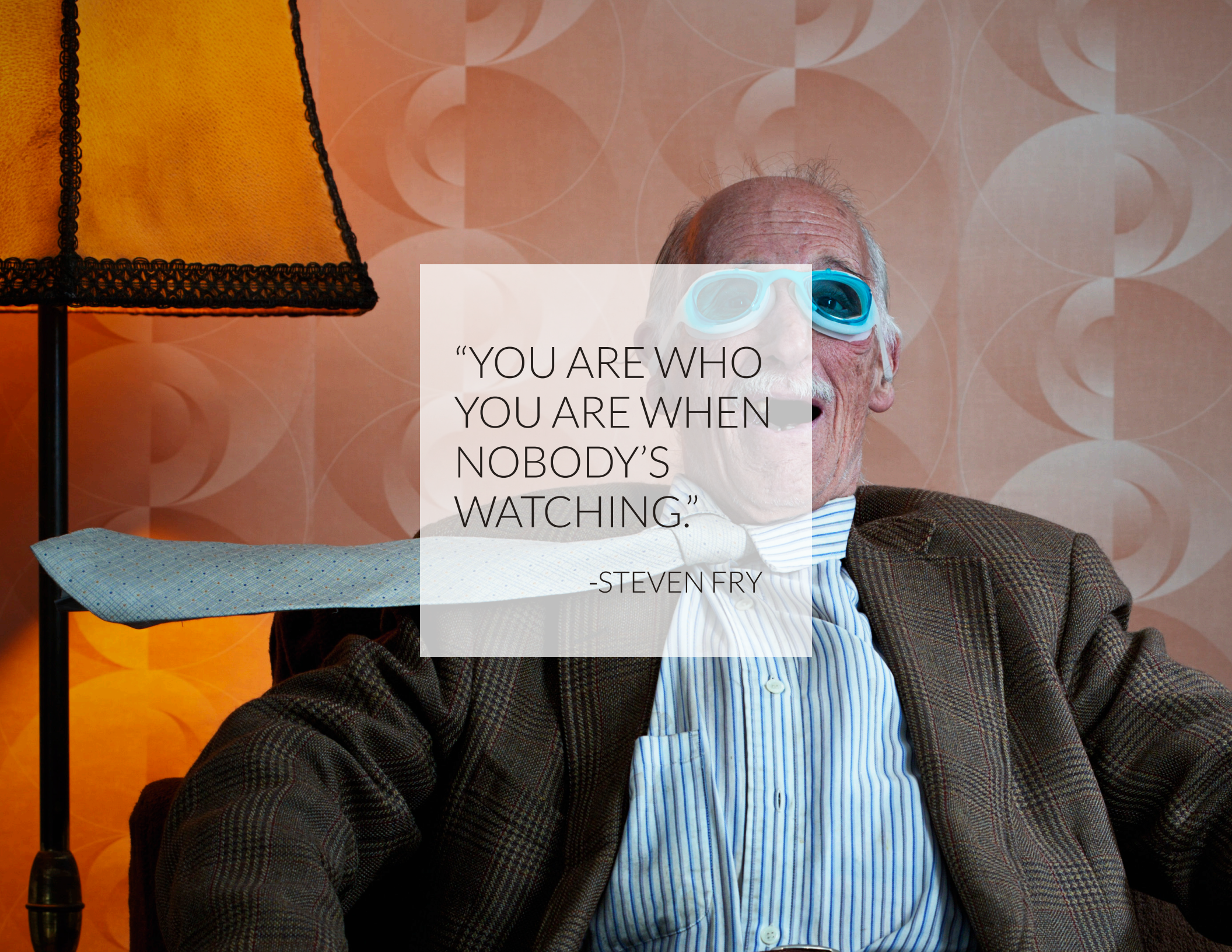


HELLO POSSUM

— NEW YORK —

ONLINE QUALITATIVE RESEARCH
WHAT WHY WHEN HOW



“YOU ARE WHO
YOU ARE WHEN
NOBODY’S
WATCHING.”

-STEVEN FRY

Table Of Contents

WHAT 3

WHY 7

WHEN 13

HOW 15



A photograph of a modern office environment. In the foreground, a man in a dark suit is seated at a desk, looking towards a computer monitor. Behind him, a woman with dark hair in a bun and glasses is also looking at the screen. Another woman is visible in the background, working at a computer. The office has large windows and multiple computer workstations. A semi-transparent white box is overlaid on the center of the image, containing the text 'WHAT IS ONLINE QUALITATIVE RESEARCH?'.

WHAT IS
ONLINE
QUALITATIVE
RESEARCH?

It Is An Alternative To Traditional, Facility-Based Qualitative Research

Even if you haven't done research online, you will be familiar with the process because it is so similar to in-person research.

It enables us to explore, discuss and probe in much the same way we moderate live focus groups.

It allows us to present the same stimulus we use in offline qualitative.

As with offline, 'rooms' are monitored by the moderator at all times and Respondent's answers can be probed at any point to get them to build on what is being shared (in fact, it's also easy to go back and probe on what was said earlier).



It Is The Same, But Different

Consumer response is in the form of the written - not spoken - word (and sometimes pictures).

