



## Catch The Wave

*Deploying mobile data collection methods to develop richer, 'in the moment' insights*

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# Catch The Wave

## *Deploying mobile data collection methods to develop richer, 'in the moment' insights*

Researchers can use mobile research solutions to enhance their traditional data collection methods with dramatic results — especially with diary studies. The purpose of this white paper is to help you to gain a better understanding of how, where and when to utilize this promising new data collection method to deliver deeper insights to your clients.

### *Here are a couple examples of recent, real world solutions:*

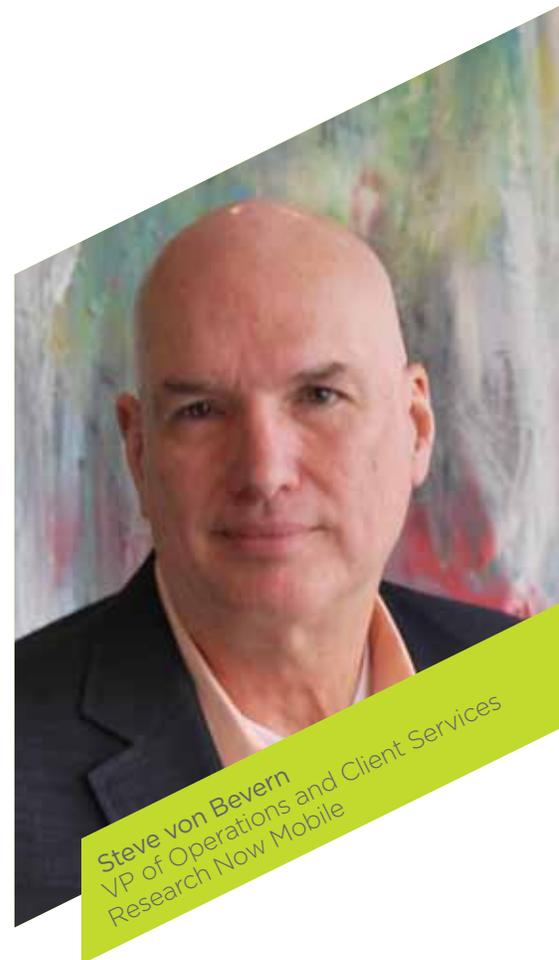
#### **Case Study 1: Taking it to the bank**

A commercial banking client wanted a more efficient solution to field a customer satisfaction project with monthly waves, to replace their costly F2F, interviewer-administered data collect methodology. Consumers received geo-location triggered survey invitations on their mobile device (tablet or smartphone) when they came in close proximity with a retail branch of the bank.

Faster results and lower costs were achieved by automation of data collection. Mobile surveys simplified data collection significantly — eliminating hours of work on tasks like scheduling and notifying bank managers about in-person interviewers schedules. Mobile also helped consumers be more candid and honest in their responses by eliminating F2F interaction with interviewers. Also, with the vast majority of their customers utilizing a mobile device, this solution did not compromise the representativeness of sample that can occur with F2F intercepts. Lastly, results flow right into a web reporting portal with no need for double entry of P&P surveys.

#### **Case Study 2: Stop and smell the rosé**

A major winery believes 'in the moment' mobile surveys at place of purchase can deliver enhanced insights about the factors that influence consumer purchases in a category driven by impulsive decisions made while consumers stand in the wine aisle of their favorite retail merchant. Wine label eye appeal, influence of in-store promotions, price comparisons, and wine tasting awards or ratings can significantly impact buying decisions. In a sensitive category,



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like wine, a minor change in any element — from label design to price — can make a major impact on the impulse to buy one brand or type over another. Mobile captures superior ‘in the moment’ feedback in real-time at the point of purchase decision-making, instead of hours or days after a visit. It also allows for a marvelous opportunity to capture videos, short audio sound bites, photos and UPC scans. These visual aids help wine marketers better understand exactly why one wine label appealed to a customer over another at the most critical moment in the purchase decision-making process.

