

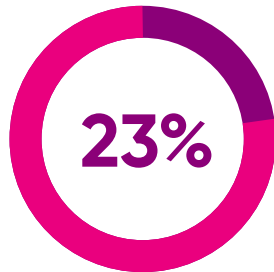
EBOOK

Online qualitative: Ten activities to understand your customer.





Believe understanding customers is crucial to creating relevant customer experiences.

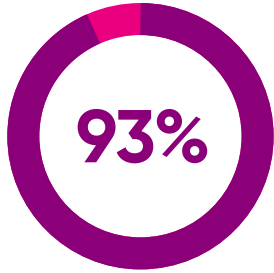


Say they understand very well why their customers act the way they do.

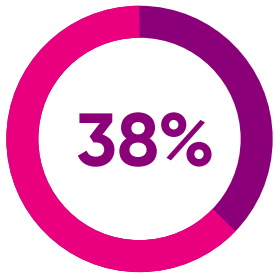
Overview

We know that delivering high quality, relevant customer experiences that resonate on an emotional and rational level leads to increased customer satisfaction or retention, new innovations, and increased sales. In fact, in a Harvard Business Review Analytical Services study, sponsored by Forsta, 98% of senior business leaders believe understanding customers is crucial to creating a relevant customer experience, but only 23% say they understand very well why their customers act the way they do.



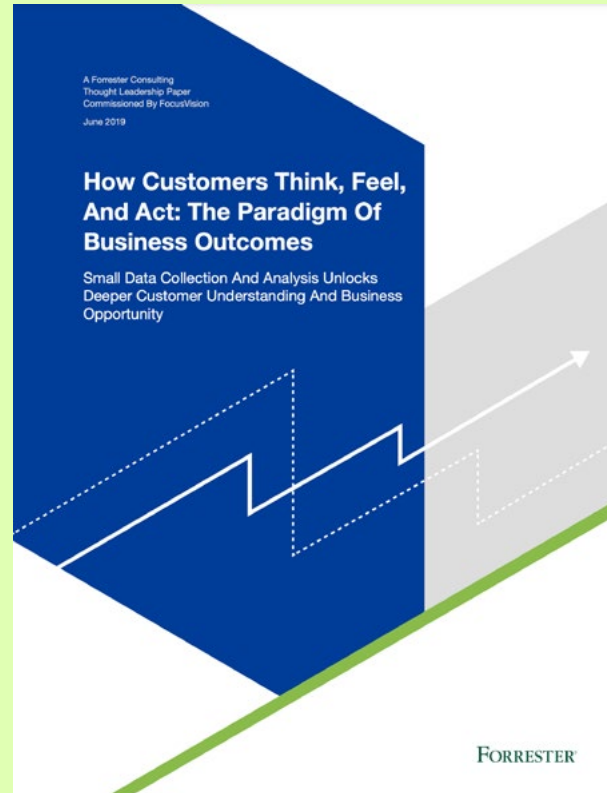


Of companies agree that customers are more likely to spend money with a brand that they feel connected to.



But only 38% of companies strongly agree they know why one customer chooses to buy from their brand while another doesn't.

Similarly, in a Forrester Consulting study, commissioned by Forsta, 93% of companies agree that customers are more likely to spend money with a brand they feel connected to. But only 38% strongly agree they know why one customer chooses to buy from their brand while another doesn't.

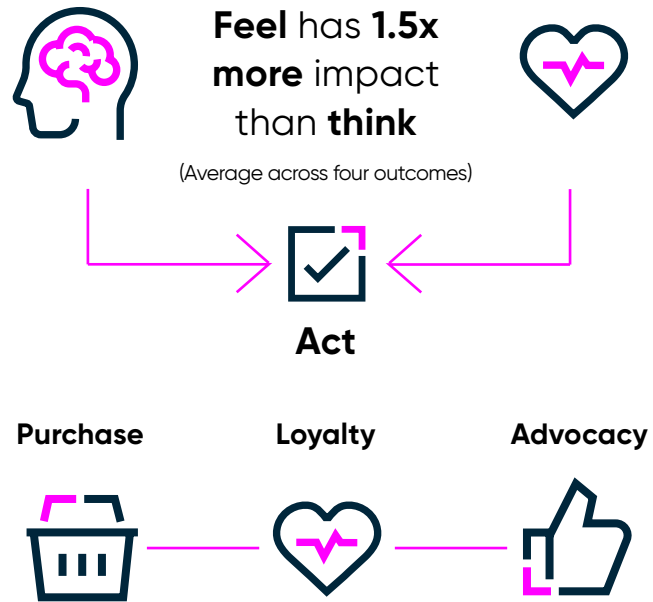


The same Forrester Consulting study showed that both how a customer thinks and feels drives business outcomes, such as purchase, loyalty, and advocacy, but how they feel has 1.5 times more impact on that outcome.

In short, emotions matter.

But how can you uncover emotions through research?

Forsta allows you to deep dive into your customers' lives and uncover behaviors and emotions.



Both "Think" and "Feel" variables are statistically significant drivers of business outcomes (at a 99% confidence interval level).

Here's 10 activities to explore.

