



ONLINE BOARD ACTIVITIES DO'S & DON'TS

VITAL FINDINGS



DO'S



1

Keep activities **clear and focused**: aim to cover just one primary area of investigation with each activity



2

Keep the exercises **simple**, and the instructions **short and clear**



3

Mix it up! A variety of activities (open-end, quick polls, video responses, mark-up, etc) is best to keep participants engaged and entertained



4

Give respondents a **choice to participate**: different people have unique talents (writing, recording videos, creating collages, drawing, etc.)



5

Keep videos short. 30 seconds from respondents is more than enough!

DONT'S

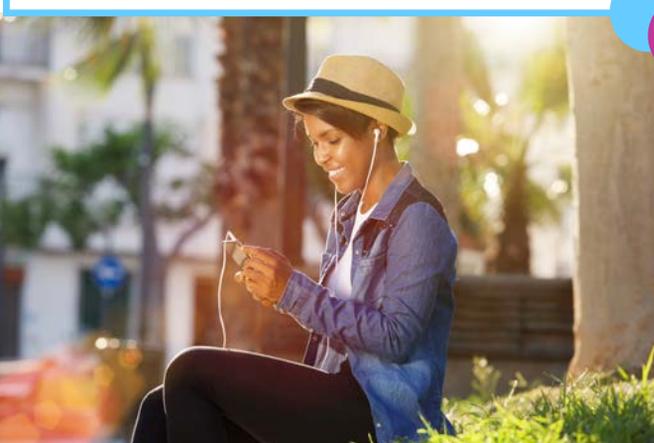
Don't underestimate the **value of simple open-end questions**, those often yield the most powerful and actionable insights



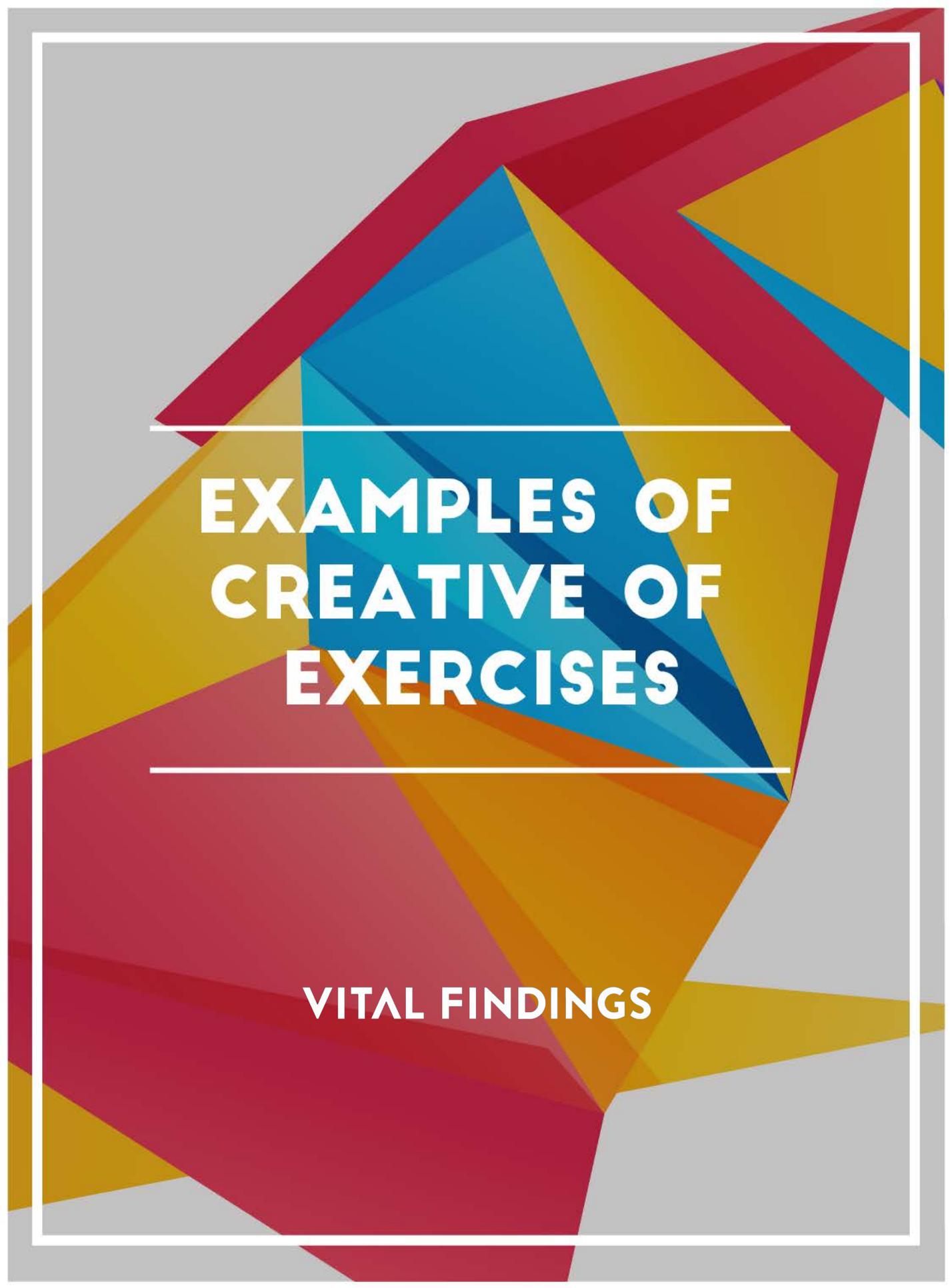
When it comes to video responses, **less is more!**

