



DOYLE RESEARCH

inspired qualitative since 1986

“in the moment” qualitative



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AMA Chicago*

February 2011

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role of “in the moment” research

- Focus groups provide a forum for respondents to report on experiences *after* they’ve happened.



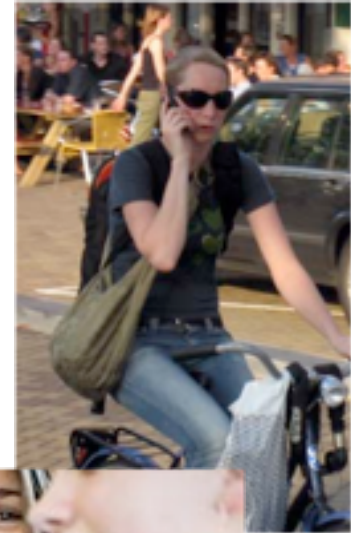
role of “in the moment” research

- “In the moment” research captures experiences *as* they happen.
 - Triggers
 - Spontaneous thoughts and actions
 - Pain points
 - Spontaneous reactions to products, environments, experiences



streettalk[®] mobile interviews

- Using their own phones, respondents can send texts, voicemail messages, photos, and/or video capturing “stream of consciousness” thoughts—when and where they happen.
- Ideal for getting “in the moment” insights from pre-recruited respondents in situations when you can’t, or shouldn’t, be with them.

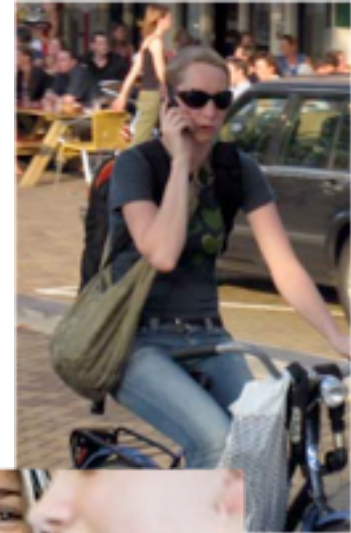


Media example



streettalk[®] mobile interviews

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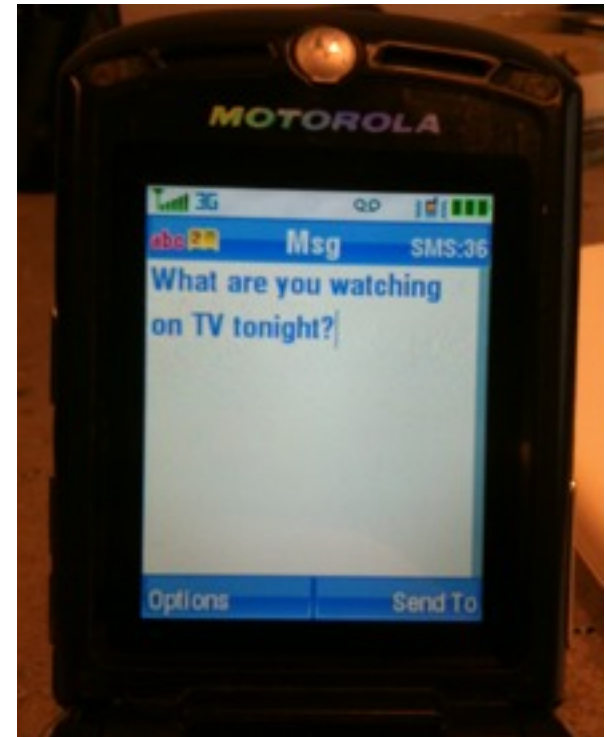


Media example



streettalk[®] mobile interviews

Outbound texts prompt responses over time.



streettalk[®] mobile interviews

SHOP OUT LOUD!

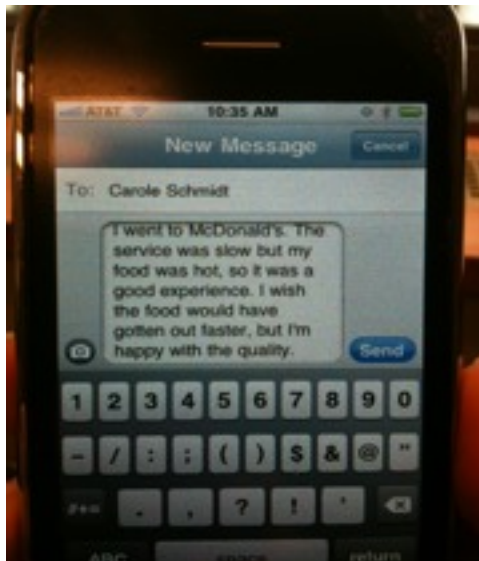
Please Dial
Phone #: 877-591-0649

dr Questions about the study:
Please call Chris at 312-863-7617

Questions about dialing in
and picture sending:
Please call Irene at 917-579-3496

DIAL A NOTE

I'd like you to shop for your [redacted] "out loud" – by talking to the Dial-A-Note. Take me with you through the process of deciding which [redacted] you choose, every step of the way! What do you think of the aisle? What do you look at first? What do you think of what you see first? Second? Third? And how does this help you decide what to buy? Tell me what you look at, what helps you shop, what gets in the way, what you think of brands, prices, [redacted] supply, [redacted] arrangement, and the [redacted] themselves! Is anything missing? What would help make this this a better experience? To repeat, SHOP OUT LOUD!



Inbound: we provide direction; respondents respond on their own time.

shop along interviews



- Researchers spend time with a shopper, observing their behaviors and questioning them for clarification.
- Ideal when you want to understand the impact of store displays, merchandising, layout, and product selection in the retail setting.

shop along interviews



- **Pre-recruited:** Respondents recruited who plan to purchase a specific item in the next days/ weeks/months. Asked to shop the store as if a decision will be made today.

shop along interviews



- **Intercept:** observe shoppers in a particular aisle. Intercept specific shoppers after they've made a product selection and question them.

mixed-method approach

- 360 view
- More units of analysis
- Contextual information



Questions?

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