

# Online Discussion Boards

## Consumers are Changing - Are your Research Methodologies?

As an alternative to in-person focus groups, **Trailblazer Research** introduces online discussion boards as a highly effective and intuitive way to engage and understand your customers in our digital age and 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 (discussion) and quantitative (numbers).
- ◇ 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 and questions for our private online discussion board.
- ◇ Participants meeting desired demographics, each receive private and protected access.
- ◇ Participants login to respond to set open text questions, answer single or multi-choice polls or join open discussion topics.
- ◇ Similar to focus group concept but procedure-wise comparable to commenting on Facebook, once they comment on a topic, participants 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, documents or images to illustrate their viewpoint.
- ◇ As responses are typed, highly accurate transcripts of the entire discussion are available.

**Trailblazer**  
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**For more information:**

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