- *Videos should have a clear purpose*
- *Quality is not always up to par (lighting, positioning, sound, etc), and videos are not always the most comfortable way for people to be open and honest*

Don't overtax participants, with homework assignments, numerous questions, tedious exercises...



Don't expect participants to be on your schedule: they'll log in at their leisure over a set period of time. Longer activities every other day are more realistic than daily activities



EXAMPLES OF CREATIVE OF EXERCISES

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A Day in Your Life

- *What's a day in your life? Show us in photos!*
- Take photos at different times of the day and aggregate them in a collage to show us the full journey





Diary

For this activity, I'm interested in understanding how you stream videos during the day, and I'd like you to keep a diary. Use your **Video Streaming Diary** to tell us and show us anything you want, and don't hold back!

When adding your diary posts, consider the following...

- Where you are
- What streaming service you're using (Netflix, Hulu, Amazon Prime Instant Video, Youtube, etc)
- What you're watching (Youtube videos, shows, movies, Vine clips)
- How you decided to stream this video (recommended, stumbled upon it, on your list, etc)
- How long you spend watching videos, and how many
- If you're with anyone
- Include pictures/screenshots and videos if you can

If you are out and about, you can post to your Diary using your mobile phone.

Snap a quick picture, upload the photos, and then share with us how you are feeling.

Be sure to post regularly, as it happens, and to be as accurate as you can!

