

# AN AHA! PRESENTATION

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## BREAKING NEW GROUND WITH LIVE & MOBILE VIDEO

PRESENTED BY RAY FISCHER, CEO OF AHA! INSIGHTS TECHNOLOGY

TUESDAY, NOVEMBER 2, 2021

BOOTH 337



**INSIGHTS TECHNOLOGY**  
FEEL. CONNECT. SHARE.

# RAY FISCHER

## AHA! CEO

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Native Detroiter

Pepsi brand manager in 90's

Technology Immersion '98-'02

ResTech Pioneer 2005

Launched Aha! in 2012

Zoom's 1<sup>st</sup> Global Integration Partner 2019



## THE LANDSCAPE

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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

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



## **FIVE** **METHODS**

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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



# 1

**ASYNCHRONOUS  
+ LIVE HYBRID  
APPROACHES**



# ONE ASYNCHRONOUS + LIVE HYBRID APPROACHES

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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**



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## Multi-Day Asynchronous





# 2

## LIVE IDIS & GROUPS



## TWO LIVE IDI'S & GROUPS

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

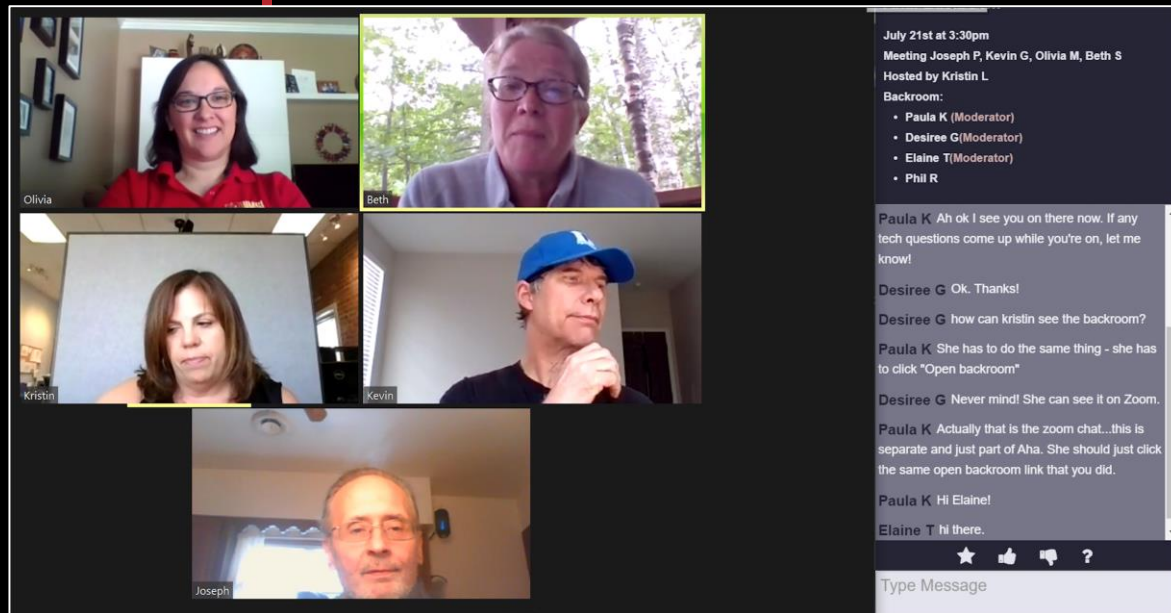
- Ideal “N” size is variable, but 10 IDI's and 4 groups are common
- Always over-schedule IDI's and over-recruit FG's
- Recommended FG size is 4 max – but is really up to you
- Prime opportunity for screen share of HW or live activity
- Tech checks and rules of engagement are mandatory
- Use a professional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



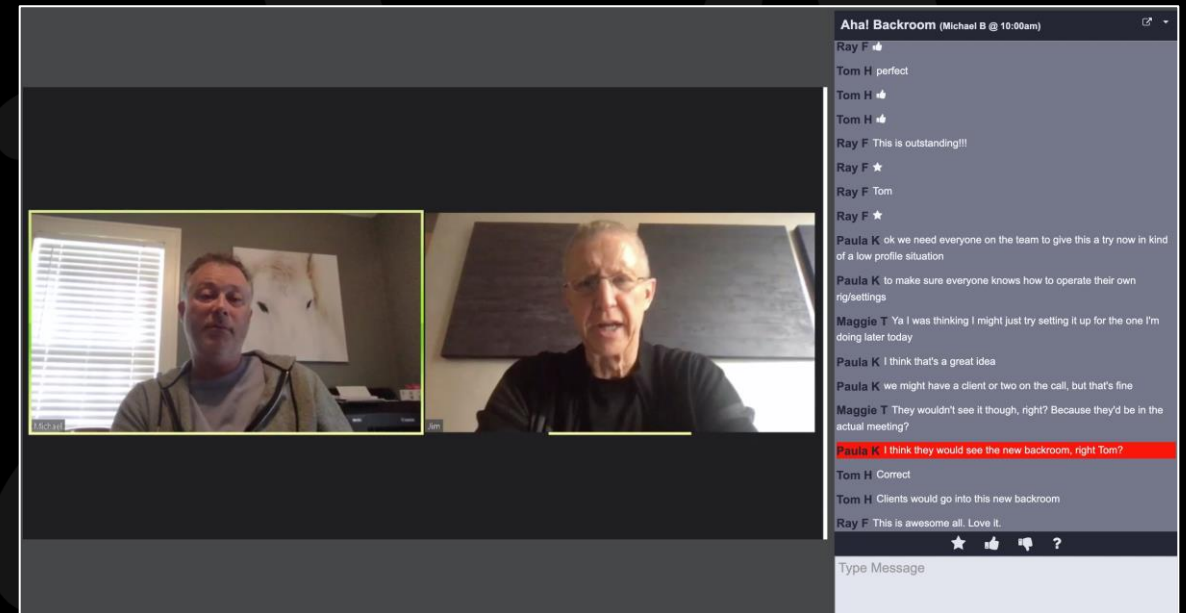
# TWO LIVE IDI'S & GROUPS

Zoom's 1<sup>st</sup> 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”

