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
- Simutaneous translation is just as easy as in the back room or live streaming

Online forums

Good for

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

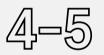
Good for

Building rapport and engaging on a human level

Gauging response to NPD and creative ideas

Mix of individual and group activities

Top tips



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

Good for

Video interviews

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 overrationalisation - particularly in B2B/Professional conversations



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

Good for

Shared Screen Exploration

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

