



directiveanalytics

Guiding Strategic Marketing Decisions

Directive Analytics has developed and executed qualitative research to answer a variety of research issues:

- Idea Exploration
- Product Usage Testing
- Promotion and Package Testing
- Advertising Refinement
- Package Design Evaluation
- Taste Testing
- Perceptions and Knowledge Study
- Category Exploration
- Communications Check

We have a broad tool set of traditional and innovative qualitative techniques:

Offline Methods:

- In-Depth Interviews
- Friendship Pairs/Dyads/Triads
- Mini-Groups/Full Groups
- Man in the Street Interviews
- Ethnographies
- Shop-Alongs
- Brainstorming

Online Methods:

- directiveDIs
- directiveCHAT
(Online Bulletin Boards)
- directiveFOCUS
(Online Focus Groups)
- Brainstorming

Innovative Methods:

- Virtual Ethnographies
- directiveMOMENT
- directiveDIARY

Qualitative research is a critical part of the market research industry and is integral to many of our research engagements. It allows us to uncover new product ideas, product uses, barriers, etc. that cannot be uncovered in quantitative research. Through qualitative research, we give consumers a voice and a forum to tell our clients what they are doing, feeling, thinking, and wanting in their own words. It allows us to probe more in-depth into a topic area and really understand the whys of those feelings and actions.

At Directive Analytics, we believe strongly in the “whys”. That is, sometimes it is not just which package consumers want, but why? It's not just does the advertising resonate with the target audience, but why? It's not just whether a new product introduction will cannibalize existing sales, but why? At Directive Analytics, our team possesses a deeply rooted inquisitive nature which drives us on each and every client engagement. We use our extensive qualitative research tool box to facilitate getting to the “whys”.

Depending on our clients' research objectives, budgets, time constraints, and other factors, we help them identify the best tools to garner the insights they need.

In addition to offering traditional qualitative services such as in-depth interviews and focus groups with RIVA trained moderators, we have developed an array of innovative methods to dig further into the consumer. These methods vary from in-person approaches (e.g., projective techniques and dairying) to out-of-room methods (e.g., Man in the Street interviews, shop-alongs).

We have found that it is not always practical or desirable to bring consumers together to participate in standard qualitative research. So we have developed several techniques that utilize easy-to-use technologies such as digital cameras, cell phones, webcams, and tape/voice recorders to bring the consumer voice and experience to our clients.

Virtual Ethnography: Using video cameras, webcams, voice recorders, and/or digital cameras and online bulletin board technology, participants narrate and make video recordings of real life activities such as cooking dinner, doing laundry, installing a new electronic device, etc. Participants can also be given tasks to do and record the results (e.g., using a particular cookware, a new cleaning product, or programming a new universal remote).

directiveMOMENT: Participants are recruited to provide in-the-moment feedback relevant to the study at hand. directiveMOMENT gathers information about things such as purchase triggers, options considered, emotions associated with the purchase decision, pain points, and the final decision and/or purchase. We are able to collect feedback through a variety of mechanisms depending on the category and consumer group we are researching. Some methods include: voice messages, texts, emails, voice recorders, and photos.

directiveDIARY: Using a similar set of tools, participants can develop a rich and in-depth diary that represents their behaviors, emotions, and attitudes about a particular subject, hobby, consumer category, etc. over an extended period of time (e.g., 3 days to 2 weeks). Generally, participants are given a series of questions and guidelines to fill out their diary about some particular behavior under study (e.g., family meal preparation) and may be given tasks to complete (e.g., providing a favorite recipe).



Method	Pros	Cons
Virtual Ethnography	<ul style="list-style-type: none"> Allows <i>real</i> world observation New tasks can be assigned on the fly More cost effective than in-person ethnographies 	<ul style="list-style-type: none"> Relies upon participant to record/capture the full dynamic and process Potential for user error/technology issues
directiveCHAT	<ul style="list-style-type: none"> Provides an anonymous forum to discuss private and sensitive topics more openly Convenient for busy parents, professionals, and teens allowing more scheduling flexibility Can probe <i>privately</i> with respondents 	<ul style="list-style-type: none"> Does not allow moderator to observe non-verbal queues and reactions May result in less participant interaction than a traditional focus group Feedback to probes may not be immediate
directiveFOCUS	Same as directiveCHAT plus: <ul style="list-style-type: none"> More interaction between participants (vs. directiveChat) Allows for immediate probing 	<ul style="list-style-type: none"> Cannot observe non-verbal queues and reactions Less interaction between participants (vs. traditional groups)
directiveDIARY	<ul style="list-style-type: none"> Integrates a more holistic view of the consumer behavior, including emotions and attitudes about the behavior New tasks can be assigned on the fly 	<ul style="list-style-type: none"> Potential for user error/technology issues Open format may require more digging for the key insights
directiveMOMENT	<ul style="list-style-type: none"> Captures in-the-moment reaction Collect feedback through a variety of mechanisms 	<ul style="list-style-type: none"> Format and structure of feedback is less standardized than in traditional intercept studies

Why Choose Online?

With ever increasing Internet penetration and technological adoption, the Internet has proven to be a valuable tool for qualitative market researchers. Online qualitative research methods may be ideal when:

The topic is of a sensitive nature: Online methodologies provide a sense of anonymity that can facilitate more honest and open dialogue between participants on sensitive topics

Target participants are geographically dispersed: Online methodologies provide a “virtual location” so that a broader array of consumers can be brought together without the need for the travel and expense of a multi-market study. This may also be needed when the target population is small and enough consumers cannot be found in a single market (e.g., specific low penetration product users)

Participants have busy or hard to coordinate schedules: Online methodologies allow for the gathering of participant feedback on their schedule which works well for teens, busy moms, and certain professional groups (e.g., ER doctors)

Timelines are tight: Online methodologies can often be recruited and executed more quickly

Budgets are tight: Online methodologies often provide significant cost savings over traditional methodologies

Why You Should Use Directive Analytics

We provide tailored research, analytical, and consultative solutions that adapt products to client needs and not client needs to products.

- We are agnostic in our use of different types of field options.
- We tailor the research designs and field options offered to best meet your needs and requirements.
- We offer principal involvement in all work, offering you the highest caliber of service and responsiveness.
- We have experienced RIVA trained moderators on staff with extensive experience in a variety of qualitative methods.
- We are constantly innovating and developing new techniques that leverage technology to get a deeper understanding of the consumer mindset.
- Our primary interest is helping you meet your business objectives, which we believe will make you want to continue partnering with us in the future.

Industry Experience

- Consumer Products
- Education
- Electronics
- Financial Services
- Food Services
- Health Care/Pharmaceutical
- Hospitality/Travel
- Non-Profit
- Media (online & offline)
- Retail
- Telecommunications

For more detailed information on how we can help you with your qualitative or other research needs, contact us at: (203) 855-8550 or info@directiveanalytics.com.



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