



# Immersive Discussion Boards

## **Faster - Deeper - Cheaper - Actionable**

### WHAT IS THE IDEASpan IMMERSIVE DISCUSSION BOARD?

- IdeaSpan programs posts activities/questions for each day.
- The respondent logs on daily and participates in the activities. Participants participate in activities such as: posting pictures, answering questions, play sorting exercises, recount a recent experience, respond to other participants' contributions, etc.
- IdeaSpan moderators probe, clarify and direct conversations.
- Data is captured in the respondent's own hand and analyzed by analysts specially trained by IdeaSpan to handle Immersive Discussion Board analysis.

### Client Testimonials

*The IdeaSpan team did a stellar job on this project! I had no idea this method could be leveraged to this degree!*

*My team was surprised by the amount of information gathered! We took some very deep dives and covered more material than we would have covered in one-on-one interviews.*

*IdeaSpan gathered valuable mapping of the decision process—including the impact of peer influencers...*

### LEVERAGING DIGITAL COMMUNICATION TRENDS... AN ADVANCEMENT IN MARKETING RESEARCH **BEST PRACTICE**

- Log in at client's & participant convenience
- Participants create a staggering amount of strategic information
- Flexible and familiar format
- Collect both individual perspectives and group discussions
- Reflective, considered & robust responses
- Anonymity = frankness (Avatars as needed)
- Group thinking eliminated: All voices heard equally for each topic



Tablet/I-pad/Laptop/Phone

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## IDEASpan—VALUE ADD

### Expert Recruit & Respondent Support

#### IdeaSpan Moderators –Fully Transitioned to Digital Research

- Keen understanding of on-line research tools
- Leverage digital tools for inspired activity guides
- Expert in encouraging participants to clarify and expand upon their contributions
- Orchestrate participants' interaction with specific group members as well as the entire group
- Profile building incorporated into warm-up activities

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## RESPONDENT OPINIONS

*I did like the opportunity to be open and honest about the questions asked.*

*It has been extremely helpful to see and read how my colleagues think and feel about this topic.*

*It prompted me to think about things I wouldn't have otherwise.*

*I could do this at a good time for me. There was nothing I did not enjoy.*

*This research format is very direct and since you have to comment before moving on, it forces you to really consider what you want to say.*

*I like to participate in a discussion board with controversial subjects.*

*The format is very similar to taking some online classes which is good because it combines different methods of communication.*

*... I get the impression of competence (from IdeaSpan), which is why I continue with these projects.*

*I find IdeaSpan to be a bit more "personal" in their interaction with research participants than some of the other research firms.*

*IdeaSpan surveys are always straight forward and they follow through on payment (honorarium).*