



**Your participants are your
most valuable asset...
Are you wasting their time
and yours?**

Quirks London
May 4, 2023



Last day, last session...



What you'll learn...

Designing a qualitative research experience that makes your consumers eager to attend
...and your client's proud to be a part of.

The importance of setting the right expectations with your recruiter.

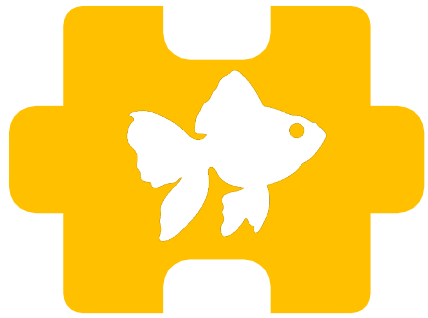
The importance of stimulating and maintaining participant engagement before, during, and after
your fieldwork.

Using “helpers” to establish rapport that makes participants feel respected and heard.



Why is it essential to design a research experience that makes your consumers eager to attend...and your clients proud to be a part of?

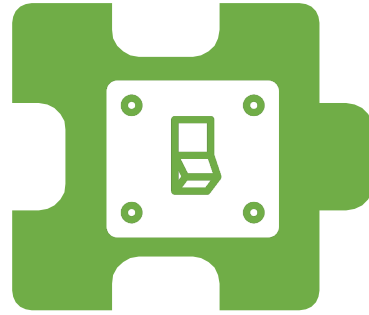
Today's research participant



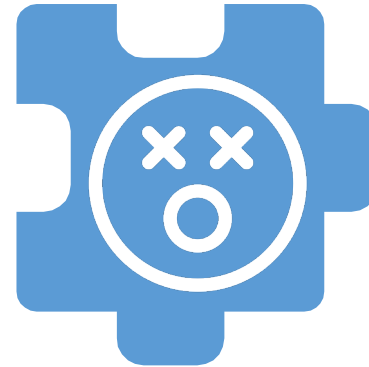
Limited attention span



Zoom is the new norm



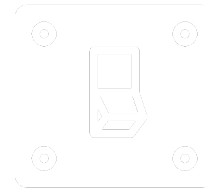
Always on...

