The Online Bulletin Board

Explore marketing issues in depth
even when your target is hard to reach
(or when in-person isn't practical)

Benefits

- **Hard-to-reach targets.** Participation online at respondent's convenience allows research among hard-to-reach professionals and people in remote areas.
- **Geographic diversity.** Explore issues across regions, time zones, and even different continents.
- **Wide range of topics.** Respondents engaged over several days or longer, allowing for detailed discussion/probing on many issues.
- **Time and cost efficient for client.** No travel expenses, no travel time, no juggling schedules.
- **Client can observe discussion at all times** from computer, tablet, or mobile phone
- **Discussion guide customizable on the fly.** Topics for upcoming days can be revised or added.
- **Individual question settings can be tailored to maximize learning**, including:
  - **Uninfluenced**: Respondents cannot see responses of other participants until they have posted an answer. Virtually eliminates influencer effect.
  - **Private**: Respondents never see other responses. Can be used to conduct one-on-one interviews on key topics.
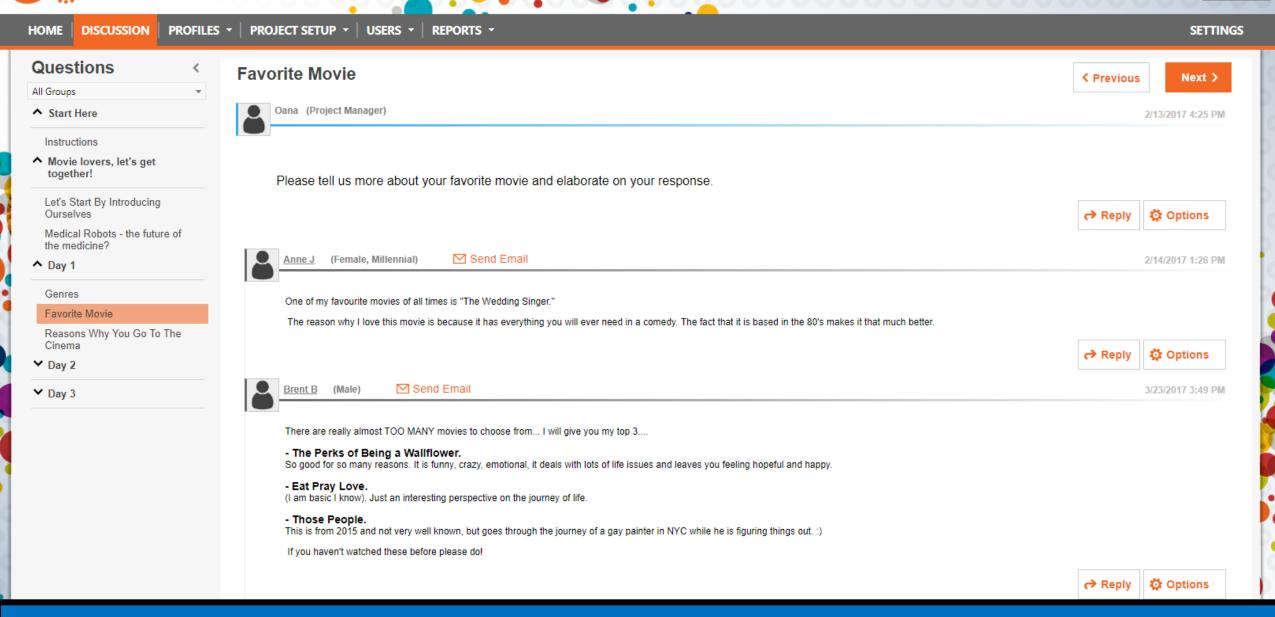
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How it works

- No special software needed by participants or observers – just Internet access and web browser

- Takes place over several days or longer

- 15 – 30 respondents log in twice or more daily, at times of their convenience

- 10 – 15 main topics per day
  - Discussion does not occur in real time
  - Respondents react to main topics and moderator probes, and interact with the other participants

- Stimuli can include visuals, videos, and audio files. Tasks/exercises can be done on external web sites.

- Participants can reply using text, pictures, videos, and audio.

