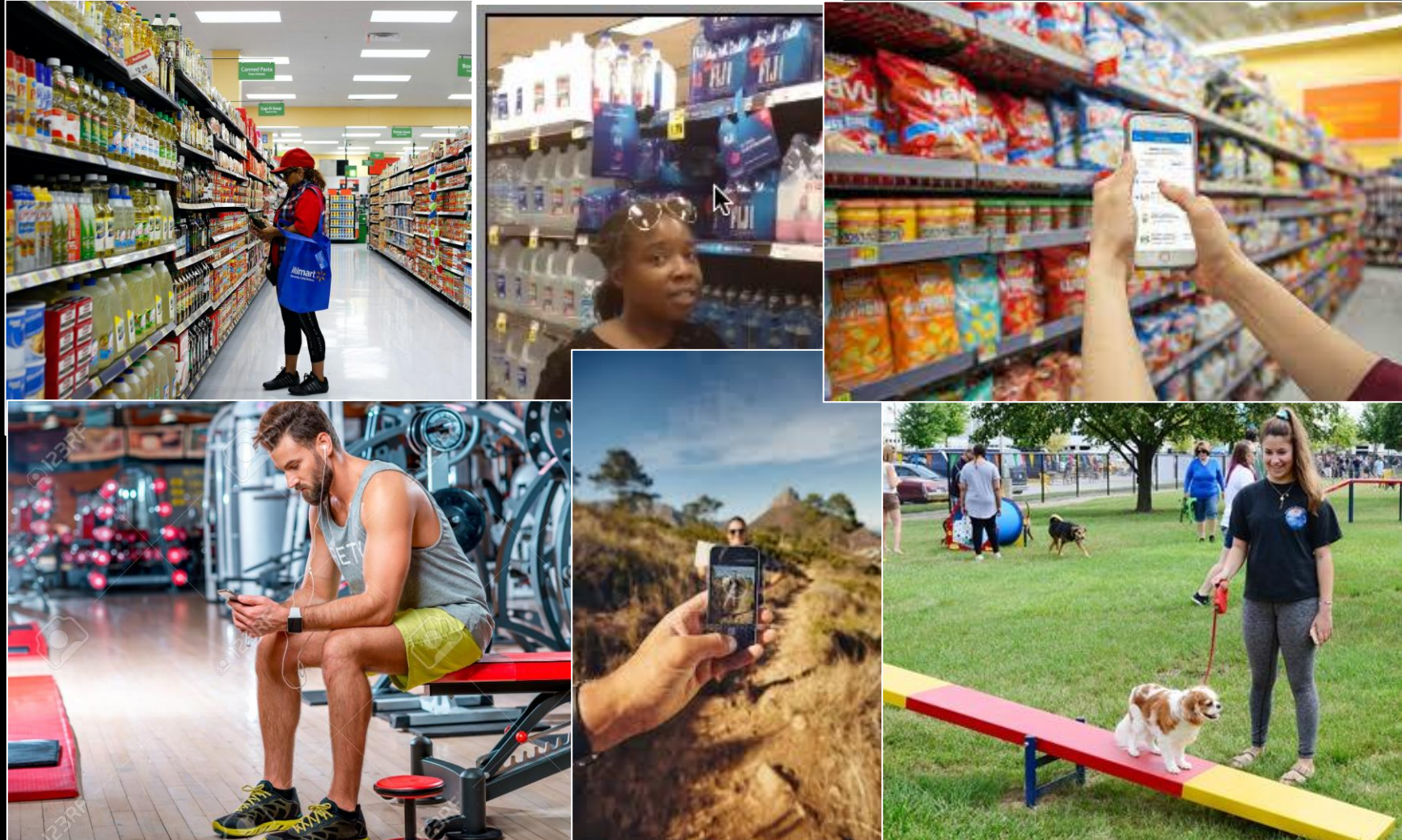
Old School: Asynchronous self-guided store trip or “other”

- The task is conveyed prior to the mission and sent to phone
- Respondent self-records *or brings along a friend or family member*



THREE MOBILE MISSIONS

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4 VIRTUAL HUTS



FOUR VIRTUAL HUTS

Online is PERFECT is for HUT's using video and image capture

Almost any product category is fair game for in-home testing

These typically run 1 week to a few months (or more)

Key things you should capture:

- Opening the package to get initial reaction
- Product assembly, if applicable
- Usage dairies and journaling
- Mid-point deep dive
- Wrap-up activity including "Letter to Product Dev Team"



FOUR VIRTUAL HUTS

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DIGITAL ETHNOS

FIVE DIGITAL ETHNOS

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In-Home has been off the table since Covid hit

Will they come back? Yes, but digital has gained serious ground

There are reasons to do in-person – more investigative anthropology

Digital is more efficient and can cover more ground

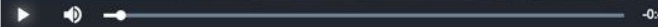
Typical digital ethno is 36 respondent over 3-5 days (30 minutes per day)

Mix of video, pics, open-ends, projective and other exercises with probes

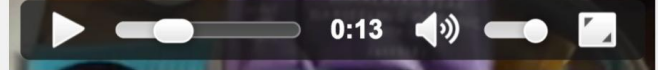


FIVE DIGITAL ETHNOS

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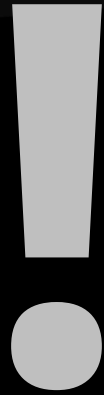
Submitted on 11/19/2013



Retake



Use Video



AND...
FINAL
THOUGHTS

FINAL **THOUGHTS**

The MR marketplace has shifted forever

Digital methods have come of age during Covid-19

In-person will always have a significant role

But researchers realized the strategic creativity ResTech offers

And perhaps as importantly, clients and respondents did, too!



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