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Customer/brand
relationship



Think/feel/act
in daily life



Exploring
emotions

In many ways, leading an online interview or focus group discussion is quite similar to an in-person exercise. You still want to keep people engaged and connected, as you work to capture the best insights. When using a virtual platform, however, a few extra steps can ensure success. Keep the following tips in mind:



1 Photo metaphor

Photographs are a versatile tool that can be used as the basis of the activity (either to set the scene or to have people select and/or comment upon) or to have people upload images that they have taken themselves or found elsewhere.

ACTIVITY:

Share an image that represents **[BRAND]** to you. Tell us why.

UNCOVER...

Images are a powerful way to help people access their emotions—it's visually rich and doesn't rely on verbal prowess.

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2 Letter writing

Letters require a more thoughtful, longer form response than standard text-based answers. They have their own natural flow (salutations, opening and closing lines) that put participants into a particular frame of mind when responding to the task.

ACTIVITY:

Write a letter to **[BRAND]** telling them how they help you go about your everyday life.

UNCOVER...

Letter writing helps participants describe their relationship with the brand, product, or service. In doing so, they reveal their feelings; digging into their emotions as well as the practicalities.



3 | Can it go there?

Interactive discussions between participants requires that a degree of social engagement between participants has formed so don't make this the first activity.

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ACTIVITY:

[BRAND] is thinking about **[this]** new idea **[brand extension, marketing campaign etc.]** Add your views to the discussion and be sure to comment on others.

UNCOVER...

Capture deeper understandings on whether the idea will work for your brand through the interactive discussion between participants.

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4 | Eulogies

The act of writing a eulogy sets the tone for how the participant is thinking and the way that they frame the text. This is a rich way to capture deep emotions as they naturally personify the brand/product in their eulogy. Alternatively, for innovation studies, this activity could be positioned as a birth announcement.

ACTIVITY:

Imagine **[BRAND]** is no longer here. What would that loss mean to you? How would you feel? Write an eulogy to share these thoughts.

UNCOVER...

The depth of a customer's affinity to a product and/or brand will be revealed through this projective technique.

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5 Behavior diaries

Diaries are a versatile tool to explore a participant's world. This extended interaction captures rich details of their experiences, their emotions, their attitudes, and more. As with many other activities, participants can respond in a number of ways – through video, text, images, even some well used closed ended questions.

ACTIVITY:

Tell us about your **[DAILY]** routine. What do you do on a daily, weekly, and monthly basis? What products do you use?

UNCOVER...

Uncover a holistic picture of people's lives—their behavior around the topic in this open-ended exploration and probe into their emotions.

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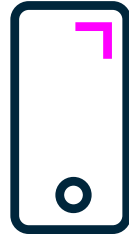
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6 | Mobile spotter diaries

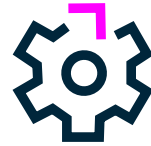
When using the Forsta mobile app, participants can set upload to occur only when on a WiFi connection. This means they can capture the scene and write their description in the moment, without worrying about cellular data usage.

ACTIVITY:

Post a picture (or video) with a description of where you encounter **[BRAND]** today.

UNCOVER...

Delve into a brand's presence in a person's life by seeing how often they encounter it as they go about their day.



7 | Process / purchase diaries

In addition to text, video, and image entry in a more standard diary format, Concept Canvas can also be used to capture a timeline of events by dropping pins with tags, and/or text commentary.

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ACTIVITY:

We'd like to hear about your **[PURCHASE]** journey. Make an entry every time you do something related to this purchase. Such as reading a review, talking to friends, or visiting in-person.

UNCOVER...

Explore what happens when someone makes a big purchase decision—what is their process like, what do they do, how do they feel.

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8 Mini documentaries

Consider going beyond a straightforward video documentary. If relevant to your participants, draw upon pop culture and ask people to create an Insta or Snapchat story or perhaps a TikTok!

ACTIVITY:

We'd like you to make your very own mini-documentary. Create three short videos around **[activity]**. What you show and how you do it is entirely up to you. Be creative!

UNCOVER...

See the lives of your participants through their lens. Focus on an aspect of their daily routines, uncover how they feel about a particular topic or use as a warm up activity.

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9 | Personification

This activity doesn't have to be limited to a text response. Participants could upload images to further explain and enhance their thoughts. There are also many ways this activity can be framed, such as if this product was a well-known individual (actor, politician, musician etc.), who would it be.

ACTIVITY:

Imagine you are a **[PRODUCT/ OBJECT]** being unboxed. What is the process? How are you being treated? How do you feel?

UNCOVER...

A personification activity asks participants to describe a series of events from the perspective of the product or object, rather than from their own perspective. This elicits strong emotional content as participants tend to transfer their emotions onto the object.

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10 | Storytelling

We are all storytellers at heart. It's the essence of who we are as humans. So leverage this ability. Be sure to allow adequate time to tell their story and to do so in whatever format make sense to them – text, images, and/or video.

ACTIVITY:

Tell me about a time when you were surprised by **[event/brand/scenario]**...

UNCOVER...

Asking people to tell their stories captures an account of a moment, an event, or whatever the scenario may be, from that participant's perspective. The narrative that they construct and the words they use provides context, emotion, and meaning.





Growing Smarter Together

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