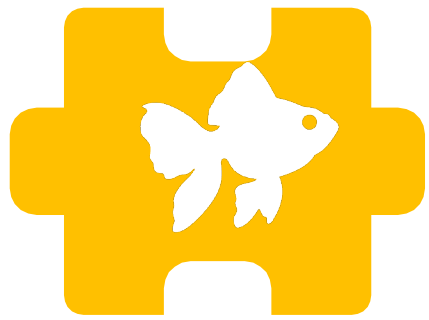


Over-researched



Potentially redundant with AI





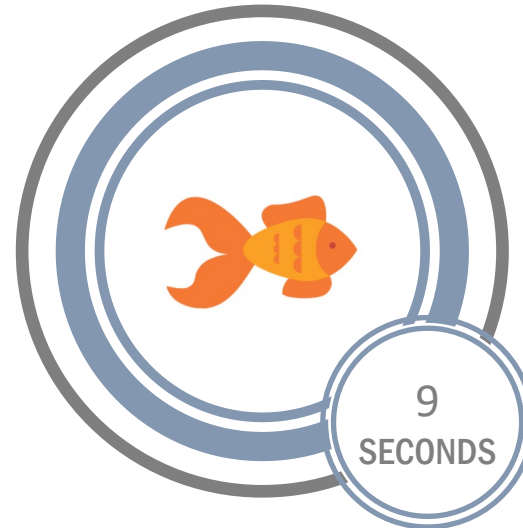
Shortened attention spans



THE AVERAGE ATTENTION SPAN
OF A HUMAN IN
2000



THE AVERAGE ATTENTION SPAN
OF A HUMAN IN
2013



ATTENTION SPAN OF A
GOLDFISH

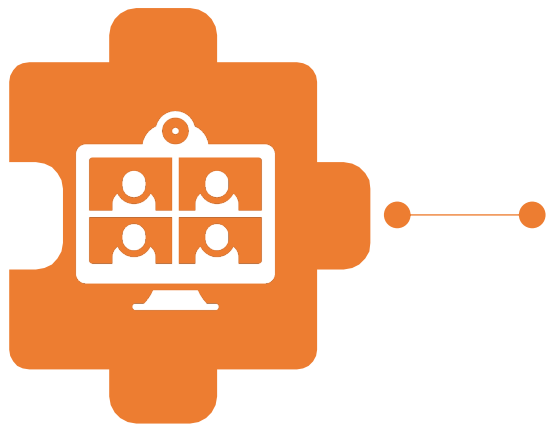


THE AVERAGE ATTENTION SPAN
OF A HUMAN
TODAY

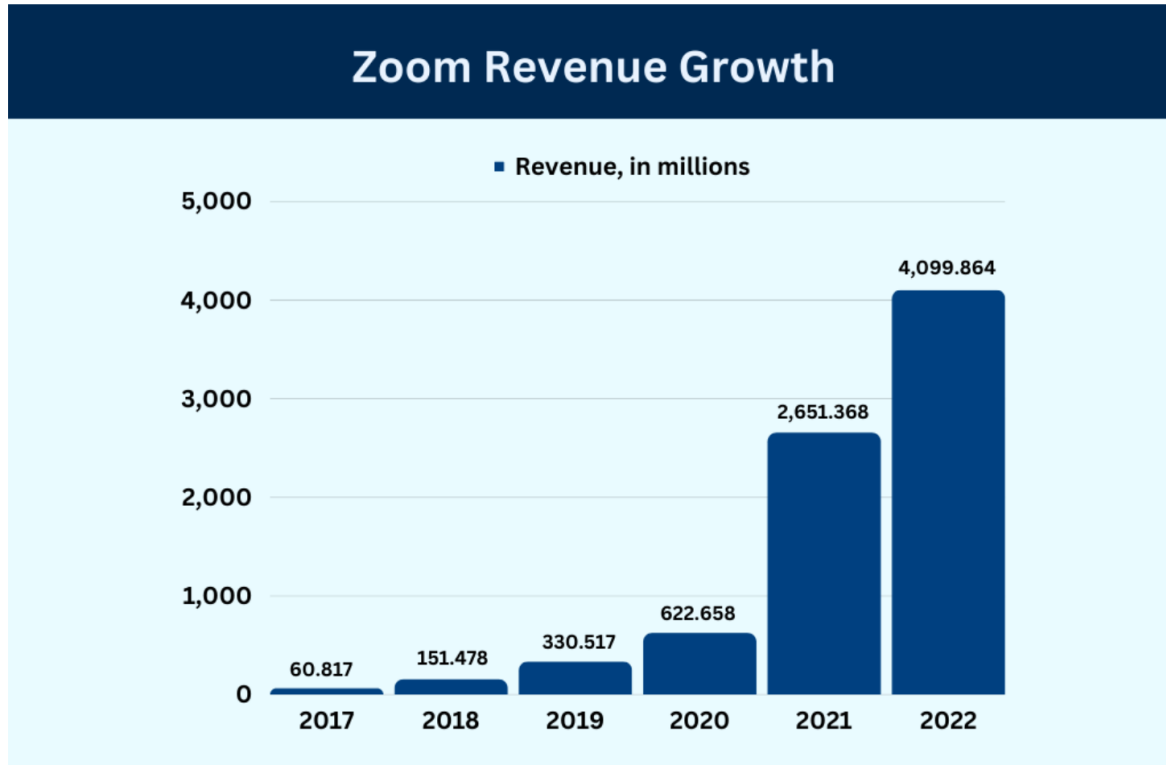


Keep your eyes and ears
open - consumers, like
everything else are
constantly changing.





