

# Online qualitative tools

## All online tools share some fundamental benefits versus face-to-face:

- + Broader geographic reach is achievable - across regions and countries
- + Rich visual and video outputs, within GDPR rules
- + Stakeholders can still 'watch along' and interact with moderators
- + Online groups and interviews provide very clear view of participants vs trad live streaming of face to face
- + Simultaneous translation is just as easy as in the back room or live streaming



## Online forums

### Good for

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Bringing lives, needs and behaviours to life

Seeing experiences over time - a week or more

Time to reflect and collect considered responses

### Top tips

20

Ideal maximum number of participants



Mix individual tasks with open discussion



Give clear structured instructions in tasks and questions



Give people time - don't overload with tasks, be flexible on timings, allow breaks



Bring real experience to life with projective techniques and self-ethnography

## Online groups

### Good for

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Building rapport and engaging on a human level

Gauging response to NPD and creative ideas

Mix of individual and group activities

### Top tips

4-5

participants for 90 minutes ideal for focused discussion



Check the tech - build in time to make sure software, camera and microphone are working for participants and stakeholders



Use visual and verbal signals to build rapport



Have participants keep pen and paper handy to capture thoughts before sharing



Use bespoke projective and group exercises matched

## Video interviews

### Good for

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One-on-one conversations - 'face to face at a distance'

Capture visual emotional cues missing in telephone depths

Sharing stimulus and gauging gut reactions

### Top tips



Let the participant settle in and warm up - one-to-one can be intimidating



Give time to think about responses



Encourage with visual and verbal feedback



Use tools that avoid over-rationalisation - particularly in B2B/Professional conversations



Capture key thoughts in a 'vox pop' summary video at the end

## Shared Screen Exploration

### Good for

+

Understanding digital consumer journeys and UX

Seeing the 'natural journey', from browse and search to indepth - plus distractions!

Showing emotional responses - people's faces as well as their screens

### Top tips



Observe first, ask second - see what people do before interrogating their behaviour



Understand context - lifestyle, category usage and pain points - before digging into UX



Use mocked up stimulus (eg interactive pdf) to explore UX/content ideas



Include tech teams in the process - their knowledge will add value to what you see