To be followed up by Probes to understand the Why



Text



Photo



Quote



Link



Chat



Audio



Video

Tumblr 101

delete edit

Following 1 person

Liked 0 posts

Tumblr 101

omgwhatistumblr.tumblr.com

1 post

Messages

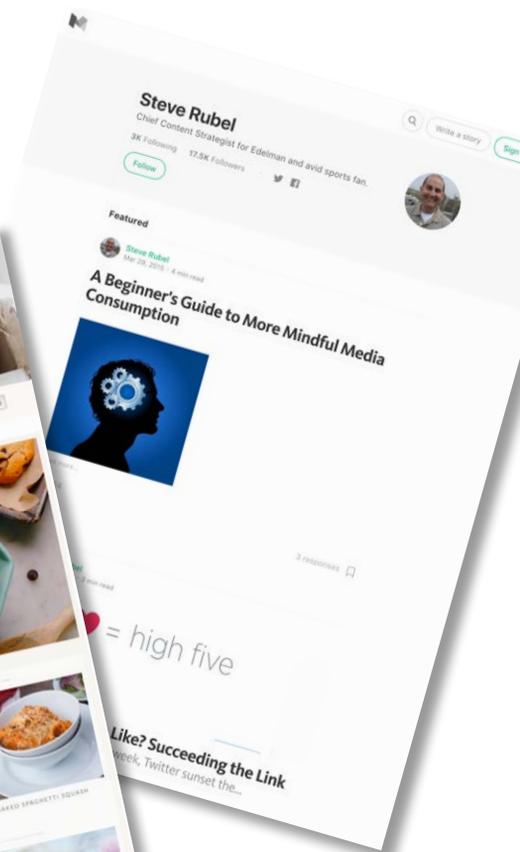
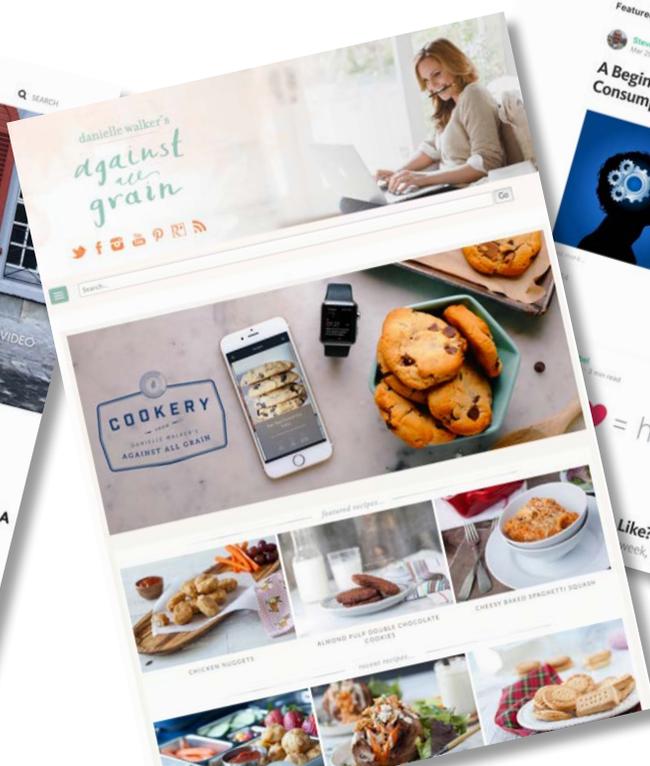
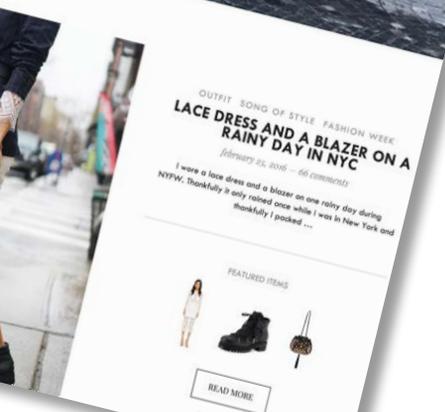
Drafts

Queue

Customize

Describe the perfect product

- We'd like you to describe your perfect Tumblr profile.
- Tell us all about it, and more specifically:
 - What type of media content would you include? (Pictures, quotes, video clips, gifs, memes, etc.)?
 - What would the theme of your blog be? (Foodie, fashion, new tech trends, celebrities, etc.)
 - Who would your audience be?
 - How would you call it?
 - Tell us why!





Write a Love Letter

- We would like to understand how it happened that you are so enthusiastic about potato chips.
- “How did you fall in love?” Do you remember when you first tried chips? When, where? What was it like? When, where did you eat them again? How did it go from there?
- *Write a short letter or record a short video telling about your journey to loving potato chips. **Imagine chips were a person and you are telling your love story. Be creative!***

Need help answering? Tell us:

- *Where did you first “meet”? Was it love at first “bite” or did it grow with time?*
- *Was it smooth sailing since, or were there any “break-ups or bumps in the road”?*
- *Were there any “love triangles” involving other snacks? What happened?*
- *How do you know chips are “the one” for you? What do you love about chips? How do chips make you feel?*
- *How do you see “your future together”?*



Shopping Trip

We will ask you to document a shopping trip where you would buy XXX, among other things you need or want to buy on that shopping trip. After the trip, you would need to report back about your experience and upload photos and videos you took during the trip.