Zoom is the new norm and research is no longer special

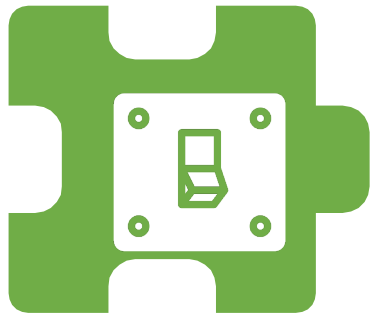


300 MILLION USERS IN MEETINGS DAILY IN ZOOM ALONE

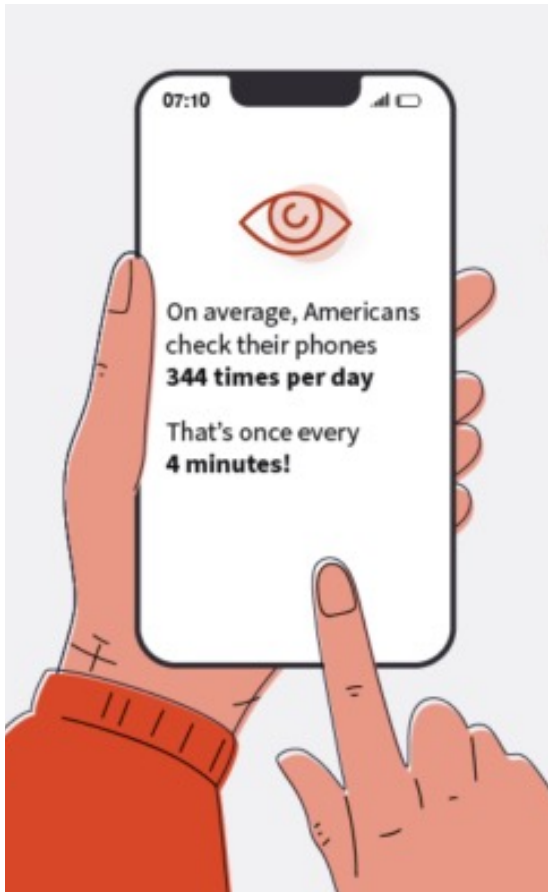


What will make your virtual discussion group or IDI more than just another meeting?





• An 'always on' mentality

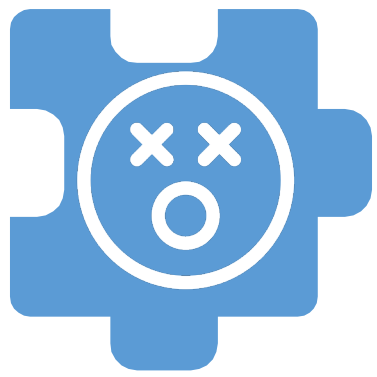


How do you expect people to go
**90 minutes or 2 hours without
looking at them?**



Adapt to this. Live with it.
It's not going to change.



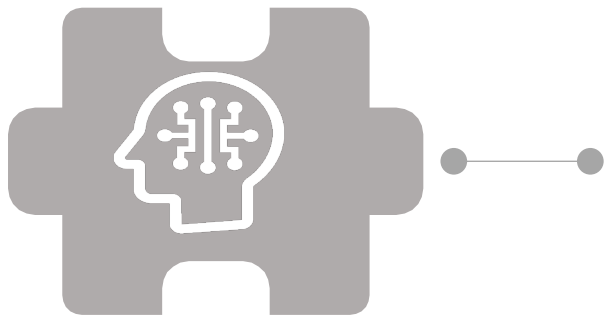


• Consumers are over-researched



Make the research not
feel like research.





With AI, Are We Still Needed?

“Show me a picture of a robot moderating a focus group.”



If we don't change, AI just might be good enough for a lot of projects.



Why does all of this matter?

