

---

---

# Online market research

Gideon Barker & Anna Carnibella

---

# Hello Tech4Good!





## Next 15 mins

- Why research?
- Online quantitative
- Online qualitative

—

**At the end of this talk**  
**our aim is for you to feel**  
**better informed and more**  
**confident to try out some**  
**new online research tools**



## Next 15 mins













- Why research?
- Online quantitative
- Online qualitative

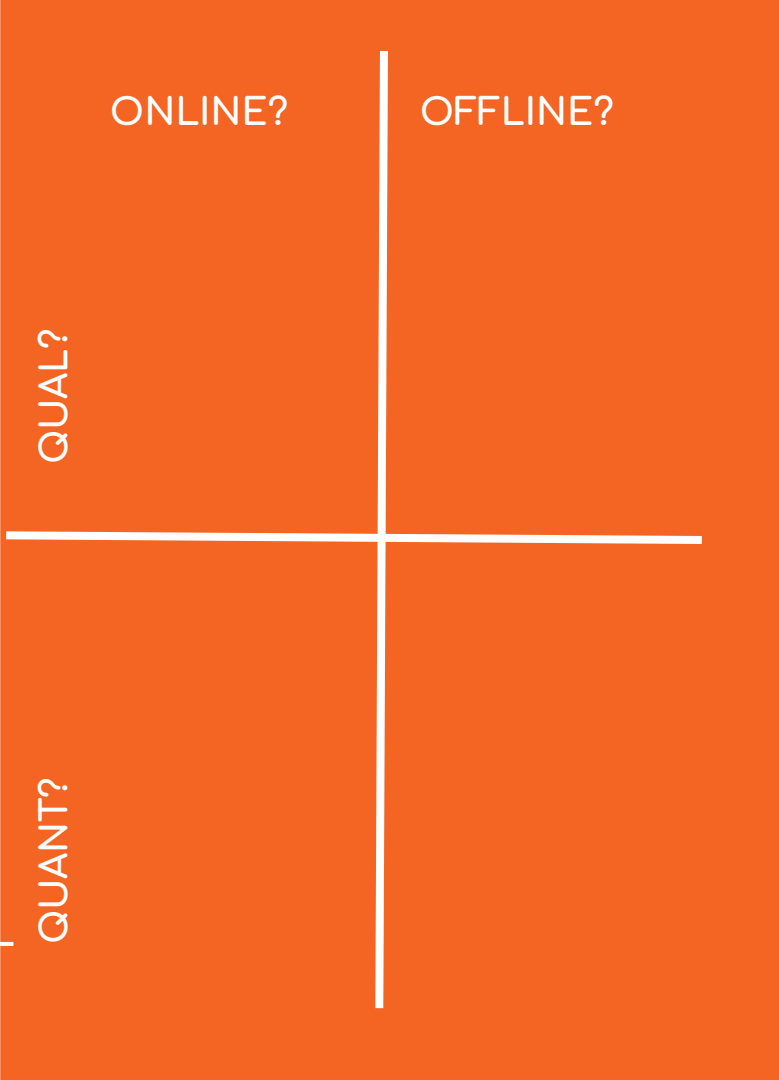
# Research.

Helps get stuff made  
(more successfully)



# How? Where? Why?

 <b>Usability</b>	 <b>Segmentation</b>	 <b>Satisfaction</b>
 <b>Donor engagement</b>	 <b>Fundraising innovation</b>	 <b>Understanding audiences</b>
 <b>Competitor intelligence</b>	 <b>Brand positioning</b>	 <b>Concept testing</b>
 <b>Usage and attitude</b>	 <b>PR generation</b>	 <b>Marcomms development</b>






## Next 15 mins


- Why research?
- **Online quantitative**
- Online qualitative



# Online quantitative

- 
- ★ Quick to deploy
  - ★ Cheap and effective
  - ★ Vast majority now happens online
  - ★ Highly developed, ubiquitous

***BUT*** ↓

- 
- ❑ Is your target audience online?
  - ❑ Are you researching an online concept?
  - ❑ Do you need an interviewer?



## Next 15 mins

- Why research?
- Online quantitative
- **Online qualitative**

# Online qualitative

- ★ Can take longer
- ★ No real cost saving over offline
- ★ Tools are still in development
- ★ Not (yet) the norm

- ❑ Avoids geographical issues and logistics
- ❑ Can be a more natural setting
- ❑ Can take place over a longer period
- ❑ Is far more than just a 'lift and shift' of focus groups