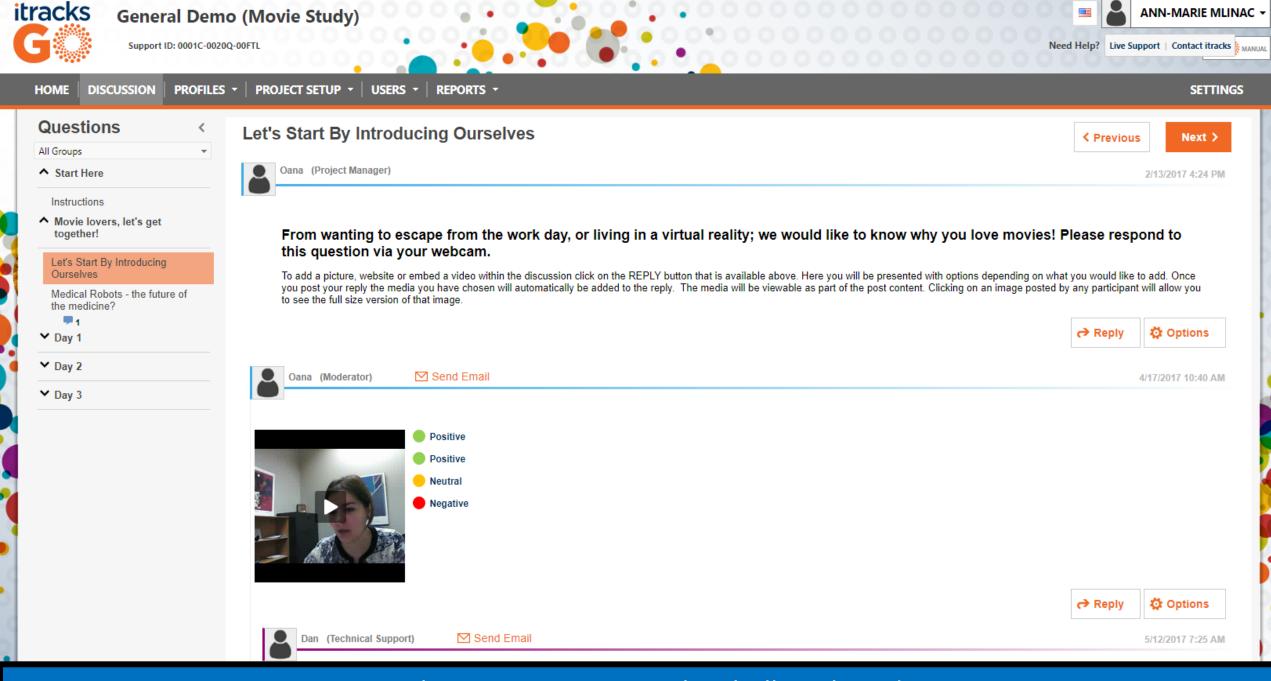- Electronic transcripts available immediately after discussion concludes.

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Questions ‹

All Groups ▾

∧ **Start Here**

Instructions

∧ **Movie lovers, let's get together!**

Let's Start By Introducing Ourselves

Medical Robots - the future of the medicine?

∧ **Day 1**

Genres

Favorite Movie

Reasons Why You Go To The Cinema

∨ **Day 2**

∨ **Day 3**

Favorite Movie

‹ Previous | Next ›

Oana (Project Manager)   2/13/2017 4:25 PM

Please tell us more about your favorite movie and elaborate on your response.

↪ Reply | ⚙ Options

Anne J (Female, Millennial)   ✉ Send Email   2/14/2017 1:26 PM

One of my favourite movies of all times is "The Wedding Singer."

The reason why I love this movie is because it has everything you will ever need in a comedy. The fact that it is based in the 80's makes it that much better.

↪ Reply | ⚙ Options

Brent B (Male)   ✉ Send Email   3/23/2017 3:49 PM

There are really almost TOO MANY movies to choose from... I will give you my top 3....

- The Perks of Being a Wallflower.
So good for so many reasons. It is funny, crazy, emotional, it deals with lots of life issues and leaves you feeling hopeful and happy.

- Eat Pray Love.
(I am basic I know). Just an interesting perspective on the journey of life.

- Those People.
This is from 2015 and not very well known, but goes through the journey of a gay painter in NYC while he is figuring things out. :)

If you haven't watched these before please do!