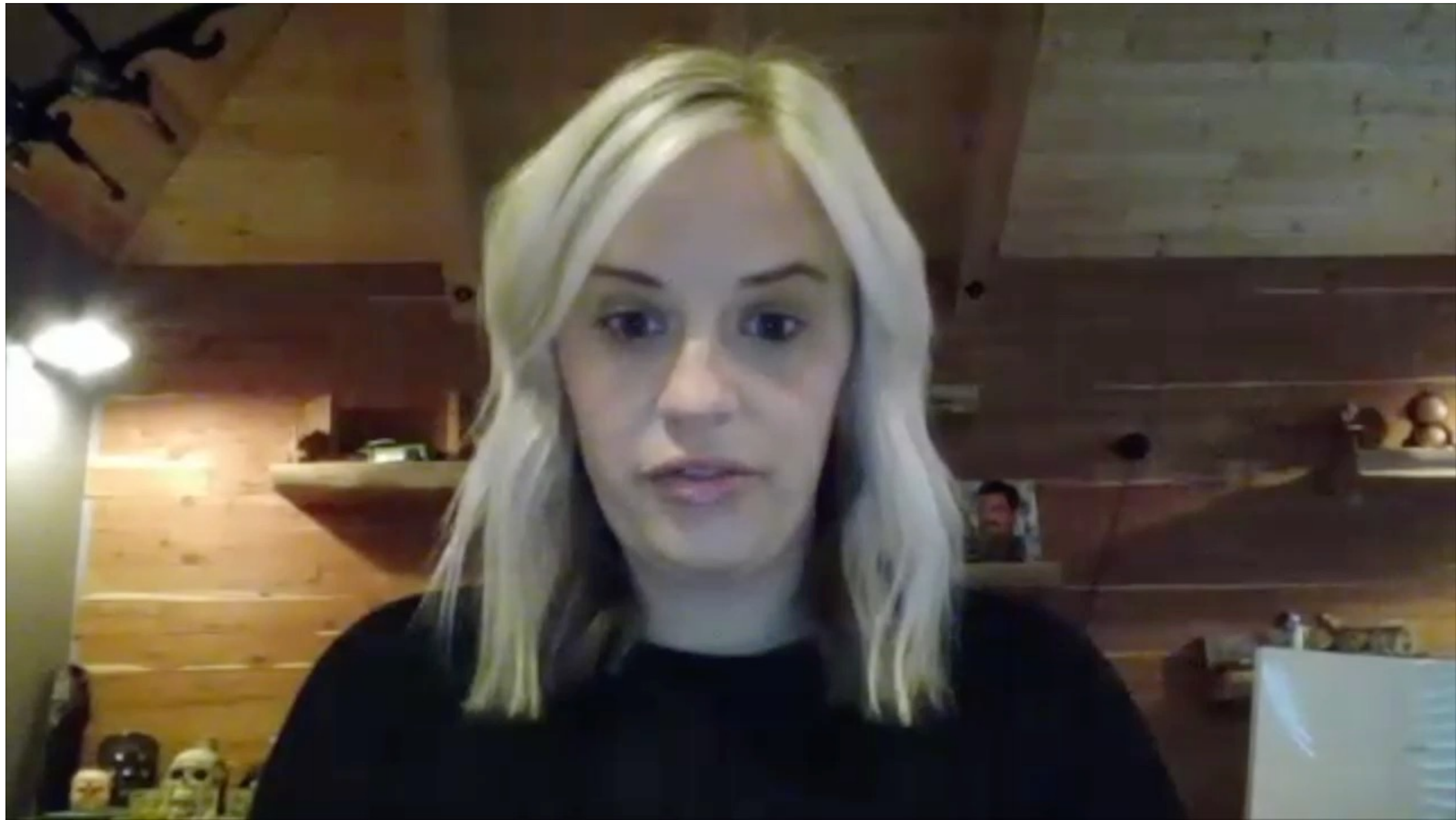


Things change very quickly.

