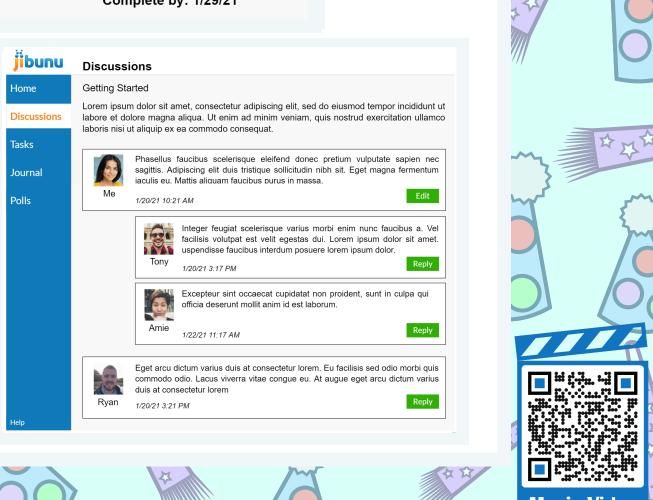


Online Qualitative

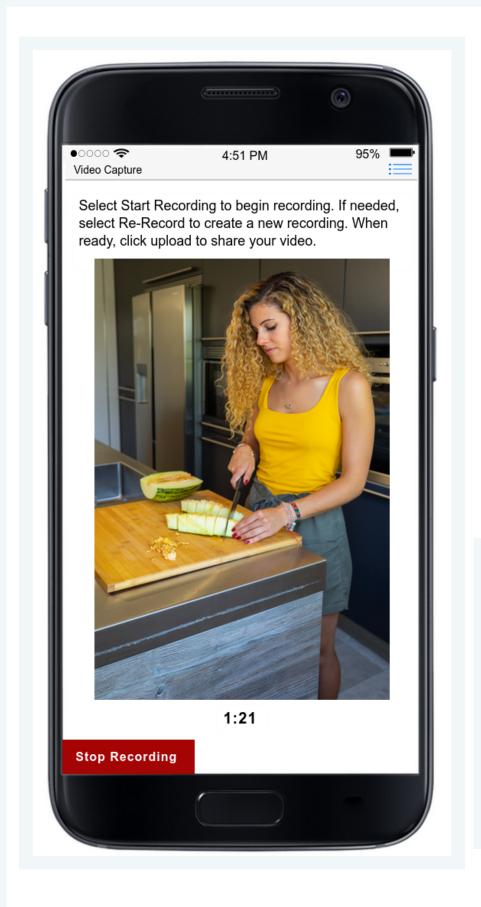
In recent years the adaptation of online qualitative research has increased. It can range from web assisted interviews to online discussion boards, to digitizing qualitative exercises. Online and/or technology assisted qualitative research can be more cost effective, faster, and scalable than traditional in-person methods.



January

February 2023								
S	M	T	W	T	F	S		
			1	2	3	4		
5	6	7	8	9	10	11		
12	13	14	15	16	17	18		
19	20	21	22	23	24	25		
26	27	28						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
New Year's Day	New Year's Day Holiday					
8	9	10	11	12	13	14
15	16 M L King Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
	The Media Ins	ights & Engagemen San Diego, CA	t Conference			

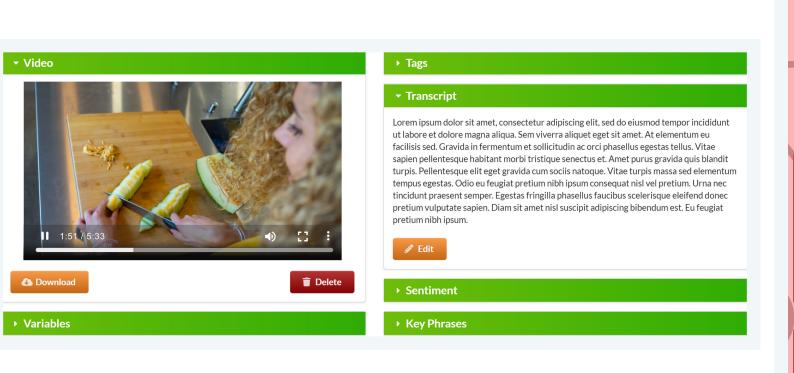


Video Responses

Video responses are an alternative to traditional text-based questions and can help you gain better insights.

