20|20
RESEARCH

You can see clearly now.

Online Bulletin Boards

In this webinar you will learn:

- A little about 20/20 Research

- Bulletin Board Overview

- System Interface

- Case Studies

- FAQ's

QualBoard 3.0 ™

We're here to help you better understand online.

- A full-service qualitative fieldwork firm

- The only firm to provide the tools, services, project management, and nationwide recruiting under one roof

- The industry's largest team of online qualitative specialists

- 23 years of fieldwork experience

- Thousands of online projects

- Tens of thousands of online participants

- The industry's widest range of solutions

QualBoard™ ← Bulletin Board Focus Groups

QualMeeting™ ← Webcam Focus Groups

QualAnywhere™ ← Mobile Qualitative

QualJournal™ ← Blogging

QualBoard™

Bulletin Board

Focus Groups

What is a Bulletin Board?

- Asynchronous web-based discussion

    - Moderators/Clients/Participants all log in on their schedules

- Boards contain about 10-30 Participants

    - 15 is the "sweet spot" for most projects

    - Moderators run 1-4 boards simultaneously

- 3-5 days of discussions

    - Typically 2 sections per day (a section is like a page of questions)

    - For example, AM/PM section

Bulletin Boards:

QualBoard™

What is a Bulletin Board?

- Participants are answering 5-10 questions per sections

  - Engaging other Participants

  - Answering Moderator probes and follow-ups

  - Answering a wide variety of questions

  - Viewing concepts and stimuli (images/video/etc)

- Clients and Moderator interact in "backroom discussion"

- Boards yield a tremendous amount of data

Bulletin Boards:

QualBoard™

Why Bulletin Boards?

Bulletin Boards:

QualBoard™

- Extremely deep and interactive engagements
- Easy for participants (especially busy ones like physicians and CEO's)
- Very cost effective
- Cover a wide variety of topics and concepts
- 3-4 times the data from the same participants
- High participation rates
- Removes geographic/time barriers

Who uses Bulletin Boards?

Typical Project Flow

Project (s) created
- 20|20 creates your boards
- Moderator can begin loading discussion guide, adding users, loading stimuli

Discussion Opens
- Participants can access the board via their Dashboard
- Clients can observe and leave notes/comments

Discussion Closes
- Participants no longer have access to the project
- Moderator can still access the entire project

QualBoard User Types

Moderator

- Runs and Manages Discussion
- Programs Discussion Guide
- Can reply/respond to anyone anywhere

Client

- Passive observer; can view entire discussion
- Can leave "Backroom Notes" or participate in the backroom discussion

Participant

- Participates in the discussion

Sections and Questions

Section 1:
Day 1 AM Section

Opens: Monday, 5AM

Question 1

Question 2

Question 3,4,5 etc...

Section 2:
Day 1 PM Section

Opens: Monday, 5PM

Question 1

Question 2

Question 3, 4, 5, etc...

Section 3:
Day 2 AM Section

Opens: Tuesday, 5AM

Question 1

Question 2

Question 3, 4, 5, etc...

Section X:
Day X, X

Opens: XXX,XXX

Question 1

Question 2

Question 3, 4, 5, etc...

Question Types

Text Response

- "Standard" question type
- Participants can leave text-based response
- WYSIWYG editor
- Can respond with links, embedded images, stylized text

Multiple Choice

- Can contain up to 10 different multiple choice options
- Multiple choice = "Choose ONE of the following"
- Participants can also leave a COMMENT as to why they answered that way
- Can be used to auto-apply group tags

Multiple Answer

- Multiple Answer = "Choose ANY of the following"
- Same functions as Multiple Choice questions

Media Response

- Participants can ONLY upload an image or video, and then may leave a comment about it
- Extremely simple and easy way to collect image/video content

Notice

- Notice cannot be responded to
- Good for "general information"

🏠 Dashboard (Home)

QualBoard on Localhost

My Projects   **?** Help

My Profile

Name: Jim Smith
E-mail:
participant@2020research.com
Last Login: September 5, 2009,
3:23 PM
Update My Profile

Unread Messages

You Have No Unread Messages

Dashboard

My Projects

▶ Start

Cellphone Usage Study A
This project closes on September 19, 2009, 8:00 PM.
Your Display Name: Jim Smith