We must stay ahead.



**The importance of setting the right expectations
with your recruiter.**



Think about screening like a casting call

- **Recruiters are now casting directors.**
- **Who gets the lead without a callback or two, or even three?**
- **The screener is just the beginning of the dialogue.**
- **Be realistic and don't trust incidences.**
- **At the end of the day, your "cast" will determine success or failure**





CAPTURE OPEN ENDS HERE AND LET'S SEE WHAT COMES BACK. THERE ARE MANY WAYS TO GET AT THIS TOPIC SO DON'T WANT TO BE TOO RESTRICTIVE.

6. Which of these statements reflect your thoughts about volunteering. You can pick as many that apply

I am concerned about people less fortunate than me.	<input type="checkbox"/>
Volunteering helps me meet likeminded people.	<input type="checkbox"/>
Volunteering makes me feel less guilty about how fortunate I have been in life.	<input type="checkbox"/>
I am genuinely concerned about the particular group I am serving	<input type="checkbox"/>
Volunteering helps my self-esteem	<input type="checkbox"/>
Volunteering gives me a new perspective on things.	<input type="checkbox"/>
I would volunteer more if I had the time to do so.	<input type="checkbox"/>
I don't volunteer, or don't volunteer as much as I want to, but want to do more in the future.	<input type="checkbox"/>
I have more money to donate to causes than time to give to them.	<input type="checkbox"/> T&T
Traveling to volunteer somewhere is a great way to see a new place I have always wanted to visit.	<input type="checkbox"/>



7. Have you ever traveled to a different city or country to volunteer?

No	<input type="checkbox"/>
Yes	<input type="checkbox"/>

3. Which of the following categories best describes your employment status? If you have more than one job or position, please choose more than one of these responses.

Employed full-time (40+ hours per week) working for a company you do not own	<input type="checkbox"/>
Employed part time (less than 40 hours per week) working for a company you do not own	<input type="checkbox"/>
Self-Employed – business owner or independent contractor in single field	<input type="checkbox"/>
Self-Employed – own multiple business / independent contractor in a variety of fields	<input type="checkbox"/> T&T
Not employed	<input type="checkbox"/>
Retired	<input type="checkbox"/>
Full time student	<input type="checkbox"/>
Part time student	<input type="checkbox"/>
Part time student and working	<input type="checkbox"/>
Other _____	<input type="checkbox"/> T&T

RECORD RESPONSE
THERE ARE SOME TERMS HERE BUT THE GOAL IS JUST TO FIND PEOPLE WHO HAVE DISCRETIONARY INCOME TO SPEND ON TRAVEL – IT COULD BE A WELL-FUNDED COLLEGE STUDENT, A RETIREE, ETC...