Respondents can use their phone, tablet, laptop, or PC to record a video response.

Video responses can be used for traditional open-ended questions, ad/concept tests, video diaries, consumer reviews, customer testimonials, and an alternative to in-person research.



February

March 2023							
	S	M	T	W	T	F	S
				1	2	3	4
	5	6	7	8	9	10	11
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
	26	27	28	29	30	31	

Music Video

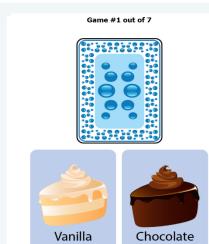
Get Pricing

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
29	30	31	1	2	3	4	
	The Media Ins	sights & Engagemen San Diego, CA	t Conference				
5	6	7	8	9	10	11	
				na Market Research Conference USA Newark, NJ			
12	13	14	15	16	17	17	18
		Valentine's Day					
19	20	21	22	23	24	25	
	Presidents' Day		The Quir	k's Event eles, CA			
26	27	28	1	2	3	4	



Custom development is the process of creating or improving methodologies. It ranges from custom survey exercises, data outputs, and dashboards, to digitizing qualitative research, and creating client facing products and/or internal tools that will save you time and money.





Examples of things that can be custom(ized)

Data Collection

- Online Diaries/Discussion Boards
- Implicit Testing Exercises
- Virtual Shelfs and Shopping
- Message/Concept Testing Tools
- Gamified Surveys
- Conversational/Chat Bot Surveys

Data Reporting

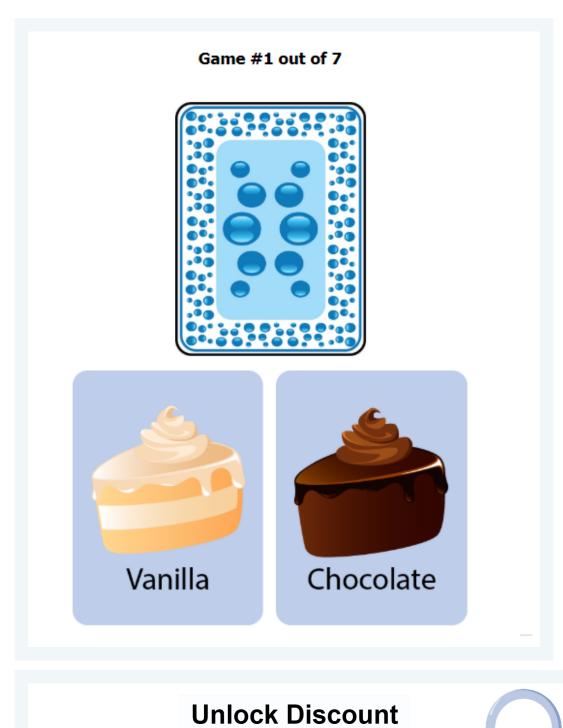
- Pre-populated Reports
- Matching Software Package Data Formats
- Restructuring Existing Data
- Automated Emails Sequences and Reports
- Brand Tracking Dashboards
- Advanced Segmentation Algorithms



March

April 2023							
	S	M	T	W	T	F	S
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	1	2	3	4
			Intellu	us World Wide S Philadelphia, PA	ummit	
5	6	7	8	9	10	11
		npleCon 2023 Pasadena, CA	// -	50 North America ashington D.C.		
12	13	14 Insight Alchemy	15	16	17	18
		InsighTALENT	vs. InsighTECH			
19	20	21	22	23	24	25
			2022 QI	RCA Annual Con Charlotte, North Carolina	ference	
26	27	28	29	30	31	1
	The Quirk's I		IEX Europe rdam, Netherlands			



Progress: 60%





Gamification

Gamification is everywhere and is used in many different ways. When used in surveys it provides a fun, visual, and interactive alternative to the basic survey questions. With a little brainstorming and ingenuity, elements of gamification can be added to any survey!