**You can complete the two missions at your own convenience. However, please keep in mind that these missions require some planning. Do not procrastinate! We encourage you to review the requirements for these missions right away and plan accordingly.*

MISSION INSTRUCTIONS

- We would like you to **go on a shopping trip and buy XXX**. You do not need to specifically go to the store to only buy XXX. Just go shopping as you normally would. If you tend to make a shopping list, just make sure you add XXX and word it how you normally would. *You are not required to purchase anything*—you are also welcome to just browse the store, but be sure to browse for XXX.
- Go to the store where you typically buy XXX.
- After the trip, you will need to report back about your experience and upload photos and videos you took during the trip.

Make sure to document the following about your trip:

1. The main reason(s) you are going to the store
2. The list of items you plan to buy
3. The store you went to
Who you went with
4. What sections of the store you visited and what you bought there
5. The section of the store and specific shelves where you found XXX. Was it easy to find?
6. The kinds of XXX you considered buying and how you decided which one(s) to buy
7. The items you ended up buying, whether you planned on buying them or not
8. Where you put XXX when you came back from the store



Deprivation Exercise



Imagine that all of a sudden, you had to live without your mobile phone

- How would you feel?
- How would your life change?
- What would you do?



Eulogy

- Now imagine that your favorite social media site disappeared, and you were invited to deliver a eulogy. What would you say?
- *Please write a eulogy or record a video of you pretending you are delivering a eulogy for your favorite social media site.*





Convert a Friend Into a Consumer

- Think about a close friend who does not use streaming services (such as Netflix, Hulu, Amazon Prime Instant Video, etc.). What would you tell your friend to convince her/him to start streaming videos?
- **Write a short letter or record a short video as if you are convincing your friend to start streaming videos.**

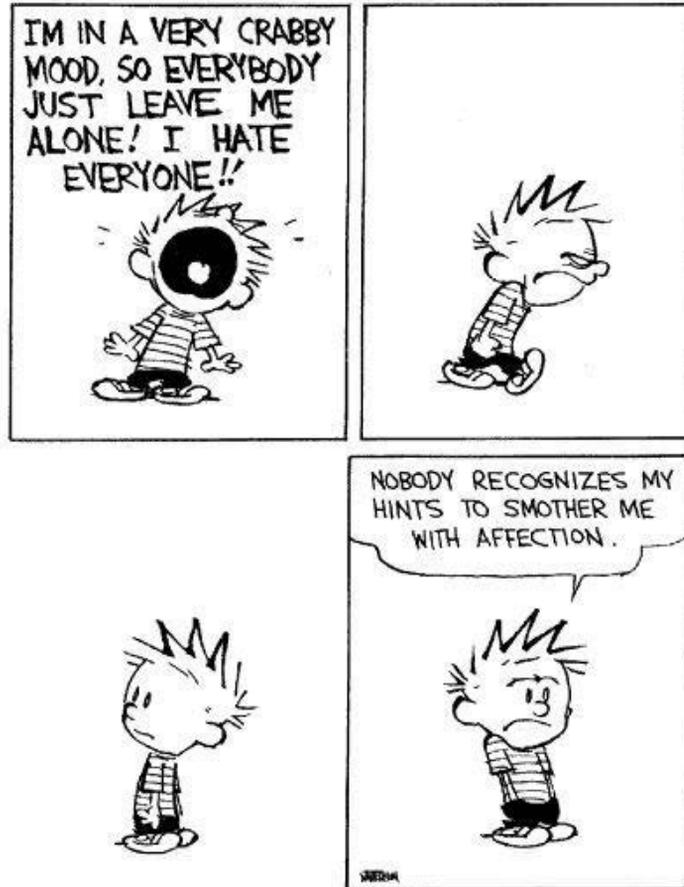
Need help answering?
Start your letter/video by saying:

*Dear [Friend's Name]
We have known each other for [number of years] and I have never seen you stream videos....*

- What is your friend missing out on?
- What are the benefits of streaming?
- What does streaming bring into your life? How does it make you feel?

Feelings in pictures

For this activity, please spend a few minutes considering how you **FEEL**...
... when you **think about** social media,
... when you **browse** on social media,
... when you **post** on social media,



Then, find one picture that conveys the feelings that you have *in each of those situations* (so, a total of four pictures).

Once you have uploaded these images, please explain them.

- What feeling does each picture convey?
- And what is it about social media that makes you feel that way in that situation?