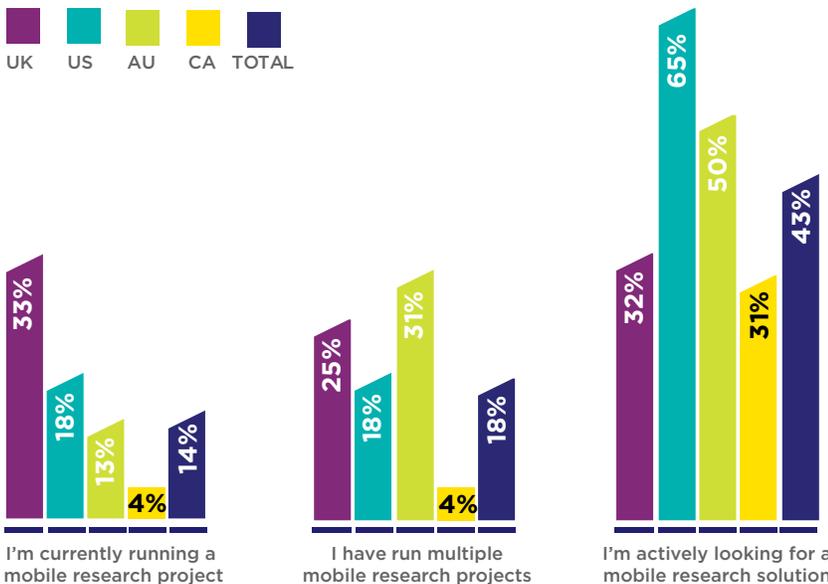
### The industry is calling for mobile

As smartphone and tablet purchases grow exponentially among consumers, researchers globally are embracing this tool quickly. Today, there are over 5.6 billion mobile devices globally — nearly one for every man woman and child on Earth. Mobile devices consist of not just smartphones, but feature phones and tablets as well.

A recent study conducted by Research Now among researchers in the US, Canada, UK and Australia showed 43% say they are actively looking for a mobile survey solution. In the US, that number spikes up to 65%. Another 37% of the respondents have looked into mobile research, but have not yet conducted studies.

As further evidence of growing interest, 65% of respondents stated that they expect to allocate up to 10% of their total 2012 research spend on mobile research. Mobile devices are rapidly becoming the tool of choice for consumers and B2B users. Smartphone devices have become so widespread, that they are expected to overtake desktop and laptops in terms of data use.

**“ 65% of researchers expect to allocate up to 10% of their budgets to mobile ”**



## *Smarter research from smart and feature phones*

Exponential smart phone growth offers exciting opportunities for innovative and intuitive ways to target, administer and collect data. Diary studies and HUTs are great methods to use for in-the-moment longitudinal metrics. Smart phones and tablets easily capture photos, videos, audio, UPC scans & more.

While smart phones are now over 50% of wireless devices, it is critical to accommodate feature phone owners who participate in mobile research as well. Feature phones still hold a sizeable market share estimated at approximately 30% in North America.

Technology and innovation are fast evolving around the social, mobile and online marketing triangle. This has become the most effective way to understand customers. Similarly, mobile is clearly overwhelming desktops when it comes to accessing the web. As mobile quickly becomes the de facto standard and the tool of choice among consumers, researchers must learn to use mobile in order to engage the evolving marketplace.

These possibilities present opportunities to enhance the process as well as some things to watch out for in order to ensure effectiveness of a mobile research.

That's what this white paper is all about. Let's dig a little deeper into lessons learned from a community advisory panel about qualitative research through quantitative diary studies. Even more important than the lessons themselves is the knowledge on how to apply this new information.

### **Questions that need to be addressed before launching a mobile study:**

- Do I need a native app or web app mobile solution for my diary studies?
- Do you need geo-fencing, geo-trigger or venue resolution versions of geo-location invites to push survey invites to consumers when they are near those retail locations?
- Is your study a simple qualitative 'day in the life' project where you need to capture responses to a few questions several times in the course of a day? Or a longitudinal study spread over one or two weeks?

Mobile research providers like Research Now can be a trusted expert to help determine the best approach to meet specific research objectives.



### What is the key reason to deploy mobile research?

While it's true that mobile surveys are done faster and less expensively, it's really the **quality of data** that makes the difference.