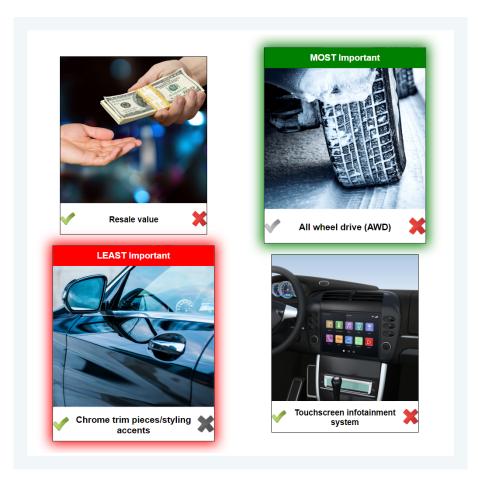


See Demo

April

May 2023								
S	M	T	W	T	F	S		
	1	2	3	4	5	6		
7	8	9	10	11	12	13		
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30	31					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1
2	3	4	5	6	7	8
					Good Friday	
9	10	11	12	13	14	15
Easter Sunday						
16	17	18	19	20	21	22
23	24	25	26	27	28	29
	IA Annual Conferenc <i>Hilton Head, South Carolina</i>		e			
ESOI	ESOMAR Latin America 2023 Mexico City, Mexico					
30	1	2	3	4	5	6



MOST Important	Feature	LEAST Important
•	Resale value	•
•	All wheel drive (AWD)	•
•	Chrome trim pieces/styling accents	•
•	Touchscreen infotainment system	•

Plan Details	Plan 1	Plan 2	Plan 3	
Price	\$40/mo. per line	\$50/mo. per line	\$60/mo. per line	
Data Allowance	3GB/line/month	7GB/line/month	Unlimited	
Mobile Hotspot	not included	5GB/line/month	10GB/line/month	
Unlimited Talk & Text	included	included	included	None of these
Video Streaming	included 420p	included 720p	included up to 1080p	
Benefit	not included	not included	Netflix	
Auto Pay Discount	not included	-\$10	-\$10	
	0		0	0

Discrete Choice/MaxDiff

Discrete Choice and MaxDiff are market research techniques that involve measuring the value respondents place on features of a product. By default, their look and feel can be bland, however, with Jibunu they can be customized to provide a more engaging respondent experience!



jibunu Wireless	Number of	f Lines 3 4+		
Plan Details	Plan 1 \$35 /mo. per line	Plan 2 \$45 /mo. per line	Plan 3 \$55 /mo. per line	
Oata Allowance 🚱	5GB/line/month	10GB/line/month	Unlimited	
♠ Mobile Hotspot	×	7GB/line/month	12GB/line/month	
Unlimited Talk & Text	✓	✓	\checkmark	None of these
▶ Video Streaming	420p	720p	up to 1080p	
Benefit	×	×	НВО	
\$ Auto Pay Discount @	×	-\$5	-\$5	



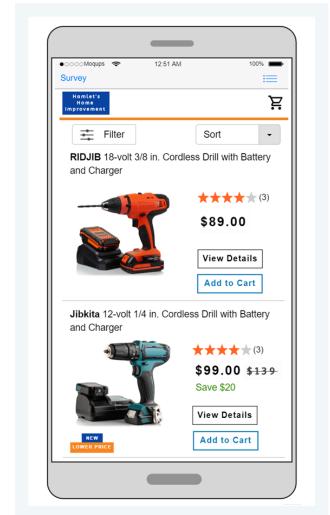
See Demos

May

June 2023								
S	M	T	W	T	F	S		
				1	2	3		
4	5	6	7	8	9	10		
11	12	13	14	15	16	17		
18	19	20	21	22	23	24		
25	26	27	28	20	30			