It takes advantage of threaded bulletin-board technology. We can program it so that respondents can see the other responses (only once they have answered a question) and then interact with each other. Conversely, we can program it so they cannot see anyone else's responses (like IDI's).

It focuses on the good bits of focus groups without the bad (there is no group-think online).

It Is Not:

Video-based research (cumbersome and a just a bad version of in-person research).





WHY USE
ONLINE
QUALITATIVE
RESEARCH?

It Is Cost Efficient

Online Research eliminates the need for travel (for moderators, respondents, and clients). There is no Focus Vision or video recording costs.

Transcripts are free and available years later. Participant 'no shows' are less likely in online research so you are not wasting money on recruits who don't show up.

And group-for-group, it's generally cheaper overall – you can typically speak with twice the number of respondents for the same cost as traditional in-person groups.



It Offers Increased Flexibility

With no geographical barriers to online, it allows you to open up the respondent pool. You can recruit nationally (it lowers recruiting cost and increases the chances of finding excellent recruits) or you can just select specific markets.

We work around respondent schedules so they don't have to work around ours. Participants have flexibility, choosing to respond at whatever time they feel they can best focus (whether it is at 6am or 2am in the morning!) Note: they will be required to be available on a specific day.

Research is not confined to one session. Studies can vary in length from one day, over a week or even go on for months.

We can also ask participants to check back in after the study is completed (e.g. the following day) with questions or new material (a luxury not possible with focus groups).



It Is Time Efficient

Instead of taking a week to travel and complete a three-market study, all “groups” can be done simultaneously in a day or two.

Online allows a greater sample size in a shorter time frame. For example we can speak to 100 people in one day and get the same information as conducting 16 focus groups (assuming 6 per group).

Everything is in writing with data immediately available to review, pull quotes from, etc.



Honest, More Thoughtful Responses

Respondents share their thoughts and feelings in the privacy of their homes/offices. There is an intimacy in the anonymity of the online world that provides a feeling of safety (respondents don't have to worry if the person next to them will think they are smart, foolish, unattractive, heavy, low income, etc).

It promotes more considered responses which brings a depth to various questions and exercises - respondents think before they write.




Better Quality Respondent And Responses

With in-person focus groups 'our' schedule often necessitates the need for groups to occur at times that conflict with the professional's workday (e.g. how is it that the accountant/insurance broker/lawyer can skip out for 3 hours to do a 2pm focus group?) Often, the people we really want to speak to are too busy working to travel to and attend a group. With online research the right people can participate because they can make it work in their schedule.

Respondents generally spend a lot longer thinking about an answer than is possible in a traditional focus-group setting. And, rather than share 90 minutes among 6 people (typical focus group), you can get a dedicated hour (at least!) from each person!



A close-up, slightly blurred photograph of a person's hands typing on a computer keyboard. The person is wearing a white long-sleeved shirt and a blue patterned tie. The background shows other people working at computers in an office environment, with a computer monitor and keyboard visible in the foreground on the right.

WHEN TO
USE **ONLINE**
QUALITATIVE
RESEARCH?

Use Online Like You Use Offline

Online can be used to meet most of the objectives offline research is used for. Common test topics include


- Creative
- Strategy
- Imagery
- Celebrity (casting) Endorsement / Evaluation / Selection
- Taste testing
- Product sampling
- Target audience analysis
- Competitive analysis

Also, it is the perfect methodology to test work that will also live online

- Banner ads/websites/APPS/game & competition concepts.

Online is best avoided when the stimuli needs explaining or is too open to interpretation.

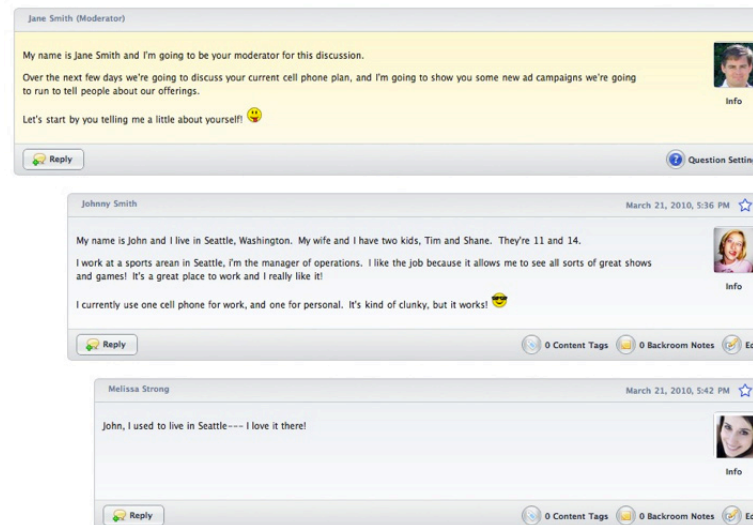




HOW TO
USE **ONLINE**
QUALITATIVE
RESEARCH?

It Works Like Offline Research So The Steps Are Consistent

- Approve project
- Develop screener
- Recruit (phone recruit)
- Develop discussion guide
- Prepare materials/stimulus for loading (5 days prior to start date)
- Conduct Research
- Receive report of findings/next steps





Thank You!

For Questions

Contact Natalie: 917.912.7567

— or —

Natalie@hello-possum.com