# Capabilities

Video discussions



Moderated bulletin boards

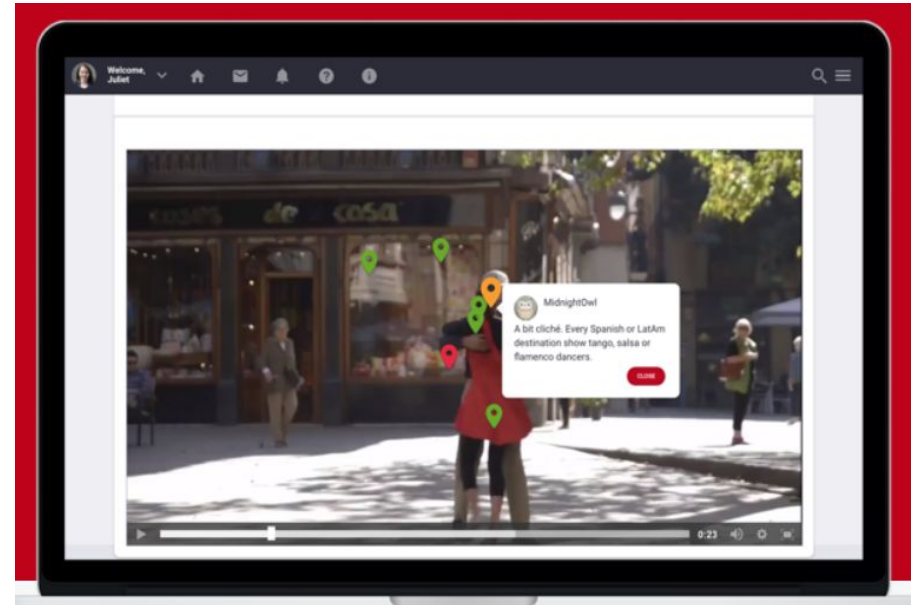


# Capabilities

Video diaries

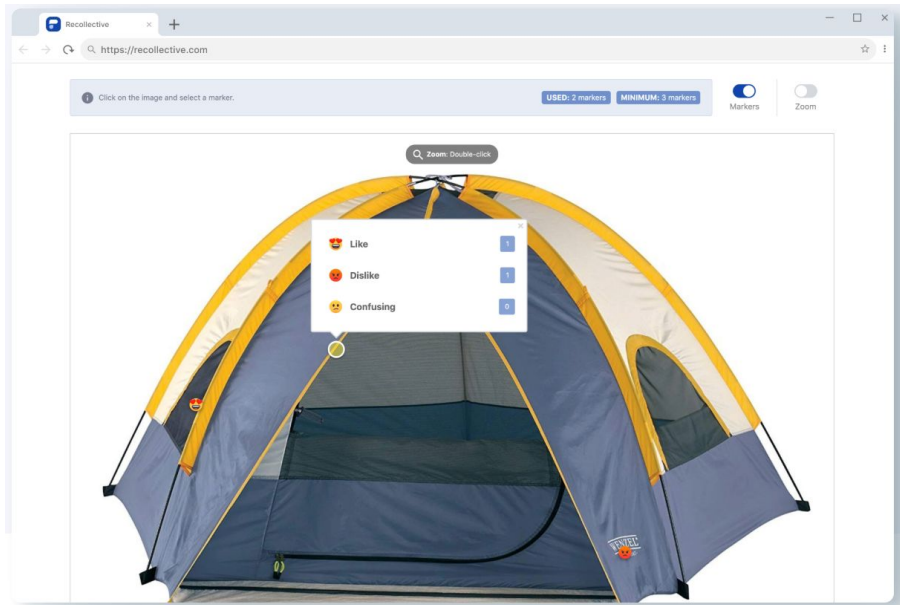


Pinned feedback on video/images

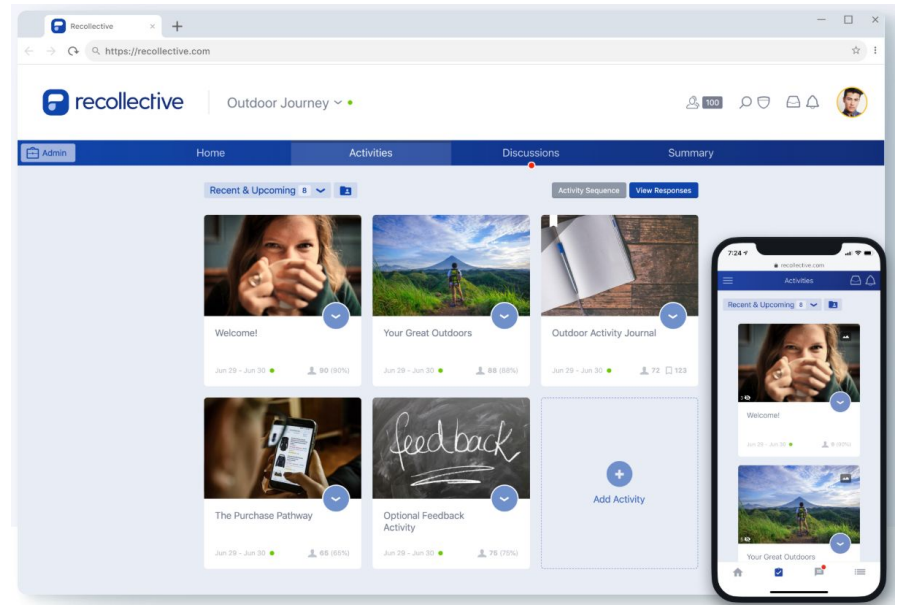


# Capabilities

## Product feedback



## Structured activities and tasks



---

# Tools

## Basic

- Skype, Zoom
- Facebook groups
- Digesting forums, communities
- 'Listening' to social networks

## Mobile ethnography

- Indeemo
- EthOS (Everyday Lives)
- Recollective
- Incling
- Tandem

## Bells and whistles

- Qualtrics
- Liveminds
- VisionsLive
- Web Creator Suite
- FlexMR
- 2020 Qualboard
- & many others!

## Usability

- UserZoom
  - Hotjar
  - Smartlook
  - Teston
  - Nolt
  - Mouseflow
-

# Tips

## Consider online

It's not always the right solution but in the right context with the right objectives it can be very powerful

## Talk to others

Find out from colleagues and acquaintances what they've used, how they got on and what advice they would give

## Test the tools

Demos will give you much more understanding of the capabilities and limitations of individual tools

## Lean on agencies

Ask for advice and assistance from established research agencies who may offer pro bono work

## Haggle

With so many new platforms, competition is high and so deals can be made