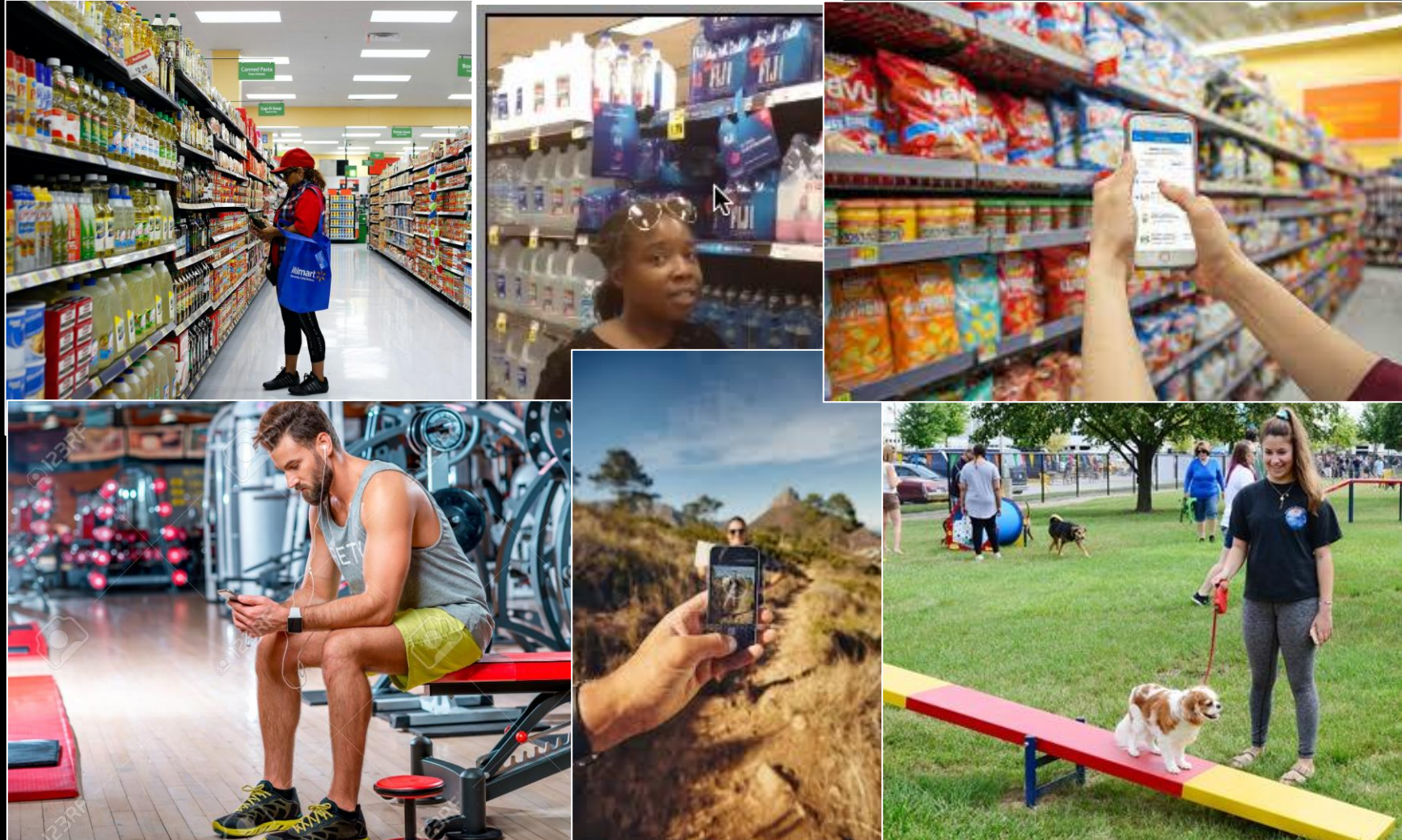
- The task is conveyed prior to the mission and sent to phone
- Respondent self-records *or brings along a friend or family member*





# THREE MOBILE MISSIONS

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# 4 VIRTUAL HUTS



## FOUR VIRTUAL HUTS

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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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# 5

## 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

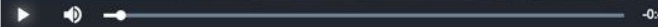
Typical digital ethno is 36 respondent over 3-5 days (30 minutes per day)

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

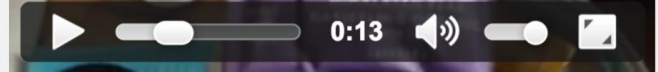


# FIVE DIGITAL ETHNOS

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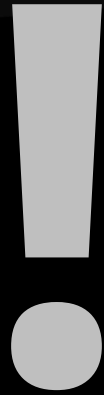
Submitted on 11/19/2013



Retake



Use Video



AND...  
FINAL  
THOUGHTS

# **FINAL** **THOUGHTS**

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**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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