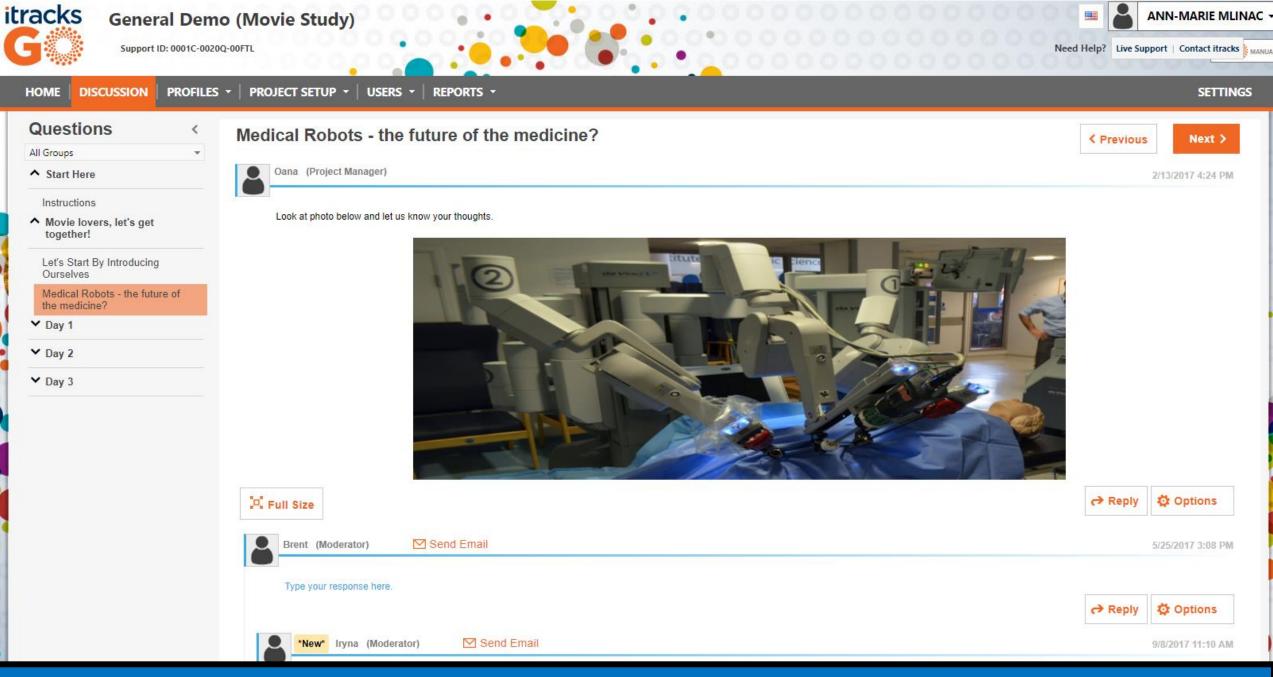↪ Reply | ⚙ Options

Text responses in online bulletin board

Webcam responses in online bulletin board

Visual stimuli in online bulletin board

Applications

- Voice of the Customer – exploring attitudes, perceptions, problems, and needs in a business or product category.

- Explore new product concepts and features.

- Assess reactions to advertising, promotions, logos, package designs, and other marketing communications.

- Explore internal issues with staff (conducted on anonymous basis to promote candid feedback).

- Assess reactions to apps and websites (including those of competitors).

The process

1. Kick-off. Establish objectives and decide on respondent requirements.

2. Recruit respondents. Consumers recruited by phone or from online panels; professionals often recruited by phone. Each participant receives log-in credentials.

3. Create discussion guide.

6. Each day's discussion topics become active at 12:01 a.m.

   ◆ Respondents log in at varying times.

   ◆ Moderator logs in every 1 – 2 hours to post probes and keep discussion moving in right direction. Client observers log in whenever they want and can suggest probes to moderator.

7. Topics can be added or changed as needed; e.g., show a product concept on Day 1, revise it based on comments, then explore it again on Day 3.

8. Electronic transcripts of entire discussion available soon after project's conclusion.

9. Final report with recommendations presented within 10 days. Total project timing is approximately one month.

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Some online bulletin board clients

- Alberto-Culver
- Air Products & Chemicals
- American Express
- Amtrak
- CenturyTel
- Chrysler
- GE Capital

- Hewlett-Packard
- Hormel Foods
- Lowe's
- MasterCard
- Quorum FCU
- Sony
- Sprint

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Thank you!

Phil Glowatz
Moderator/Copywriter

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Qualitative research
with a creative touch.

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