

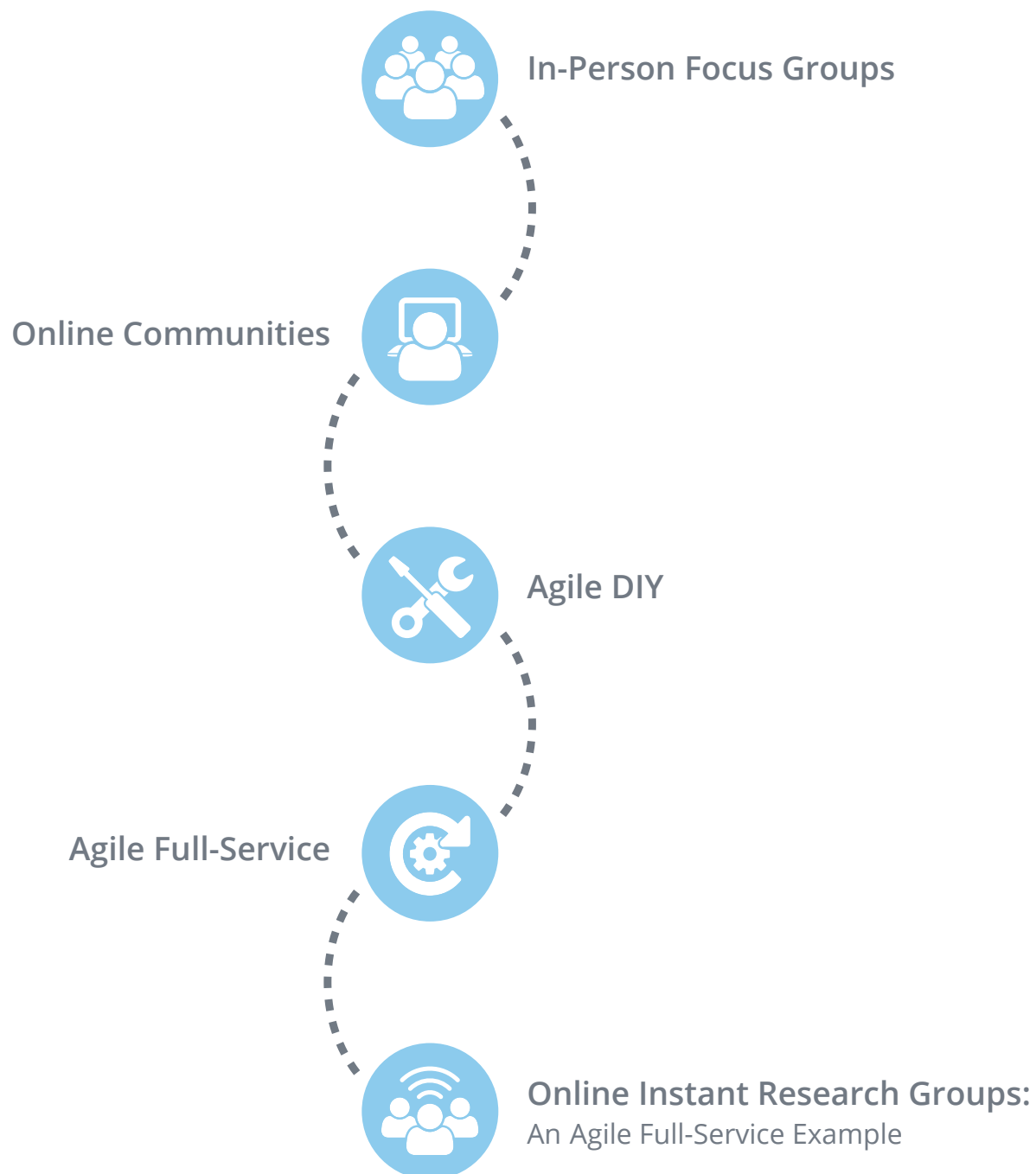


QUALITATIVE RESEARCH eGUIDE

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QUALITATIVE RESEARCH EGUIDE

Qualitative research can be an exciting adventure when you have engaged respondents who share colorful, articulate responses that help you get to your most valuable insights. When you go into the research process, you may already have an idea of how you'd like the outcome to be, but you can never know for sure how your consumers, shoppers, or users are going to respond to your stimuli, questions, or ideas. The qualitative research landscape is ripe with innovation right now, which means there are several paths to choose when it comes to the right methodology for your research needs. Here, we take a look at five qualitative methodologies and some examples of how they compare to each other in terms of your specific research goals and parameters.