D.I.Y. Insights Workshop Cards

▶ Read the Cards

Qualitative

Quantitative

Design Research

Advanced Analytics

We move market research
beyond reports

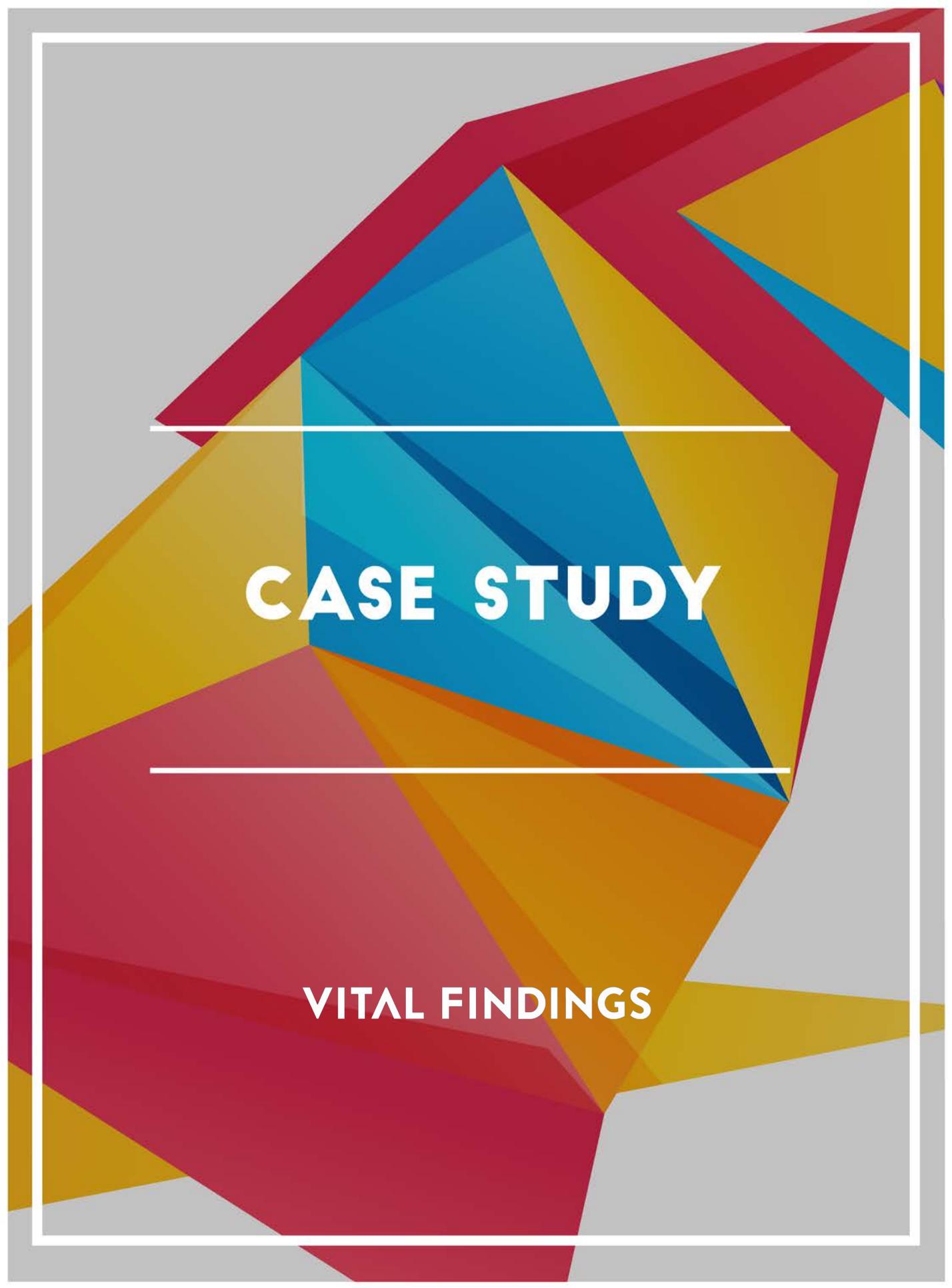
[Click here to download Vital Findings' brochure](#)

At Vital Findings, we believe that good, innovative market research should be judged by the actual impact it has on product development, marketing, and business strategy. As a top market research firm, our mission is to elevate the market research profession beyond just delivering reports and PowerPoint bullets, using the tools of design, marketing science, and innovative research consulting to allow researchers to actually enable business action.