Getting Started Tutorial

Welcome to QualBoard, Jim.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
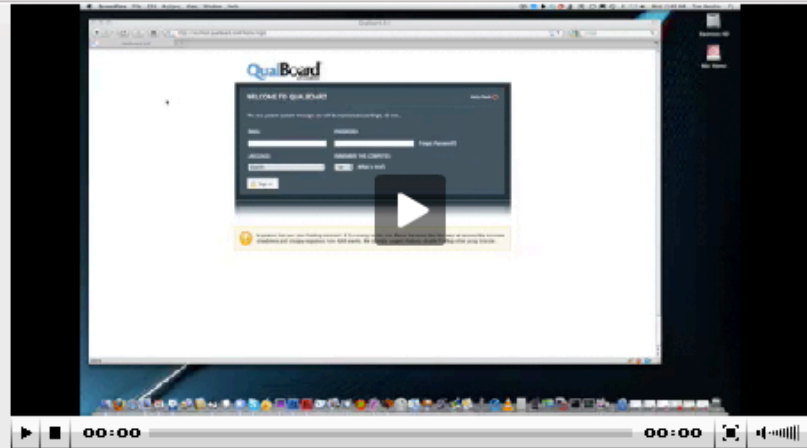
▶ ■ 00:00 ━━━━━━━━━━━━━━ 00:00 ⛶ 🔊

Powered By **QualBoard**

Contact Support

🛟 Live customer support is on-line. Click here to chat.

✉ Submit a Support Request

Threaded Discussion

Jennifer Tyson (Moderator)

Welcome! We're going to spend the next few days talking about your personal cell phone usage.

I'd like to start off our discussion by having you introduce yourself.

Go ahead and **REPLY** to this question below and tell me a little about yourself!

Info

Reply

Jim Smith **(Online)**   September 5, 2009, 3:30 PM ☆

Hi... my name is Jim Smith and i'm 33 years old. I've had a cell phone for about 12 years. Sprint has been my carrier for the entire time i've had a phone.

I live with my wife and kids in Philadelphia, PA. Go EAGLES! 😛

Info

Reply   1 Content Tag(s)   0 Backroom Note(s)   Edit

NEW! Mark Jones   September 6, 2009, 12:46 PM ☆

You can type your answer in here! You can use any of the formatting options above, just like in other applications!

Info

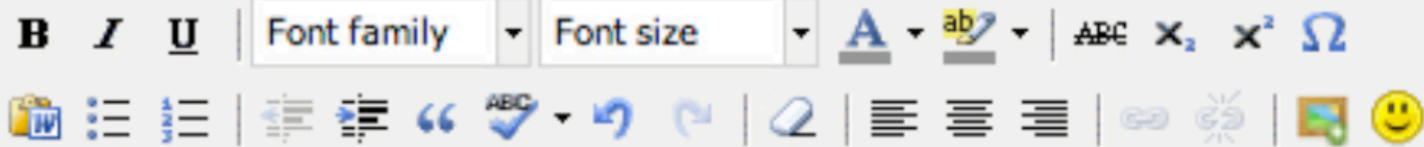Reply   0 Content Tag(s)   0 Backroom Note(s)   Edit

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Welcome! We're going to spend the next few days talking about your personal cell phone usage.

I'd like to start off our discussion by having you introduce yourself.

Go ahead and **REPLY** to this question below and tell me a little about yourself!

Reply to this Post

B *I* <u>U</u> | Font family ▾ | Font size ▾ | **A** ▾ | ab ▾ | ABC x₂ x² Ω

This is AMAZING! Participating is so easy... it all happens right here...

Jim Smith September 5, 2009, 3:30 PM ⭐

Hi... my name is Jim Smith and i'm 33 years old. I've had a cell phone for about 12 years. Sprint has been my carrier for the entire time i've had a phone.