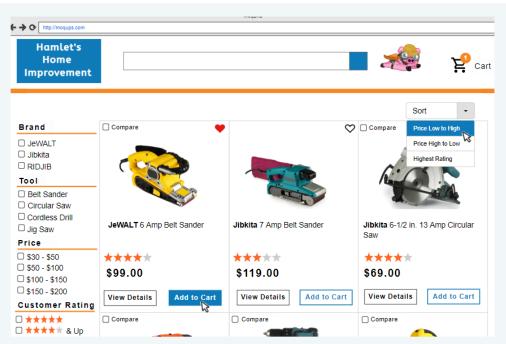
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
30	1	2	3	4	5	6	
				k's Event			
7	8	9	10	11	12	13	
			AAPOR 2	2022 Annual Con Philadelphia, PA			
14	15	16	17	18	19	20	
Mother's Day							
21	22	23	24	25	26	27	
				ASC Conference Kennington Oval, London			
			IleX North A Austi				
28	29	30	31	1	2	3	
	Memorial Day						





Virtual Shopping

Virtual shopping exercises are used to test product features, attributes, packaging, and pricing. Exercises can range from a single static image to a dynamic shopping environment using discrete choice models.



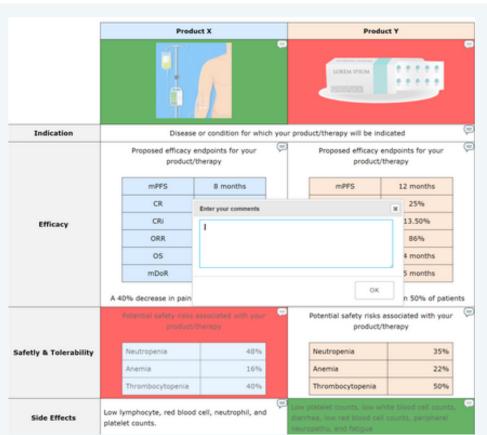
See Demo

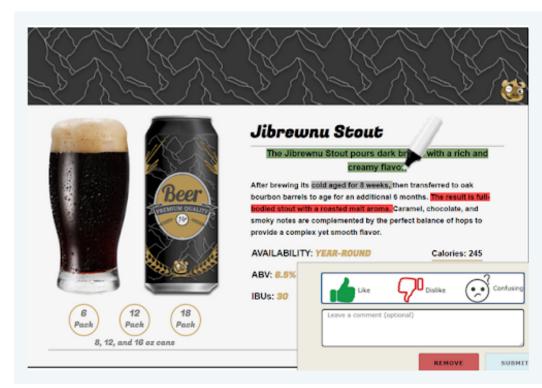
June

July 2023							
	S	M	T	W	T	F	S
							1
	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
					National Donut Day	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 Father's Day	19	20	21	22	23	24
25	26	27	28 MRMW Nor Atlant		30	1







Concept Evaluation / Mark Up

Take concept testing to the next level with image and text highlighting! Asking respondents to highlight specific parts of images and text provides more precise feedback on concepts and products.

Additional functionality such as comment boxes can be added to discover the why behind respondent selections.