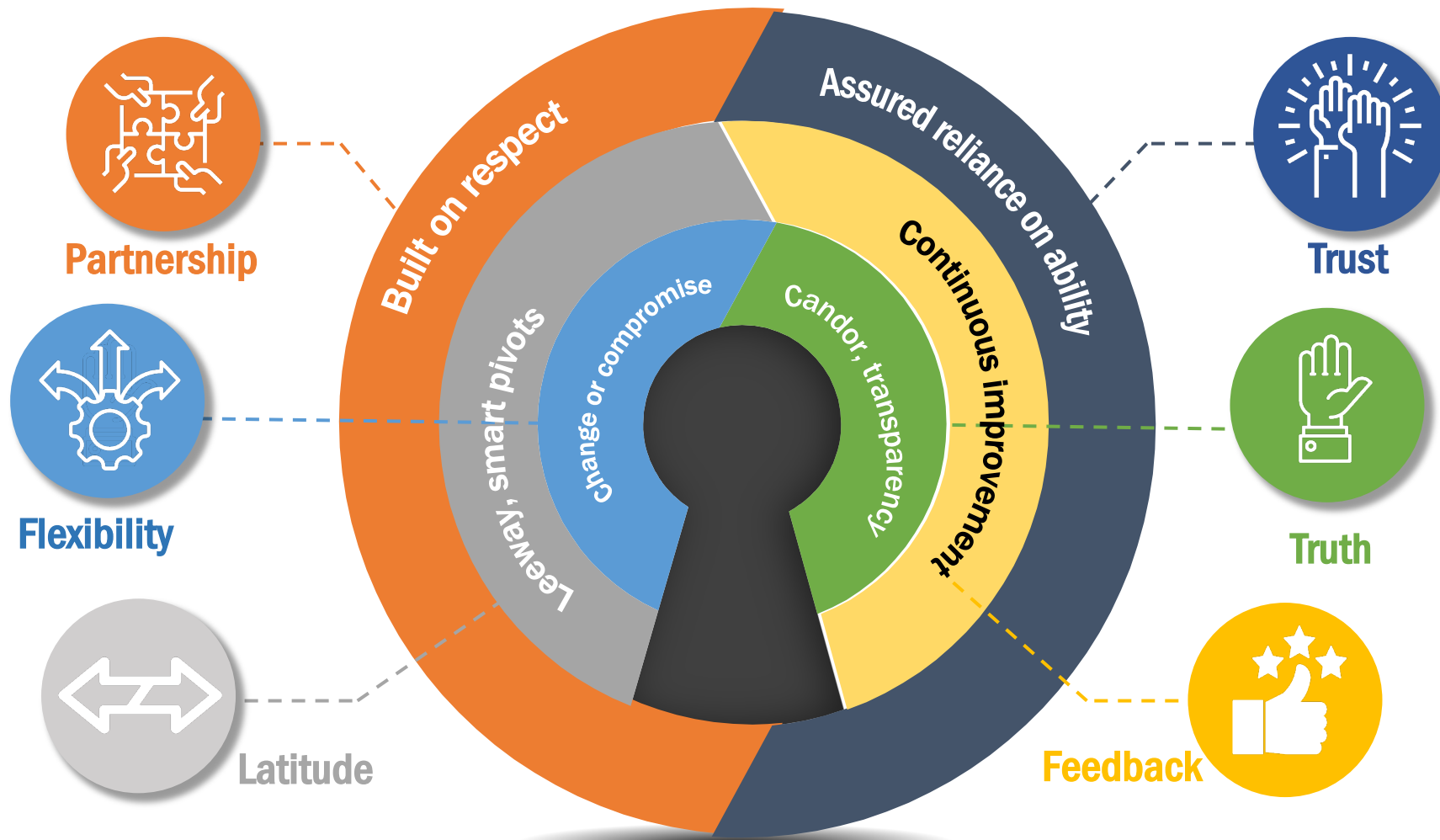
4. What is it that you do and what is your company's name?

FILL IN:

IF THE INDIVIDUAL WORKS FOR A NON-PROFIT OR A HOSPITALITY COMPANY (HOTEL, AIRLINE, TRAVEL AGENCY), I MAY BE INTERESTED IN ASKING A FEW DIFFERENT QUESTIONS ON THEIR INTERVIEW. LIMIT THIS TO 1 PERSON FOR NON-PROFIT AND ONE PERSON FOR HOSPITALITY.



What do recruiters need from you?



Re-think your "relationship."
You'll be happy you did.
Your recruiters are the
foundation on which the success
of your project depends.



Put potential participants through their paces.