Info

I live with my wife and kids in Philadelphia, PA. Go EAGLES! 😛

User Profile ☒

Basic Information

Name	Jim Smith
Email	participant@2020research.com
Last Signed In	06/09/2009 at 5:08 PM
Age	33

Participation Stats

Total Participation	0%
Reply Participation	40%
Recent Activity	● Has posted in the last 24 hours

Assigned Group Tags

	early adopter 🏷️
	frequent user 🏷️
	unmarried 🏷️

🏷️ **Add New Group(s)**

💬 Reply 🏷️ 1 Content Tag(s) 📋 0 Backroom Note(s) ✏️ Edit

Rich Participant Data

Multiple Question Types

Question Types

Text Response

- "Standard" question type
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Multiple Answer

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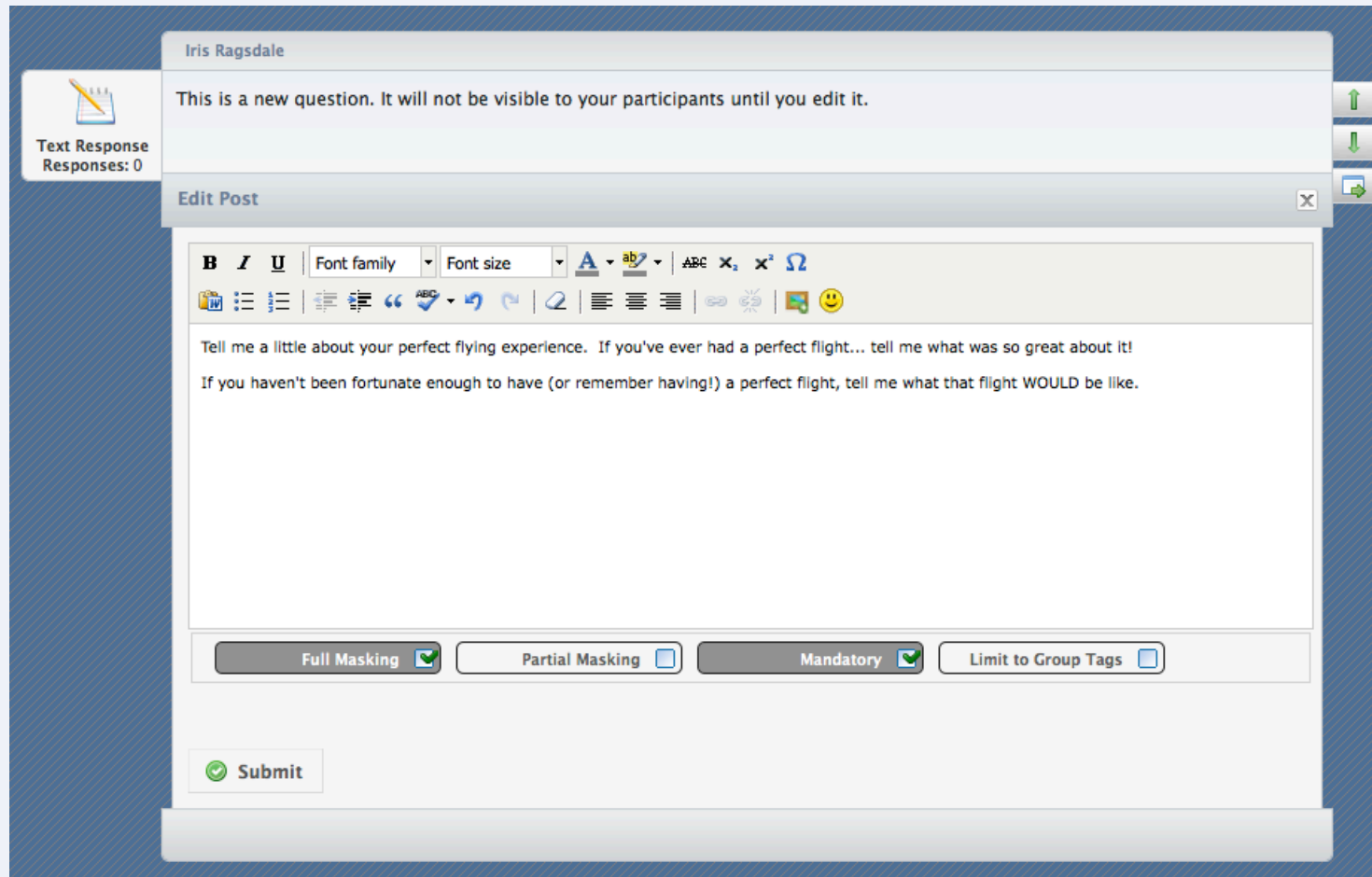- Same functions as Multiple Choice questions

Media Response

- Participants can ONLY upload an image or video, and then may leave a comment about it
- Extremely simple and easy way to collect image/video content

Notice

- Notice cannot be responded to
- Good for "general information"

Simple to program a discussion

Iris Ragsdale

This is a new question. It will not be visible to your participants until you edit it.

