

Online Product Testing			
	Base Method	Alternative Method	Alternative Method
Online Application	QualJournal™	QualBoard™	QualMeeting™
Rationale	Longitudinal Diaries for depth without group interference	Longitudinal group interaction	Real Time Visual Reactions. Impulse products.
Participants	Approximately 18	2 QualBoards of 15	12-18 IDIs
Length	7 days depending on product, use frequency and assignments	3-7 days depending on product use occasions and brainstorming desired.	30-45 minutes
Methodology Recommendations	<ul style="list-style-type: none"> ▪ Moderator posts questions/assignments daily ▪ Assignments include everyone who interacts with the product ▪ Test product in multiple ways ▪ Request posting of digital photos and video liberally 	<ul style="list-style-type: none"> ▪ Use question masking to limit group bias on key questions ▪ Request posting of digital photos and video liberally ▪ Test product in multiple ways ▪ Brainstorm product use or improvement ideas ▪ Use creative “contests” to encourage ideas and generate energy 	<ul style="list-style-type: none"> ▪ IDIs ▪ Send product with instructions not to open packaging until requested in the interview. ▪ Watch the product in use ▪ Interview respondent during use
Recommended Incentive	Equal to focus group incentive	Equal to focus group incentive	1/2 of focus group incentive
Options	<ul style="list-style-type: none"> ▪ Include quantitative questions ▪ Follow-up focus groups to further explore in a group setting ▪ Introductory QualMeeting™ IDIs to set expectations & gather initial information 	<ul style="list-style-type: none"> ▪ Include quantitative questions ▪ Use camera as part of incentive ▪ Follow-up QualBoard to test ideas generated 	<ul style="list-style-type: none"> ▪ Follow-up QualJournal™, esp. for multiple use products ▪ Follow-up QualMeeting™ IDIs to investigate use and satisfaction
Advantages	<ul style="list-style-type: none"> ▪ Multiple Use Occasions Tested ▪ Tested in the environment ▪ Larger Samples than Ethnos ▪ Cost/Time Effective. No travel ▪ High Volume of Information 	<ul style="list-style-type: none"> ▪ Opportunity to brainstorm uses or improvements ▪ Tested in the environment ▪ Larger Samples than Ethnos ▪ Cost/Time Effective. No travel ▪ High Volume of Information 	<ul style="list-style-type: none"> ▪ View real time “initial reactions” ▪ Flexible, individualized interview ▪ Cost/Time Effective. No Travel
Disadvantages	<ul style="list-style-type: none"> ▪ No “Initial Reactions” from asynchronous research ▪ Lack of “objective” reporting 	<ul style="list-style-type: none"> ▪ No “Initial Reactions” from asynchronous research ▪ Lack of “objective” reporting ▪ Potential for group bias 	<ul style="list-style-type: none"> ▪ Limited testing capability w/o follow-up

