

Online Discussion Boards

Consumers are Changing - Are your Research Methodologies?

Trailblazer Research introduces online discussion boards (or bulletin boards) as a highly effective and intuitive way to engage and understand your customers in our digital age in order to provide research findings that drive action.

Benefits of this Online Methodology:

- ◇ High quality, relevant actionable insights with depth and integrity.
- ◇ Quality output containing rich verbatim quotations.
- ◇ Blend of qualitative and quantitative.
- ◇ Fast turnaround of reporting due to highly accurate transcripts.
- ◇ Appeal to all demographics with reduced 'group think' influence.
- ◇ Quality engagement with written responses offering time to reflect.
- ◇ Anonymity encourages more open and honest feedback.
- ◇ Convenience for participants to login from anywhere at any time.

We call our online board - Round Table - Bringing Heads Together as depicted by this image of participants on their assorted devices.



What Our Clients Say About Their Experience With Our Online Discussion Boards:

'We engaged TSMR to investigate how our new products would be received by different demographics and nationalities. The information we received was invaluable to decide which factors were important to which type of customer. We also tested our packaging and marketing materials and have since altered them based on the market feedback.'

Katherine Reardon, Waitaki Biosciences, December 2019

What Our Participants Say About Our Boards:

'The time allocated for this discussion board was great - running this over 3 days meant that I was able to take my time and answer the questions with care, and login numerous times when it suited me.'

'I like the online discussion board because I could do it in my own time, no travelling required. It allows time to think, add more information, digest what others have said and comment. Not looking at my watch as you can in a live situation and wonder how much longer it's going on for. No parking hassles or rush to get there after work. I believe more likely to get willing participants due to ease of being able to do from home in own time.'

How Online Discussion Boards Work:

- ◇ Moderator creates a discussion guide & questions for our private online discussion board.
- ◇ Similar to focus group concept but procedure-wise comparable to commenting on Facebook.
- ◇ Participants meeting desired demographics, each receive private and protected access.
- ◇ Participants login to respond to questions, answer single or multi-choice polls or join open discussion topics. Once they comment on a topic, respondents are encouraged to comment and engage with other participant's earlier posts.
- ◇ Each participant must provide input on every topic resulting in a rich in-depth discussion.
- ◇ Participants can upload screenshots or images to illustrate their viewpoint.
- ◇ Cross-tabulation enables comments to be filtered in order to report on sub-sets of participants i.e. by gender, age, ethnic group.

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