Text Response
Responses: 0

Edit Post

Tell me a little about your perfect flying experience. If you've ever had a perfect flight... tell me what was so great about it!

If you haven't been fortunate enough to have (or remember having!) a perfect flight, tell me what that flight WOULD be like.

| Full Masking ☑ | Partial Masking ☐ | Mandatory ☑ | Limit to Group Tags ☐ |

✓ **Submit**

Isaac Rogers (Moderator) (Online)

What Airline did you fly?

Info

Reply to this Post ✕

Please select an answer:
- ☐ American Airlines
- ☑ Southwest
- ☐ Delta
- ☑ United

✅ **Submit Reply**

Additional Comments: (Optional)

Surveys and Polling

John Smith   September 11, 2009, 12:39 PM ☆

Answer	Assigned Group(s)
Delta	Competitor

Comments:

Info

💬 Reply   🏷 0 Content Tag(s) ✉ 0 Backroom Note(s) ✏ Edit

Isaac Rogers (Moderator) (Online)

It sounds like you did NOT fly American Airlines... can you upload a picture to show me how your last airline experience felt? You can pick any image from places like:

images.google.com

images.bing.com

And upload it in response to this question.

This question is only being displayed to select user groups that you have defined in the discussion guide.
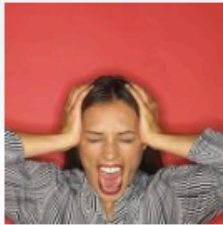
Info

💬 Reply

John Smith   September 11, 2009, 12:40 PM ☆

Info

Note: Click thumbnails to view larger versions.

💬 Reply   🏷 0 Content Tag(s)   ✉ 0 Backroom Note(s)   ✎ Edit

Isaac Rogers (Online)   September 11, 2009, 2:40 PM ☆

Info

Note: Click thumbnails to view larger versions.

💬 Reply   🏷 0 Content Tag(s)   ✉ 0 Backroom Note(s)   ✎ Edit

Advanced Multimedia

Group Tags/Content Tags

- Group Tags:
    - "Segments" or labels applied to participants
    - Participants can have an unlimited number of group tags applied
    - Group tags can be used for reporting, or for limiting questions to only be seen by certain types of participants
- Content Tags:
    - Tags applied to content (text, images, etc)
    - Can be used for reporting
    - Right-click on any content!!!

Group Tags

Assign Group Tags to User

Tag(s):

[   ]

🏷 Assign Group Tag to Selected Users

CLOSE ✕

September 5, 2009, 3:30 PM ⭐

...years. Sprint has been my carrier for the entire time i've had a

Sm...   ...

Info

d...   ✕

Name	Jim Smith
Email	participant@2020research.com
Last Signed In	06/09/2009 at 5:08 PM
Age	33

Participation Stats

Total Participation	0%
Reply Participation	40%
Recent Activity	🟢 Has posted in the last 24 hours

Assigned Group Tags

early adopter	🏷
frequent user	🏷
unmarried	🏷

🏷 Add New Group(s)

🗨 Reply   🏷 1 Content Tag(s)   📋 0 Backroom Note(s)   ✏ Edit

Content Tags

Backroom Discussion

Real-Time Chat Support

Contact Support

Live customer support is on-line. Click here to chat.

✉ Submit a Support Request

Chat

http://chat.2020research.com:9090/webchat/chatmain.jsp?workgrou

20|20 Live Chat Support

X End

You are now chatting with isaacr

isaacr: John, I'd be happy to help

isaacr: let me take a look at what you've got so far in your discussion

John Smith: This is great... thanks!