For example, mobile-based HUTs don't require respondents to stop what they're doing to go to a desktop and capture thoughts, opinions and attitudes in a delayed fashion, hours after the behavior occurs. Rather, they provide feedback whenever and wherever they are 'in the moment'. As aforementioned, one of mobile's best features is the ability to enhance that data with photo, video, and audio capture instantly, which has not been available before without asking consumer to carry equipment like cameras or recorders — not the most natural setting. In addition, permission-based passive data from smartphones can be captured as the respondent uses their phone on a daily basis to supplement what you get from attitudinal surveys. Research Now Mobile+ captures up to 24 different data metrics from the phone itself like websites visited or apps downloaded. It serves as a great way to combine behavioral information with mobile survey results.

### Respondent's willingness to adopt and respond to mobile surveys

Research Now Mobile panelists were recently asked if they are willing to participate in diary and one-time surveys while shopping. An impressive 83% said "yes, very interested" for their top box score. While this is admittedly a biased sample given that they already have Research Now Mobile on their mobile devices, there have been similar levels of interest from traditional online panelists who are asked to download Research Now Mobile for one-time or ongoing studies. In some traditional desktop online surveys, we see as many as 18% of respondents attempting to take the survey on their mobile device.

It's also important to know that mobile studies can help generate higher response rates from traditionally hard-to-reach audiences. Very high response rates from groups as diverse as tweens and young males through hispanics are often seen — all three groups which have proven very difficult to reach online. Research Now Mobile surveys typically see 17 to 34% response rates across a wide variety of categories and studies.

A robust mobile survey software lets researchers conduct F2F data collection fieldwork like intercept surveys on iPads and other tablets — another important capability. Replace costly CAPI data collection devices with iPads or other tablets. And, for F2F intercept surveys, make sure your mobile software platform records interviews offline as well as online. A mobile survey solution

**“ Enhance  
that data  
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video, and  
audio capture  
instantly ”**



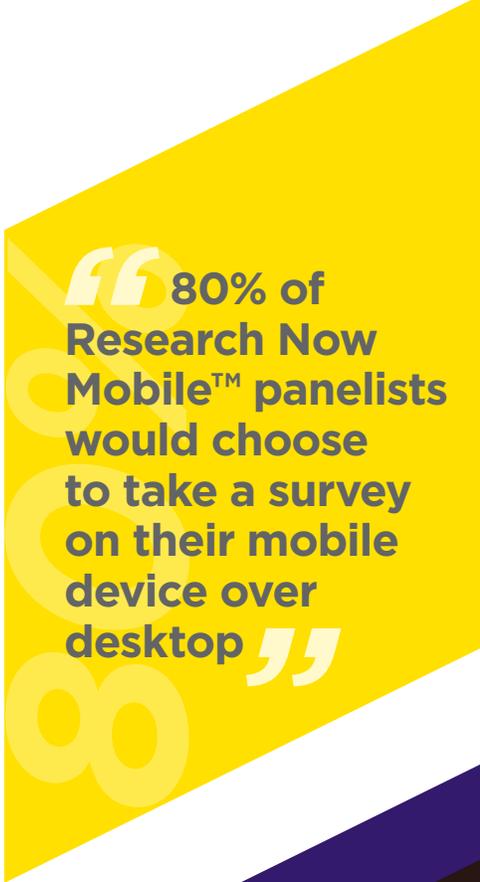
has to do just that — let respondents capture their answers, photos, videos or UPC scans when wireless coverage is not present. Research Now Mobile, for example, allows interviewers to typically collect 50 to 150 interviews before their tablet has to re-connect to a wireless network and automatically download data without interviewer manual intervention.

Research Now Mobile panelists also say that they prefer mobile surveys over desktop. 80% of Research Now Mobile panelists chose a mobile option when given a choice between desktop and mobile. Naturally, these panelists are pre-disposed to take mobile surveys because they joined the Research Now Mobile panel, own smart phones and have the Research Now Mobile native app downloaded to their mobile devices. However, Research Now Mobile offers both browser and native app mobile survey tools. This provides ease of use so that the 30% of consumers who still have feature phones can participate. This provides wider representation for mobile studies while it ensures that people outside the Research Now Mobile panel members can take surveys on their mobile device without downloading our native app — on either their mobile or desktop devices. Today, for example, Research Now Mobile software can capture results from 95% of mobile devices out there.

