



Bulletin board focus groups give respondents the ability to log on at their leisure and provide feedback over a set period of days, weeks, or months.

YOUR AUDIENCE

AT YOUR FINGERTIPS

WHAT ARE ONLINE BULLETIN BOARDS?

Online bulletin board focus groups give respondents the ability to log on at their leisure and provide feedback over a set period of days, weeks, or months.

METHODOLOGY & CAPABILITIES

Online bulletin boards allow for greater geographic reach and longer, more in-depth transcripts than any other qualitative methodology.

Conduct your research in-home, in-field, in-store, or even offline.

Gain real time access to group transcripts. Available in English, French, Spanish and an additional 45 languages.

A fully-integrated mobile app facilitates interactive discussions, video and polling.

Participants can provide feedback on images and videos in exercises.

Users have the ability to download instant reports, add single or multiple choice questions with instant charts reporting the results, and eliminate order bias in qual studies with randomized topics, questions and options.



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PROVEN USAGE SCENARIOS

In-Home Usage Testing

Send products or samples to respondents then view their usage and gain feedback in real time. Real time access provides much more in depth data than self reporting.

Ethnography & Diaries

Deep dive into your consumers' behaviour and get to the root of their purchase and consumption patterns. Can be spread out over a number of days or months.

Shopping Exercises

Since the bulletin board platform is mobile compatible, consumers can take it wherever they go, including on shopping trips.

Participant Homework

Check in on participants ahead of groups to make sure homework is being completed accurately.

Advertising Testing

Show respondents a number of ads and concepts to get both real time quantitative and qualitative data.



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