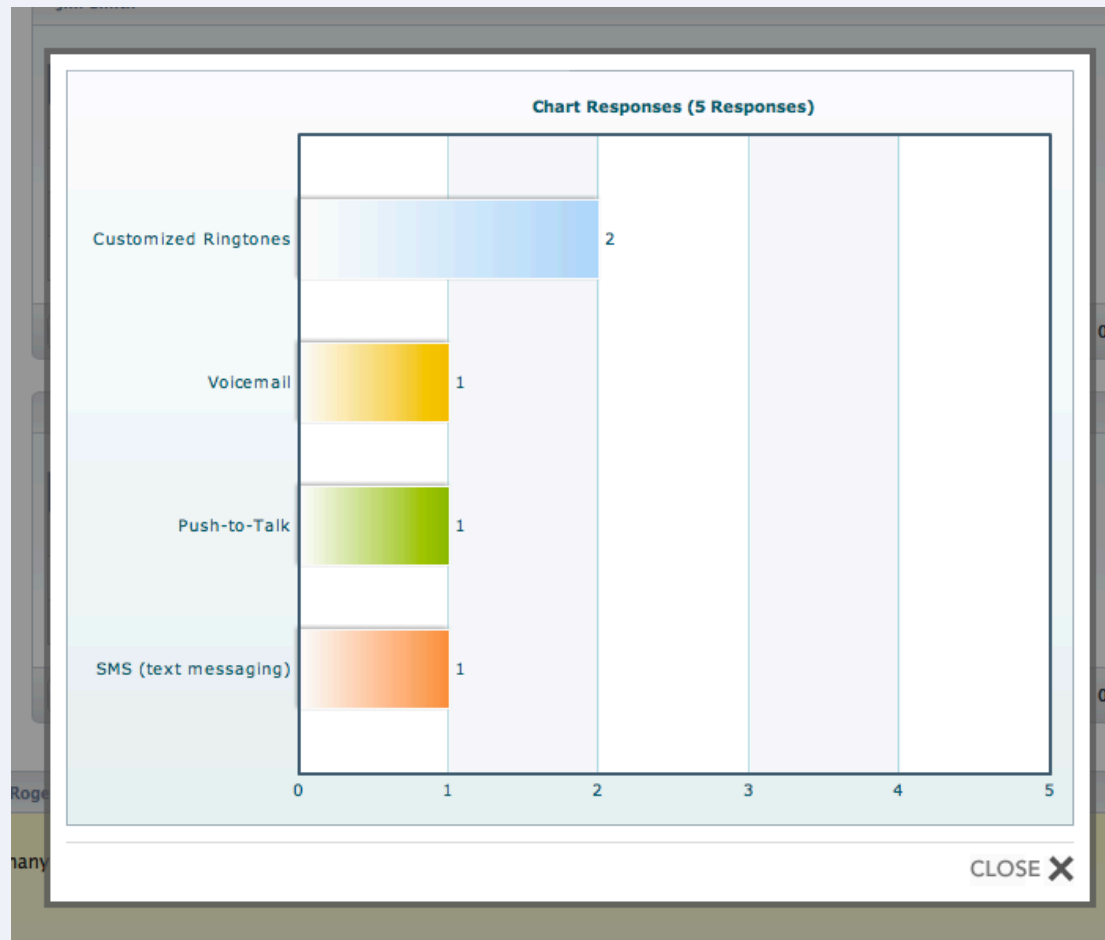Send

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Done

Transcript Export to PDF, Word, or Excel

-Someone who is "below average" with technology

-Someone who hates technology?

Then, tell me WHY someone would classify you this way? Can you describe a time you might have helped a friend or relative with their technology needs, or helped them purchase some new gadget or devices? Tell me the last time this happened and describe the process.

Shane Edwards (Moderator) 12/29/2008 02:37 PM
My friends would definitely put me in the 'Techno-Geek' cate
some of the folks I know only talk to me when they need the

Tim A (Moderator) 12/29/2008 03:00 PM
I'd have to go with the first one (techno-geek). It's something
Everyone who knows me knows that's what I do for a living
to help others with tech-related purchases, support, etc... this
constantly having to assist my mother-in-law with her new la
her employer for work-related use. I also have a sister in coll
MacBook.

David J. Smith (Moderator) 12/29/2008 12:30 PM
Great! You're done with your first section of Questions. Please log
set of questions.

David J. Smith (Moderator) 12/29/2008 12:30 PM
I want you to upload a picture of yourself; please click the "insert ima
Insert an image of yourself, like a Headshot or Facebook profile pic.

Tell me when this was taken and who you were with at the time.