Research Now Mobile has run surveys with clients using their own proprietary lists successfully motivating their customers to download Research Now Mobile's native app for one-time or ongoing surveys, and/or to use our browser based version — usually for one-off studies. For studies with customer lists that require mobile data collection, Research Now Mobile can ensure that respondent take the survey while in a retail location. Through lat/long validation, use of photo captures and other tools at our disposal, if someone attempts a mobile survey on their desktop device, Research Now Mobile can recognize that and can block participation.

#### **Are panelists comfortable completing mobile surveys when out at retail outlets and in at their homes?**

Any client who has conducted in-home traditional ethnography knows the answer is yes, but here's further proof that consumers will participate. 98% of consumers in a recent study provided photos taken at home of pets, snack products in the pantry and their autos out in the driveway. 80% in a recent in-home survey provided audio feedback (recordings in response to an open-end question). 100% provided photos during a grocery store visit.



**“ 80% of Research Now Mobile™ panelists would choose to take a survey on their mobile device over desktop ”**

Mobile is still in its infancy, so consumers are more likely to attempt surveys on mobile devices without actually making store visits. Plan to over-recruit to ensure enough valid responses. The percent over-recruit required varies widely by study topic, audience targeted and type of shops or visits requested.

Research Now Mobile project managers can provide you norms for over-recruitment based on your specific project needs. In either case, ways exist to control the quality of surveys submitted through tools like verifying lat/long of the survey and analysis of user ID strings. Clearly mobile as a medium provides an enhanced engagement and survey experience to respondents which directly improves the quality of data one can expect to collect for a diary study or in house usage tests.

Mobile surveys can be longer than respondents expected, so plan to incentivize shoppers with value offers similar to secret shoppers. A good rule of thumb is to plan to over sample by 15%.

### *Utilize the power of mobile device features*

Take full advantage of mobile survey platforms that offer photo capture, audio feedback, UPC scans. When thinking of project objectives, a common question that researchers ask is: “Is it more, less or of equal importance that I see what’s involved in the moment being reported versus gaining a participant’s perspective on what’s happening in that moment?” If it’s more important to see who, what or the context involved in the moment being reported, photos or videos will be important elements of the survey questionnaire. If it’s less important that you see who or what’s involved in the moment, and more important that you understand what that moment means to your participant, voice/audio capture or open end text questions will be a better choice. If it’s of equal importance to see what is happening, as it is to get your participant’s perspective of the events as they unfold, then try video.

Project timelines also needs to be assessed and established carefully based on the mediums finally chosen. Mobile has been used successfully to conduct ‘day in the life’ surveys, or to field projects that run over several weeks. Capturing ‘day in the life’ data is enhanced by the mobile platform’s ability to push reminder invites to the device through multiple methods — SMS text, push notifications or e-mails. Send messages every two hours, for example, to capture mealtime or snack ‘in the moment’ experiences.



A good mobile survey platform will include the ability to schedule reminders or follow-up survey waves by date and time of day. Choosing the right approach and method to administer/trigger the survey is critical. Make sure that all the respondents are reached and in the most appropriate ways. For a mobile-based panel, use geo-location based trigger or SMS invite to bring participants to the survey.

The same holds true for sending reminders. A robust reporting platform for tracking progress across all the mediums chosen for your study is critical to the success of your project. It helps track the progress and trigger reminders to the participants.

Picture, audio and videos are very rich and insightful. Use more of these question types. Think of intuitive questions and question types. For example, perception mapping, heat maps, concept canvas, collecting images with captions from respondents can reach a deeper level of commitment. Split surveys into various activities if needed, which can be spread across various halves of the day — like taking images of various meals through the day. Capture information while on the way to and from work etc. Use intuitive triggering methods, like geo-location triggers to fetch exciting and deeper insights into consumer behaviors.

Always engage respondents via a two-way dialogue, both with researchers and among respondents. The richness of insights gathered is astonishing. Treat a diary study as an experience study and not just a survey focused on collecting quantitative data.

### ***In conclusion***

Mobile phones and devices are the most highly adopted technology in history. The ability to conduct data collection via these devices brings an exciting opportunity for researchers to engage consumers in a far-reaching way. With the additional insights gained through mobile, researchers and their clients are more equipped than ever to make better business decisions that reflect the needs of the marketplace. The time is ripe to take advantage of this new wave in technology, and it's up to you to take the next step and incorporate mobile into your overall research platform. Are you ready to catch the wave?

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