July

August 2023

S M T W T F S

1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

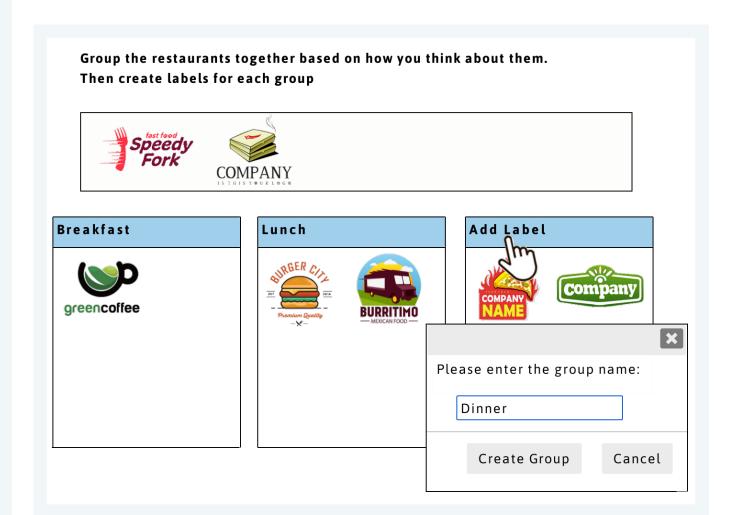
20 21 22 23 24 25 26

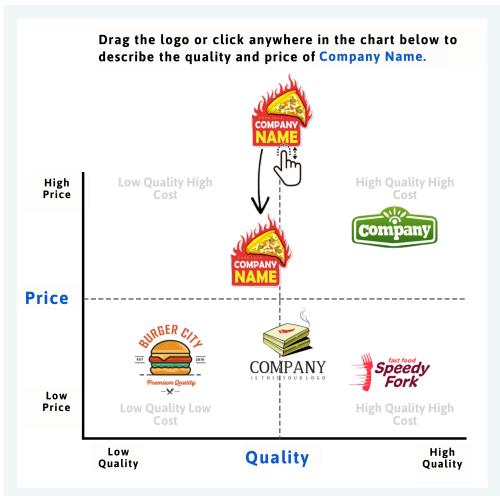
27 28 29 30 31

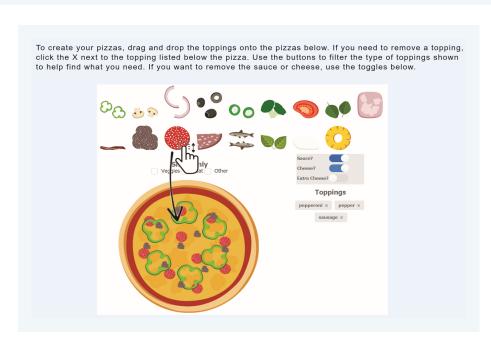
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
25	26	27	28	29	30	1	
2	3	4 Independence Day	5	6	7	8	
9	10	11	12 INSIGHT EXT	13 RAVAGANZA	14	15	
			Virtual S	Summit			
16	17	18	19	20	21	22	
			The Quir	k's Event York			
23	24	25	26	27	28	29	
30	31	1	2	3	4	5	



Card sorts and drag and drops are interactive questions used for grouping and/or ranking an array of items. In some cases, the mechanics of dragging can be challenging on mobile, however innovations such as replacing dragging with clicking can be implemented to make sorting easier on mobile.





