



How to get M.O.R.E. From Your Research

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M.O.R.E. - *Moment of Rich Engagement*

Quick, powerful, cost-effective and iterative

Hear from consumers in their moment of choice!

M.O.R.E. marries:

- ❖ Agile mobile research with expert questions and probes
- ❖ Geotracking that captures the location and environment
- ❖ Video logs that capture the moment of use
- ❖ With powerful video software to quickly produce impactful highlight reels

This gets you actionable results in 5 – 10 days for less than \$10,000!



With M.O.R.E., we can ...

- ✓ Start with a few key questions including one that requires a video answer
- ✓ Ping consumers at the grocery store, home, restaurants, etc.
- ✓ Have them relate what is important to them in the moment
 - **KEY:** We have extensive experience knowing how to ask the right questions in order to get the most valuable responses
- ✓ We can even ask them to specifically react to your product's packaging, menu, or other stimuli



Here's an example of the survey set-up for one mobile app

mfourdiy
do-it-yourself mobile research

Dashboard Account Tutorials FAQ Logout

1 Dashboard 2 Build 3 Test 4 Field 5 Analyze

Quotas

Mobile Targeting

Primary Questions

Multimedia

Audio Capture

Image Capture

Video Capture

Image Display

Heat Map Display

Video Display

GPS Location

Advanced Tools

Navigator

1 Q1

2 TEXT1

3 Q2

4 Q3

5 Q4

Drag Question Here

Q1

When was the last time you decorated sweet treats like cakes/cupcakes/cookies etc.?

Choice ID	Choice Name	Quota
1	in the last 2 weeks	
2	more than 2 weeks but less than a month	
3	more than a month but less than 3 months	
4	more than 3 months but less than a year	
5	more than year or never	

TEXT1

Once you get to the baking and decorating aisle please answer the next question.

Q2

Take a video of the items that are available in the store and talk about what you do, and don't tend to purchase and the reasons why. Make the video at least 1 to 2 minutes.

Maximum Duration
120 seconds

Q3

Take a picture of the one package that most captures your attention and say a bit about what makes that one stand out.

Q4

Now, when you see this description of a line of products does it appear to be more similar or more different than what you see on the shelf and what makes it more/less the same?

Concept N

Insert Concept Text

PRODUCTS TO INCLUDE...

PRODUCT CLAIMS INCLUDE...

Geo-tracked Stores

Albertsons
Aldi
BI-LO
Costco
Dollar General
Food Lion
Giant Eagle
Giant Food
Giant Food Stores
Kroger
Meijer
PriceRite
Publix
Safeway
Sam's Club
ShopRite
Target
Walmart
Wegmans
Whole Foods
Winn Dixie



Next, edit the videos in Voxpopme



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Sep 4, 2017 7:08:06 PM

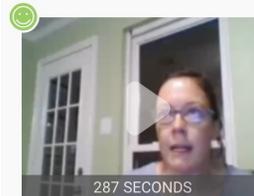
So, I don't have any really strong feelings about the apps that I have on my phone. The first page that I have are mostly utility apps and the reason why I mention that in particular is because maps helps me to get where I need to go otherwise I would get lost all the time. It enhances my life is basically what I'm saying. I don't keep any or a whole lot of excess apps on my phone because I keep running out of room. I have kind of an older smart phone so I have to keep track. If I want a new app I'm gonna have to delete things off of it basically. I've got social media and that can be you know a lot of us have the problem with paying a little too much attention to that and spending a bit too much time on it. So, that in a way is not helpful with my quality of life but as far as like I've got maps on there that definitely help. And if it said that I was going to be late I told her I was going to be late and when I was going to be there. I did both of those things through Facebook messenger because I have those apps on my phone it was okay that I was late and we were able to meet up so that's really handy. There's not a whole lot that I have on here and... ..if I don't use an app for a few months after I've downloaded it I'll delete it right away. Or when I see it and remember that I don't use it. But I don't regularly go back and organize and get rid of the apps. I also have a separate folder for my son. There's a few games in there that are more kid-friendly. Things I frequently use, I use my calendar. I really rely on my calendar multiple times a day to the point where I'm, I worry that if

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Within a few hours, transcripts are made and can be used to start creating highlight reels