Shane Edwards (Moderator) 12/29/2008 02:39 PM
The picture below was taken at a Johnny Carino's in Inyoker
in-law and his family. I was there with my wife (then fiancee

Dianna, and their daughter Ella.

David J. Smith (Moderator) 12/29/2008 02:51 PM
Inyokern--- never heard of that town! Where is it?

Shane Edwards (Moderator) 12/29/2008 03:01 PM
Inyokern is a very small town just outside the gates of the NAWC (Naval Air Warfare Center) of the China Lake Naval Base. My brother-in-law is a Vanderbilt graduate who majored in Physics and is doing laser research for the Navy at China Lake.

Tim A (Moderator) 12/29/2008 03:07 PM

Advanced Reporting and Analysis

Chart Responses (5 Responses)

Category	Value
Customized Ringtones	2
Voicemail	1
Push-to-Talk	1
SMS (text messaging)	1

CLOSE ✖
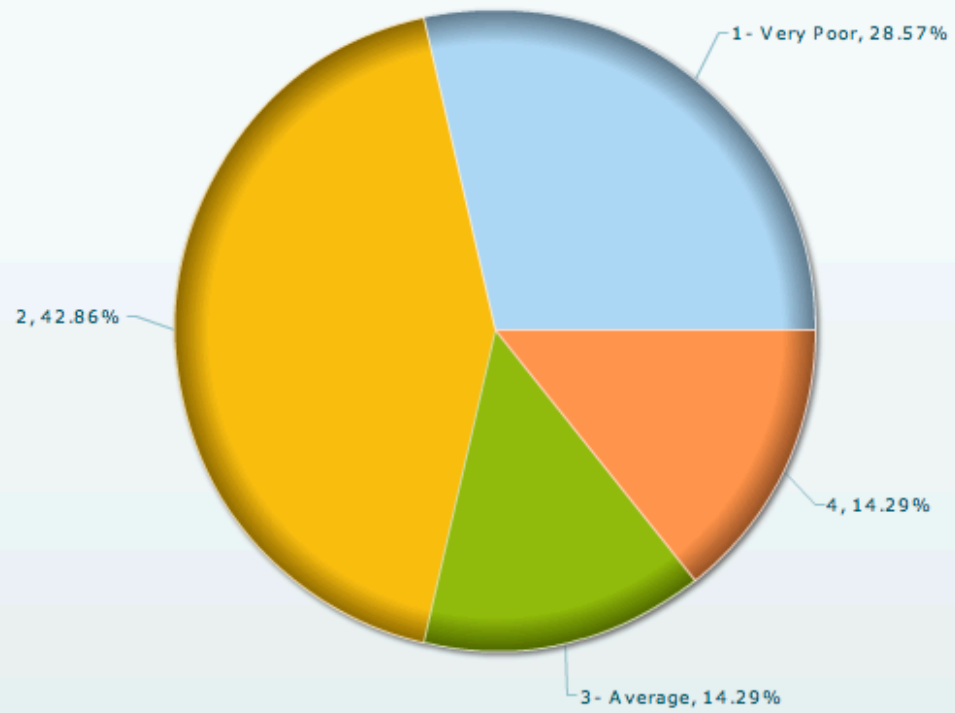
Case Studies

QualBoard™ Case Study #1

Client: Automobile company looking for the "keys" to brand loyalty with a specific demographic

Traditional method: Focus Groups

Online Method: 3-5 day discussions with current owners and competitive set. Rich brand discussions and picture/video based testimonials

Outcome:

- Interesting exploration of what makes a car "yours"
- Nostalgic brand attributes did not resonate as soundly as thought
- Participant "friction" during open discussions provided a wealth of information, all with simultaneous control over bias