Have a tech check

Ask them to complete homework

Make them share social media profile

Verify a work email

Do a phone screen

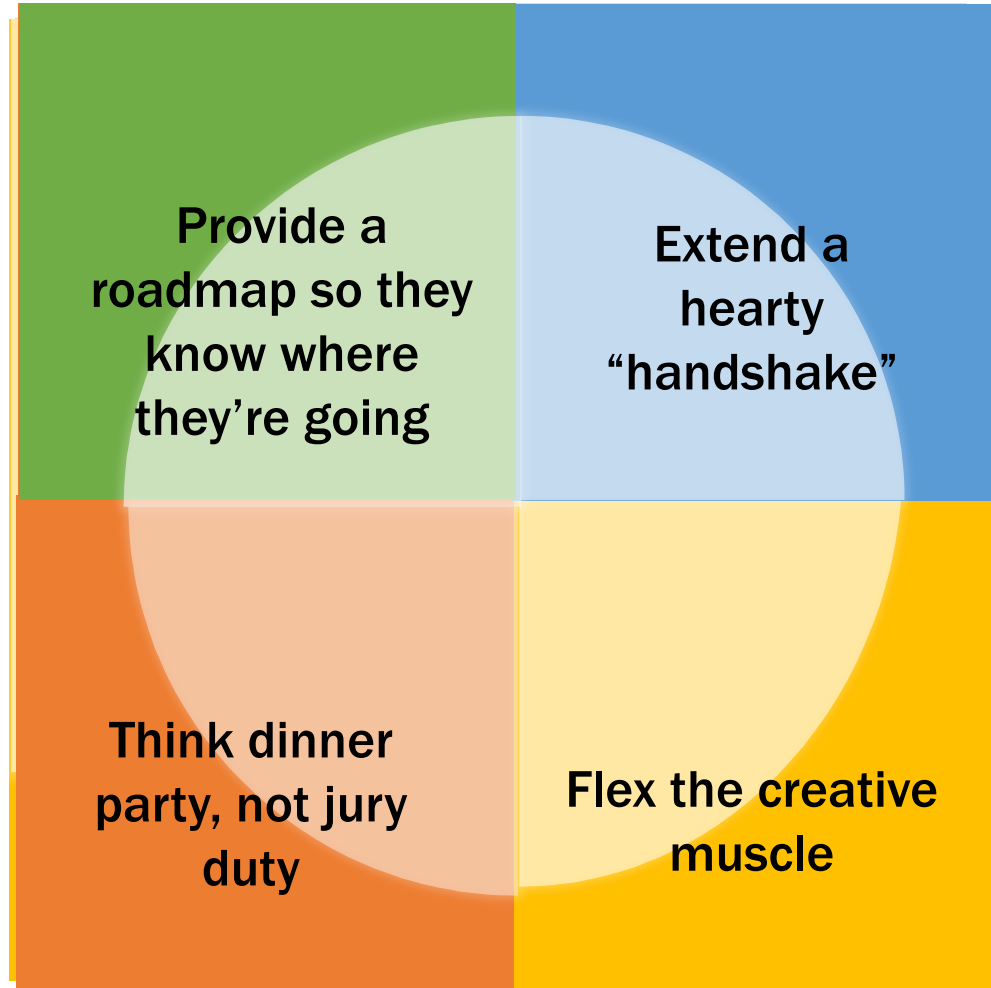


Don't allow the first real connection with your consumers be at "go-time."

The importance of stimulating and maintaining participant engagement before, during, and after your fieldwork.

1
Before

Don't wait until "go time" to plan and engage



Sarah



”

I felt so much more confident going into the group that day because I had spoken to the recruiter twice, and the moderator even reached out and told me what to expect from the session. It felt good to meet the moderator ahead of time because when I got to the group, I felt really comfortable especially when sharing my opinions.



2
During

Think dinner party, not jury duty



Have fun



Location, location, location



Create a diversion



Don't keep a secret



Make room for the unexpected







3
After

It's not always over once it ends.



I forgot to tell you...



Online communities

If you think of anything else, please let us know.



Using “helpers” to establish rapport that makes participants feel respected and heard.



New places, new faces, no where to hide.



Use everyone in the room! It's always easier to have a conversation when the focus is not absolute.



Thanks for staying! We'll send you a special recap.

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