



Deepen your studies by adding in-the-moment video

Easily incorporate this qualitative expansion to any quantitative study for greater insights

Getting deeper more enriching insights on your next study does not have to be complicated. By adding the ability for your participants to give candid, in-the-moment video feedback, you add a personal layer to your study. Nuances of behavior are lost, and feedback is limited, when only using a traditional questionnaire during research. Video brings the research to life and provides new observational insights.

By allowing people an avenue to show and explain their behavior or experiences, you build a more comprehensive story to inform your product testing, marketing and messaging, and product innovation.

Adding Video to HUT

Consumers use products in unexpected ways and your product's intended usage may not correlate with consumers' actual usage. By giving a few participants the ability to visually show you their product interactions and experiences through a video testimonial, you will gain invaluable and often unexpected insights about the product, packaging, and uses, as well as a new understanding of how this product interacts with other products in-the-moment.

Video to Hybrid Studies

Videos are even helpful when you were already planning face-to-face hybrid sessions. Not only do videos inform the research, but they can also be played back to the person who made the video or to a small group of consumers to reenergize the conversations about the product experiences and uses. This creates greater depth to the conversation and allows for more empathy and understanding of behavior related to the product, marketing, and messaging.

Adding Video to Marketing Studies

When you are gearing up to market your product to your target audiences, you want to be sure you know exactly what they are looking for and what they will value about your product. By adding the chance for people to give live, candid feedback, you can more quickly understand how your latest marketing concept resonates with your consumer group, and more quickly refine your messaging to reach them.

Adding Video to Community Feedback

When creating quick ad-hoc communities, video can be used to allow participants to get to know each other more quickly and come together as a group to solve the challenge you are studying. Videos increase engagement with studies, as participants are aware their video feedback resonates more on a personal level, and this leads to a deepened relationship for more insights.



Keeping it simple...

We love data—and when it comes to video, we may want our participants to make lots of video. However, too much video can ruin a great piece of research. Here are some tips to keep from overcomplicating the video component of your study:

Shoot for no more than 20 total minutes of self-report video. If you have a large study, ask only a few of your participants for videos.



Make a point of asking participants to keep the video short—they will focus the video and commentary on what matters most.



Allow participants to shoot and upload the video via mobile. Keeping it simple and easy will give your study the most honest and enriching video clips.



Amplify your next study, add in-the-moment video testimonials...

www.insightsnow.com | info@insightsnow.com | 541.757.1404

