



ONLINE RESEARCH

QUALITATIVE, BIOMETRIC, QUANTITATIVE

20144567813

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ONLINE FGI

**ONLINE
FACETRACKING**

**ONLINE
SURVEYS**

ONLINE IDI



BENEFITS

- Online research do not require direct contact of respondents with each other and with the moderator
- They enable secure data collection even in case of an epidemiological threat
- They enable virtual meeting of respondents from different parts of Poland
- They are convenient for the subjects. Save time spent on testing (no need to travel to the test)
- They increase the convenience and speed of implementing nationwide projects
- It include people who cannot be examined in traditional qualitative projects (for example because of their style of living and place of residence)
- It is convenient for the Business Client - there is no need to move to a specific location to view the course of the test



QUALITATIVE RESEARCH PROCESS

Recruitment

- Recruitment of respondents is similar to classic qualitative research. With the same possibilities of selection and control of criteria.
- Recruitment is also possible via the online research panel.

Preview

- The client has the option of viewing the entire online research without being seen by the subjects. The preview is available remotely via a web browser. Preview is available simultaneously in more than one location.

Research proces

- Respondents recruited for the study receive a link through which they log in to the research platform via a web browser. They do not need to install anything on their computers.
- Respondents see and hear a moderator and each other in a case of qualitative research as well as during a teleconference.
- The qualitative test is carried out in the same way as for the stationary test. The moderator asks questions, shows materials such as photos, videos, drawings, sound files.
- The research is recorded in HD quality.



QUALITATIVE DATA

Qualitative research can be used to verify various research questions:

- Test of design projects, logotypes, packaging, key visuals
- New branding strategy testing and rebranding testing
- Marketing material's testing
- Tests of strategic image and product concepts
- Identification and understanding of barriers and desires of consumers
- Analysis of changes in life approaches (influence of environmental changes on people behaviour)
- Analysis of consumers' moods and attitudes

Method enable to collect qualitative data:

- Individual in-depth interview IDI
- Interviews with two or three respondents DYAD and TRIADA
- Mini Focus groups 4 - 5 respondents
- Focus groups 6 - 8 respondents

Optimal duration of meetings

- IDI 1 -1,5h
- Group meetings 1,5 - 2h



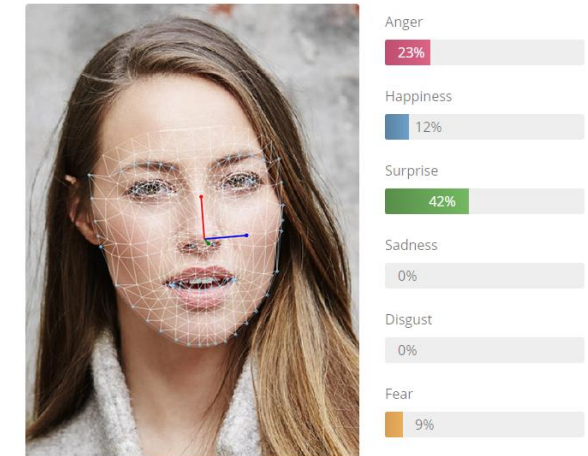
ONLINE FACETRACKING

Data collection of online emotional reactions:

- The survey takes place online, but under strictly controlled conditions by a moderator in voice contact with the respondent. The survey itself is conducted on a research platform accessible to the respondent through a link generated for him.
- The examined person is led by a moderator throughout the entire study. The moderator controls the correct preparation for the test, ensures that all the instructions are understood by the respondent. Underlines the key elements that are needed to correctly collect biometric data.
- The quality of the recording is checked right after the examination. The respondent is aware of this, therefore he tries to follow the instructions regarding the position in front of the computer and lighting as accurately as possible.

Obtained results

- Research provides data of 6 basic emotions (happiness, surprise, sadness, anger, fear, disgust) and emotional engagement. In the case of the ad and animatik test, the results **are referred to benchmarks**.
- Measurement is applicable to tests of: TV advertisement, animatics, static advertisement, logotypes, celebrities, website materials.





ONLINE SURVEYS

- **In internet surveys, apart from declarative assessments, the time of response is always measured** which is used to clean the database of people who:
 - Have a very short response time (not even enough to read a question). What means that surveys was just clicked without reading.
 - Have significantly extended response time in comparison to rest of a group – what shows a high probability that respondent was distracted during filling the survey.
 - Standard deviation indicators and variance values of results are used to clean the base using response times.
- We conduct quantitative online surveys on available web panels.
- We work with several panels, which is why we always agree with the customer what panel he prefers.
- Surveys are designed each time for the specific research needs of clients. Their content, scope, duration and form of questions are adapted to the specific objectives of the study.

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