QualBoard™ Case Study #2

Client: Appliance Manufacturer
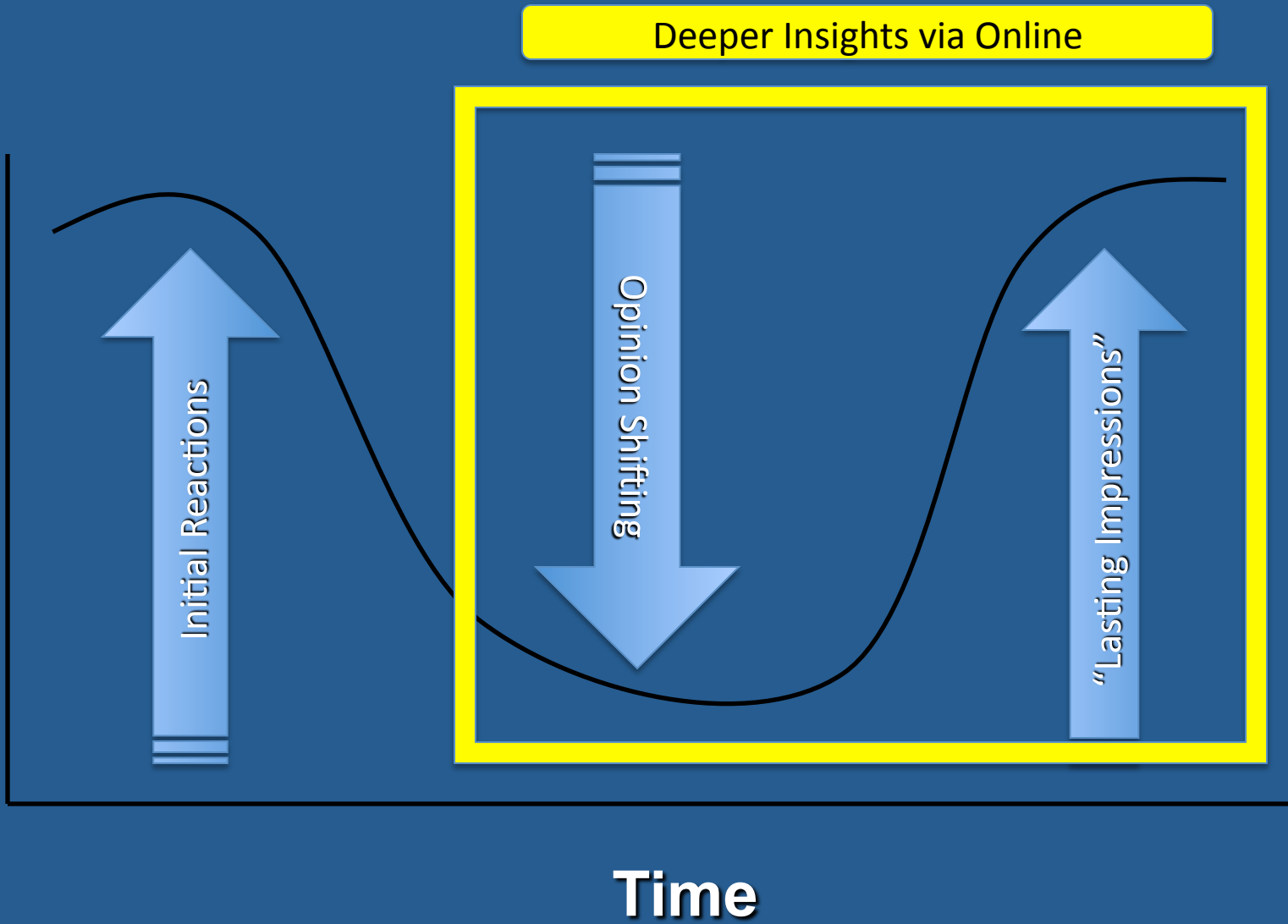
Traditional method: Focus Groups

Online Method: In-home testing and online discussions with other prototype testers

Outcome:

- Opinions shift dramatically over time
- Initial reactions were often wrong
- Long-term product usage yielded significant new insights

QualBoard™ Case Study #3

Client: Fast Food Chain looking for insights on breakfast options

Traditional method: Focus Groups, test kitchen feedback

Online Method: Pictorial "meal journals"

Outcome:

- Breakfast choices can be dramatically affected by package design
- Ease of consumption/cleanup a major factor