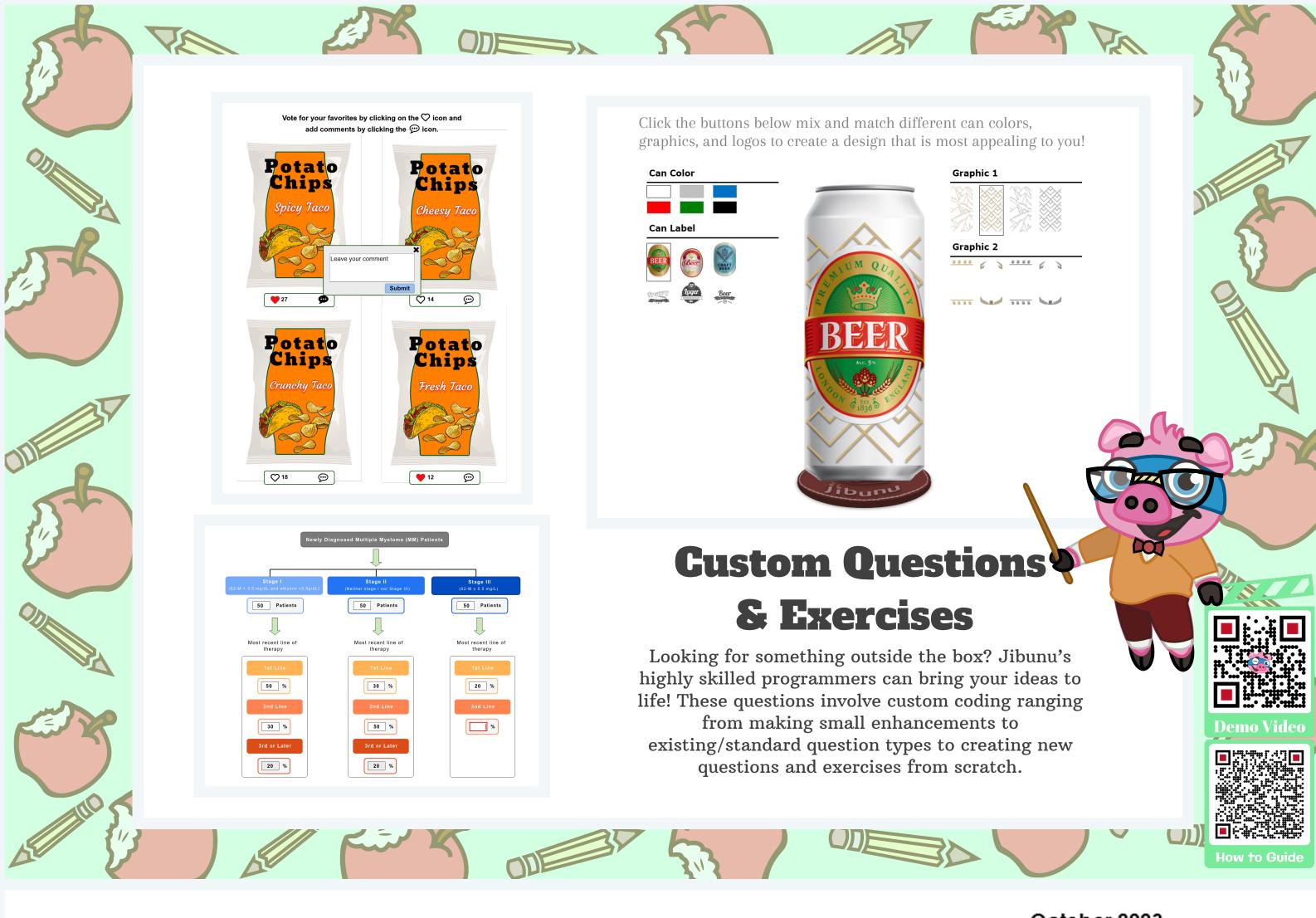


See Demos

August

September 2023						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

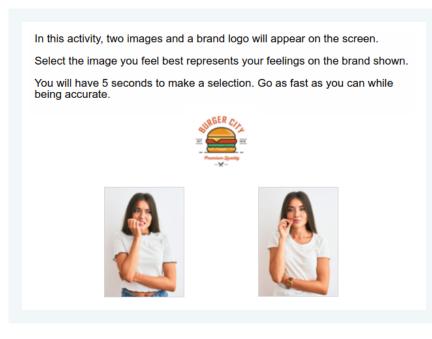
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2



September

October 2023						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
27	28	29	30	31	1	2	
3	4 Labor Day	5	6	7	8	9	
10	11	12 Dat	13 <mark>a Insights Sumr Chicago, IL</mark>	14 nit	15	16	
	ESOMAR Co Amsterdam,	ngress 2023 Netherlands					
1 <i>7</i>	18	19	20	21	22	23	
24	25	26	27 MRMW Eu	28	29	30	



Implicit Association Testing

Popularized by Nobel Prize winner and economist Daniel Kahneman it is said we have two modes of thought. "System 1" is fast, instinctive, and emotional and "System 2" is slower, more deliberate, and more logical. You can conduct research on System 1 through implicit association survey exercises. These timed exercises are used to measure unconscious associations between concepts which influence decision making and perception of brands and products.

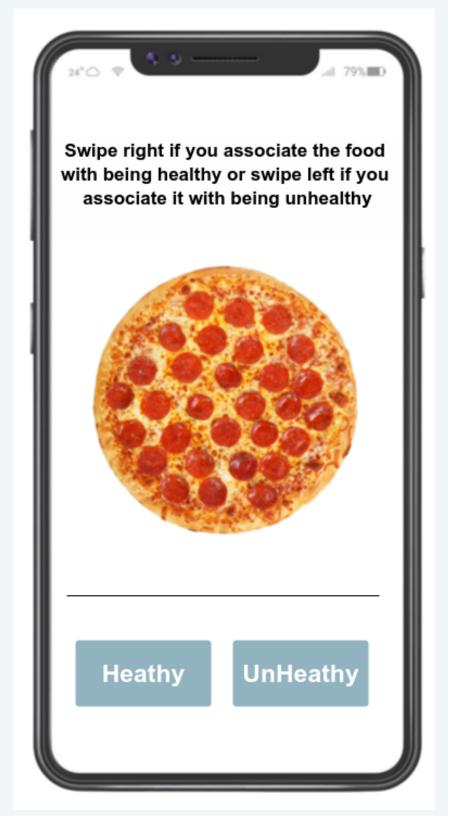
In this activity, a word will appear on the screen with a pair of brand logos below it.