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[Speaker 1:] I really enjoy using apps and I feel like it adds to the quality of my life, and it's fun. So, that's why I put stuff in a folder called 'Apps I don't use', but sometimes I use them. So, I tend not to delete apps so much, I have a similar app that does something better. I have three. Yeah, communicate, consume, create. Thank you. [Speaker 2:] Because I can store my credit card information on there, and if I stop to get a coffee I don't have to have cash with me. I can just use it to buy a coffee. Where we get to the peep posts from the teacher on a daily basis, or however frequently she updates things, and that's kind of nice because then I don't have to sort through billions of emails. I can just see all the updates that she wants to share there, and I can respond back and get in touch with her that way. So the apps that I like the most are the ones that really make life easier and just efficient. The gaming apps, right now it's probably because my daughter put them on my phone, but the ones that I like. [Speaker 3:] Try to keep them minimal, but then when I'm looking at them I'm like "Oh, I've got pages and pages of apps", but then when I go through and try to think about the ones that I use the most, I feel like there's no app on my phone that I never use. There might be an app that I use kind of on a rare occasion, but it's a useful app

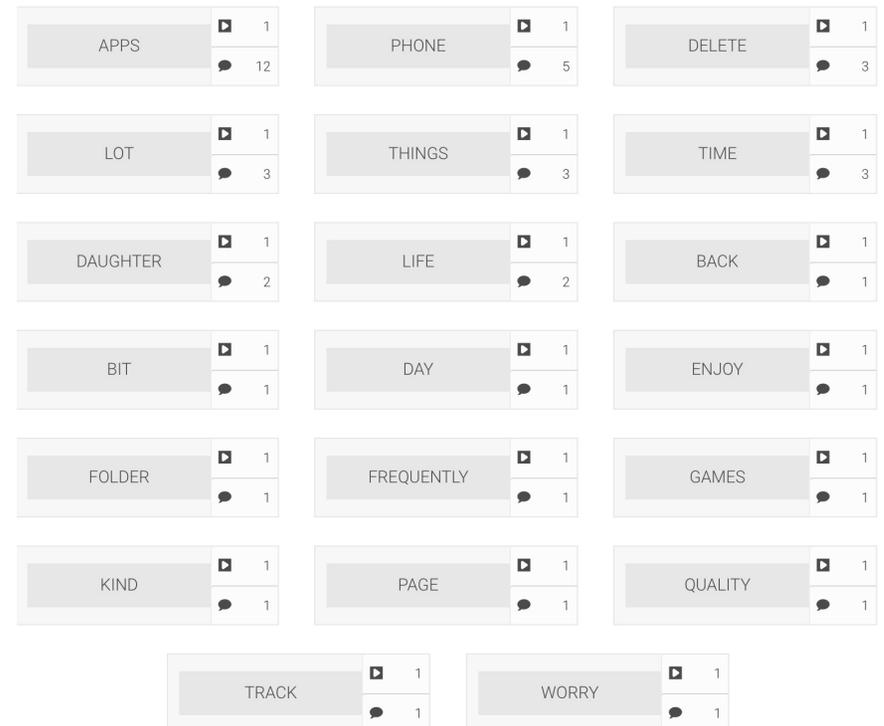


We can immediately get a feel for the themes

posts worry
rely phone pull
bit lot life put
play page point
problem app
pieces place

While we read *everything* to insure you get the most complete feedback, the editing software allows us to offer:

- ❖ Video highlight reels quickly
- ❖ Ability to view video with a click on a link



Moment of Rich Engagement Implications

M.O.R.E. answers allow us to:



- ✓ Uncover key drivers that can be used to strategically position a product
- ✓ Help flesh out positioning ideas so that you can:
 - Quickly evaluate interest in the ideas in order to direct what might be most impactful
 - Because the sample size can be made as large as desired, it is possible to statistically measure the relative strengths
- ✓ Follow up on any quant study that needs to investigate the “why” behind consumers’ responses

WA Mission

**We help our clients to
“See the world through the eyes of your consumer”**



How is that different from other research firms?

- ❖ Deeply experienced in traditional methods and one of the first to use each new qualitative method – in fact, have developed some of these new methods!
- ❖ Extensive client list of Fortune 500 firms
- ❖ Years of experience so we are expert at how to word questions
 - Including client and ad agency past employment
 - Working with some of the most innovative partners to develop strategic implications
- ❖ Frequent conference speakers and often called on to help train others in new technology qualitative methods
- ❖ A passion for understanding how others think!