Mark-Up Exercise

Best for Concept Evaluation, Ad Testing, or Communication Testing (emails, websites, etc.)

- We need your help refining our website!
- Take a look at the screenshot below. You'll be asked a couple of questions, that will require you placing pins on the image.
- Don't hold back - be as honest as you can!
- **Drop your pins (up to three) in the places that grab your attention the most. Then tell us why.**
- **Now, drop your pins in the places that appeal to you the least, and tell us why.**



CASE STUDY

VITAL FINDINGS



Using Iterative Qualitative for Insights Generation



Business Problem

A popular Pistachio brand was looking to make its brand name stand out from others in the category. Up until recently, their strategy had been to grow the Pistachio category overall, but not necessarily their brand. With the goal of differentiating and growing their brand in mind, they looked to qualitative research to help them create the positioning and product changes to propel them forward.

Research Approach

Vital Findings created a multi-phase qualitative research program to collect, and subsequently develop, potential positioning territories for the brand.

Phase I consisted of online communities with heavy Pistachio users which allowed the research team to generate different potential positioning territories from the ideas of participants. These ideas were generated through discussion with participants, but also through their experience doing exercises like shopping trips and group brainstorms.

Phase II took the best ideas generated from Phase I and explored them further using focus groups with heavy Pistachio users. Between each focus group the back room client team wrote down their insights, and Vital Findings hosted a team brainstorm after each day of groups which allowed the team to “level up” and start to take action on the learnings.

Outcome

The insights generated and developed using qualitative research served to create new positioning for the Pistachio brand, but also helped with product innovation and in-store insights. Because insights were being developed throughout the research process, some changes to the brand and its strategy were made even before the final group ended.

Bringing Customers to Life through Digital Communities



Business Problem

One of the top telecommunications providers needed to understand their customers and bring them to life for their executive and marketing stakeholders. They felt their stakeholders had traditionally been focused on numbers and were losing sight of who the customers really are. They also needed an approach that was flexible and timely so they could share insights in real-time.

Research Approach

Vital Findings designed a community of customers using unique recruiting and innovative research methods to ensure highly engaged members and deep insights for the client.

- **Cutting edge platform** supporting the community engages participants in unique ways, fosters organic peer to peer discussions, and works across mobile platforms for unlimited access
- **Innovative recruiting methods** including video/image sharing up front, qualitative questions designed to assess creativity and interest in the category, and personalized rescreening to get the most engaged and articulate participants
- **Our in-house design studio creates an interactive environment** through badges, videos, and visuals.
- **VIP access** for select participants through web and face to face panels with key client stakeholders
- **Employ a multitude of interactive exercises, with an emphasis on deeply qualitative feedback:**
 - Creative self-expression tasks including micro-blogging with multimedia, journaling, photography, song-writing or poetry
 - Gamification features
 - Peer to peer discussions drive deep conversations and reveal hot topics on customers' minds
 - Share back of research results
 - Visual and video survey and discussion elements
 - Monetary incentive programs aimed at ongoing participation and commitment (ex. progressing incentive scale, bonuses, company merchandise)

Outcome

Vital Findings' innovative reporting via video and infographics has humanized consumer insights for executives, marketing, and other teams, connecting them to the most pressing issues for their customer base. High level bi-weekly headline summaries also allow for quick, ongoing dissemination of time-sensitive findings, and serve as an actionable early warning system for the company.

VITAL FINDINGS

ABOUT VITAL FINDINGS

At Vital Findings, we're obsessed with delivering the actionable and inspirational data you need to ignite business action and grow your brand. We're a custom market research firm combining the power of innovation, design, and storytelling to bring the customer to life and ultimately reveal market opportunity for your brand. Our clients love us for our high level of consultation, creative and custom approaches, and head turning insight delivery using the latest techniques of data visualization and immersive deliverables. Within the insurance and financial services space, we've applied unique qualitative and quantitative methods to capture attention and inspire change.

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