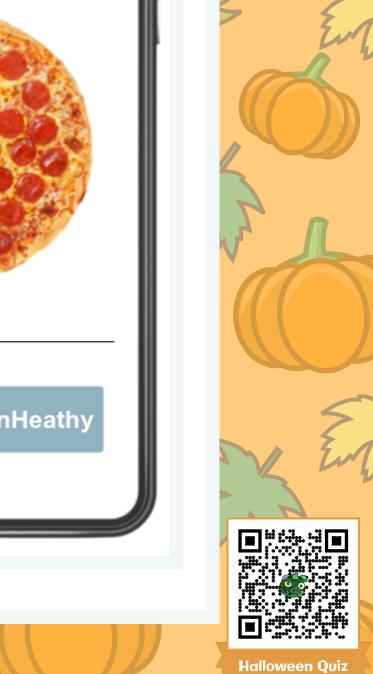
Use the 'E' and 'I' computer keys to categorize the brand you most associate the word with as fast as you can.

Please use the 'E' computer key for words you associate with Speedy Fork and the 'I' computer key for words you associate with Burger City.



Quality





October

Speedy Fork

November 2023

S M T W T F S

1 2 3 4

5 6 7 8 9 10 11

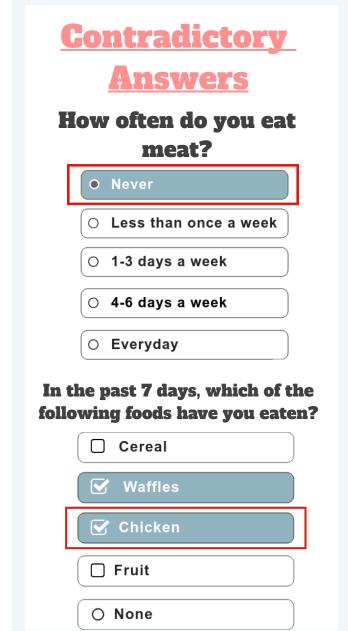
12 13 14 15 16 17 18

19 20 21 22 23 24 25

26 27 28 29 30

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
		Future of Pharma I	Marketing Summit to, ON			
8	9	10	11	12	13	14
	Columbus Day					
15	16	17	18	19	20	21
22	23	24	25	26	27	28
		2023 ago, IL		TM Auror		
29	30		1	2	3	4
		Halloween				





Price

Quality of work

Communication

Please select 'Very Satisfied' here

Very Dissatisfied	Moderately Dissatisfied	Neutral	Moderately Satisfied	Very Satisfied
•	0	0	0	0
0		0	0	0
0	0		0	0
0	0	0		0
0	0		0	0
0		0	0	0

0

Bad Data Flags

Create a flagging system to identify and/or terminate bad data. There is often trial and error while figuring out which thresholds work, what red herring questions are more effective, and which techniques work for you overall. However once established, building data quality checks into your survey will make data cleaning easier and save you time on the backend.