IN-PERSON FOCUS GROUPS



In-person focus groups are used when a face-to-face interaction is needed and valuable to the question being answered. They are also great for research that will be foundational for future research because they can allow you to repeatedly dig deeper on a particular person or person's thoughts.

Use an In-Person Focus Group...

When you want to talk to a smaller group of consumers (typically 8-10 people) and iterate with that same group over a longer period of time.

When you aren't concerned with or have a process in place to remove the possibility of one or two respondents dominating the discussion and/or persuading the group.

When you want to survey a very low-incidence rate audience or extremely niche audience.

When you have the available budget to cover incentives, depending on the audience and travel costs.

When you have the time to plan and organize; focus groups typically take several days or weeks to recruit the panel and schedule the groups.

When you want to limit your research to a specific city or MSA.



ONLINE COMMUNITIES



Communities are used to connect to a pre-screened group of consumers who can be accessed weekly within an online forum over a year or more. It's common for brands to bring in consumers who are loyal to their products. The brand team can re-engage the same audience multiple times, allowing for iteration with the same consumers over a long period of time.

Use an Online Community...

When you need to conduct longitudinal studies that require iteration with the same consumers over a period of multiple weeks or longer.

When there is an opening in the community calendar that fits with your research timing.

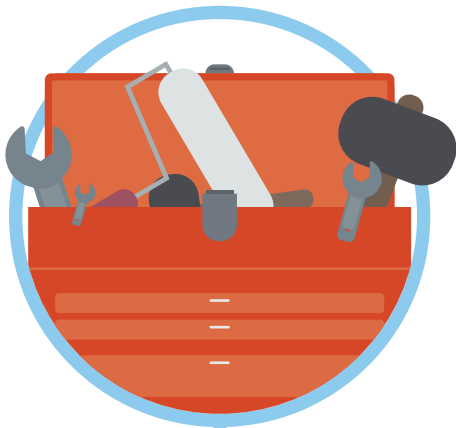
When you aren't concerned with timing and know when stimulus will be ready.

When your team is focused on building loyalist relationships.

When you have plenty of topics to keep respondents engaged.



AGILE DIY



Agile DIY methods can be a cost-efficient approach to certain research objectives and are ideal for those with the expertise to create, execute, and analyze results in an unbiased way. Below, we highlight some of the scenarios where a DIY methodology might be best for you and your research needs.

Use Agile DIY...

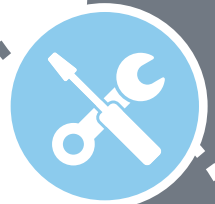
When you have a quick quant question and know how to write a properly structured survey question and questionnaire.

When you need to simply observe your consumers in-market without any moderator intervention.

When you are completely unbiased about the outcome and will be able to present the findings objectively.

When you have the spare time to do the design, analysis, and reporting.

When you're leveraging a prescribed tool and you're okay with a general audience.



AGILE FULL-SERVICE



An agile full-service approach can be a game changer when you're strapped for time or when you need help with quantitative and/or qualitative research design and methodologies. This approach can also be a good fit when you simply need insights from an objective third party.

Use an Agile Partner...