QualBoard™ Case Study #4

Client: Personal Care company looking to enter new market; large-scale concept testing
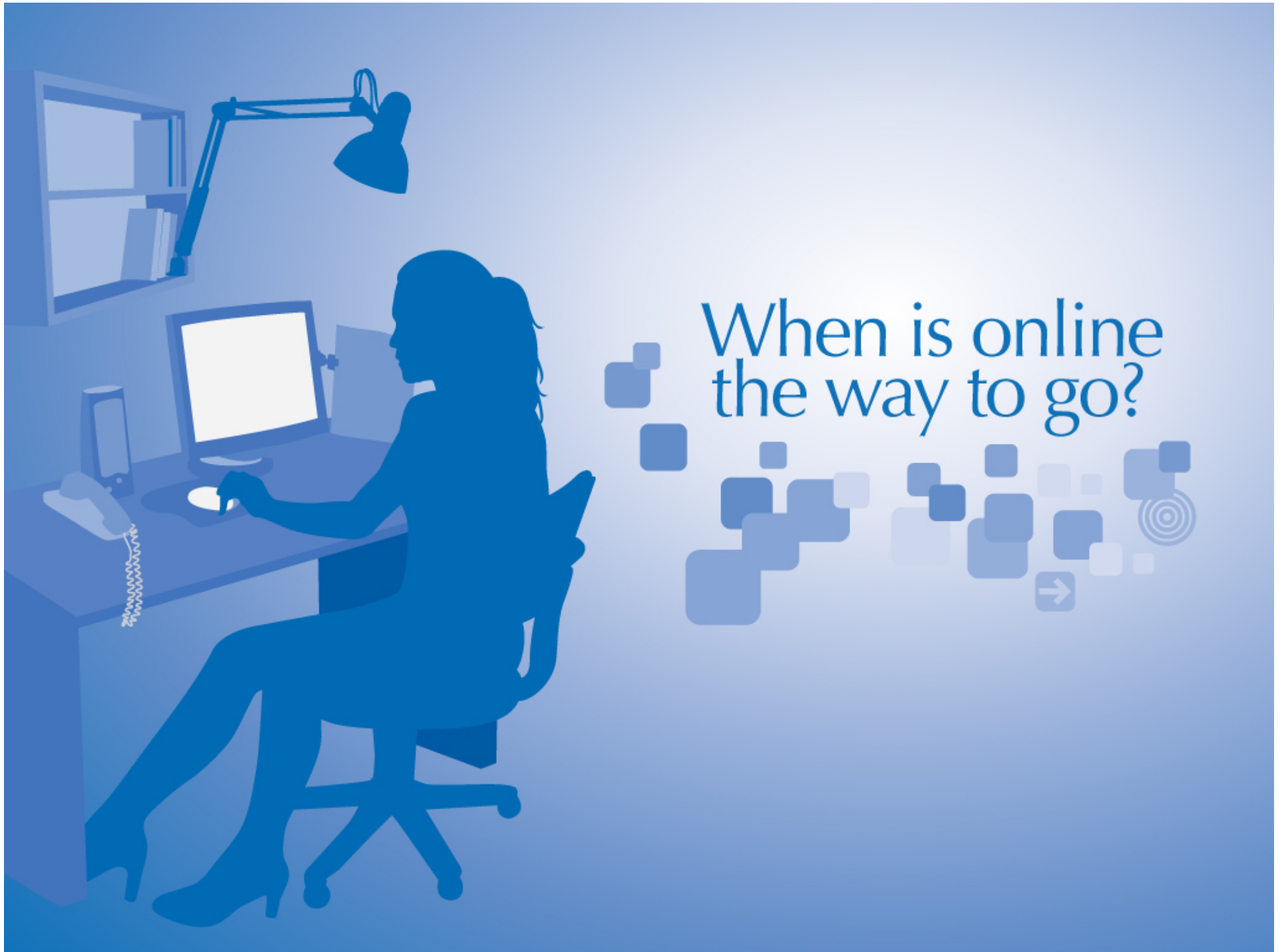
Traditional method: Large overlapping focus group projects

Online Method: Iterative concept testing done quickly and easily

Outcome:

- Manufacturer was able to capitalize on existing brand name with new market
- Able to hone in on key narratives and images that expressed the needs of this segment

When is online
the way to go?

When to choose bulletin boards…

- Deeper discussions with the same group of participants

- Longer engagements in more natural settings

- Ability to test groups simultaneously

- Need to save cost/time

- Low incidence/difficult to reach participants

- Iterative development/high flexibility

Thank you for attending!

20|20
RESEARCH

For additional info:

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IsaacR@2020research.com