How satisfied or dissatisfied are you with company name in the following areas? Very Moderately Dissatisfied Neutral Moderately Satisfied Service Service Neutral Neutral Service Service Neutral Neutral Service Neutral Neutral Service Neutral Neu

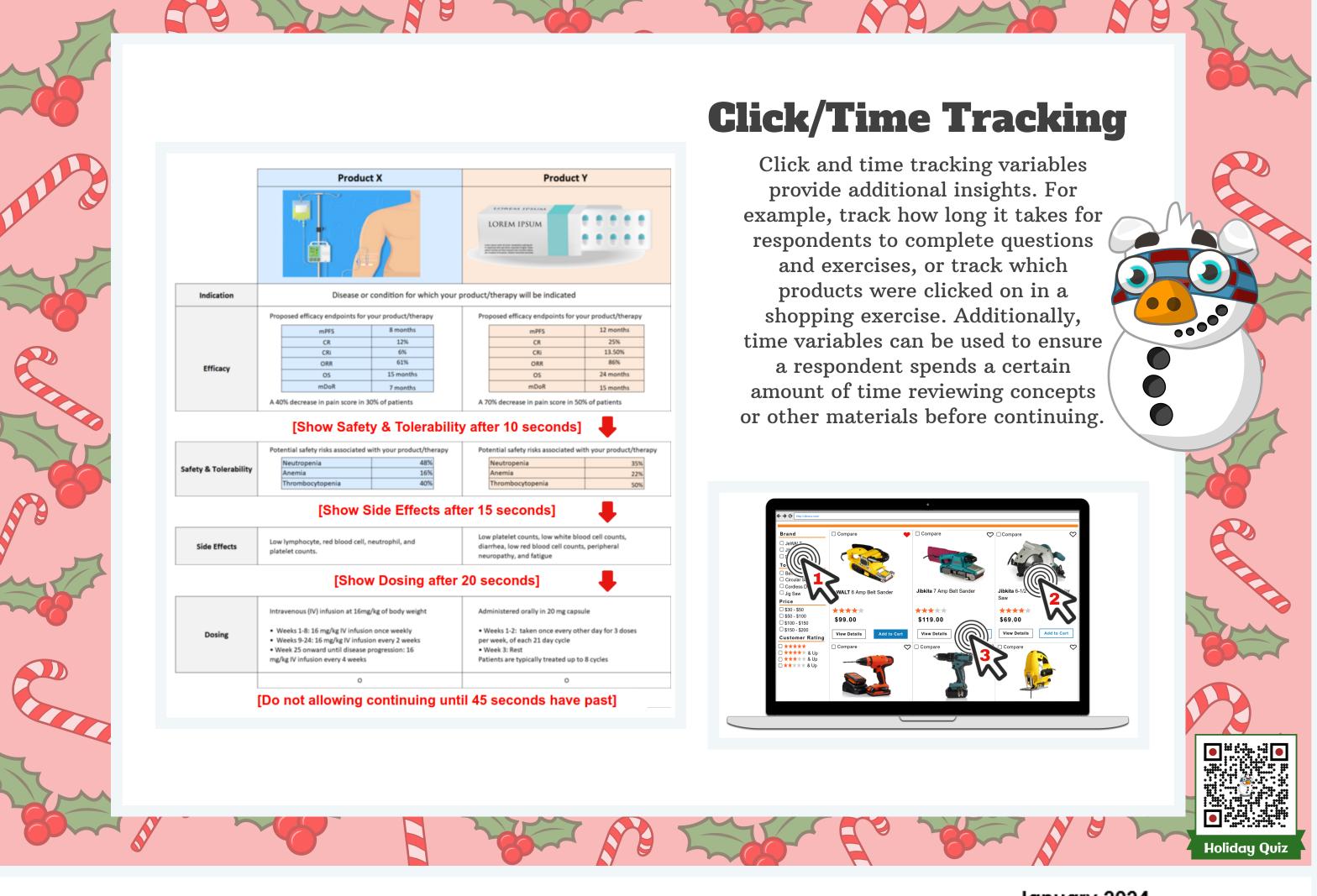


Preventing Bad Data

November

December 2023							
	S	M	T	W	T	F	S
						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30
	31						

Saturday	Friday	Thursday	Wednesday	Tuesday	Monday	Sunday
4	3	2	1	31	30	29
11 Veterans Day	10	9	8	7	6	5
18	17	16	15	14	13	12
25	24	23 Thanksgiving Day	22	21	20	19
2	1	30	29	28	27	26



December

 January 2024

 S
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 21
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 23
 24
 25
 26
 27

 28
 29
 30
 31

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Christmas	26	27	28	29	30
31	1	2	3	4	5	6