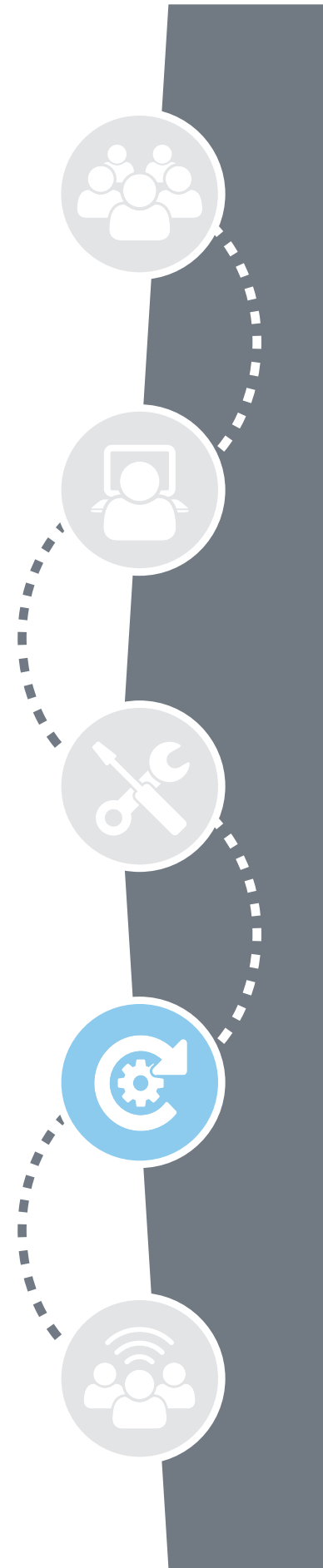
When your job is higher level: you should spend your time on strategy and communicating the research, rather than getting in the weeds.

When you need answers to your business questions—fast—to keep the process moving forward.

When your expertise is in uncovering consumer insights and knowing what to do with them, not necessarily in writing the questions that get you there.

When you might be biased. Maybe you helped evolve some of the ideas or you know which one you want to win.

When you are too busy to do all of the nitty-gritty research work yourself.



ONLINE INSTANT RESEARCH GROUPS: AN AGILE FULL-SERVICE EXAMPLE



Instant Research Groups are online qualitative discussions where respondents answer open-ended questions and follow-up inquiries posted by an experienced moderator over the course of several days. This methodology captures consumer feedback from a fresh group of custom-targeted respondents within days. Respondents can interact with others in the group, discuss a series of questions, perform tasks, and upload images each day.

Use an IRG...

When you want to remove the possibility of biased answers. IRGs require respondents to answer questions first before reading and reacting to what others are saying.

When you want the flexibility to be able to remove respondents who aren't following directions or sharing articulate answers.

When you want to recruit a nationwide sample of consumers that represent your audience as a whole, rather than a few select cities or regions.

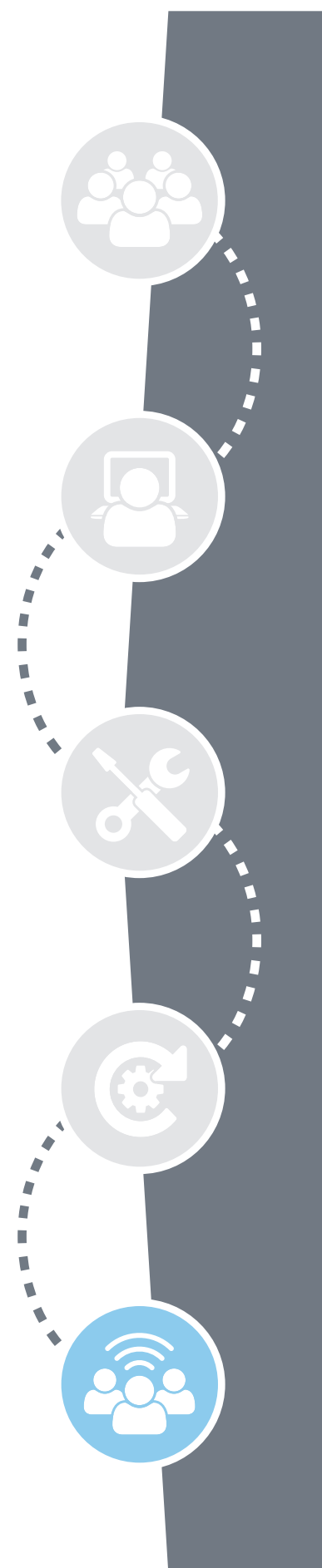
When you need to be up and running within hours or a few days.

When you are on a budget, need to increase qualitative sample size, or don't have the time to commit to traditional focus groups.

When you need to conduct multi-country research. IRGs engage respondents from global panels across 12MM consumers worldwide.

When you need fresh consumer insights or when your target audiences are not in your usual communities.

When you need your research to support the full range of product life cycle stages from exploration to launch execution, assessed by new respondents along the way.





To see examples of how your peers are using agile qualitative methodologies to arrive at actionable insights, [click here](#) ➔