

ASK

Directly involve people for their input

SEEK

Indirectly observe people's responses to related, but not direct questions

IDENTIFY

Indirectly decipher people's propensity for behavior given specific situations

1 Surveys

Focus: claimed behavior

Audience is given a set of questions to respond to.

Applicable for understanding:

- direct opinions
- consistency of opinions when the same question is asked multiple ways
- change in perception about product or brand at the beginning and end of survey

1 Gamification of preferences

Focus: Loss aversion theory

Audience is asked to play a mobile- or web-based game to observe their decision and choice patterns

Applicable for understanding:

- price point variations
- willingness to try new products
- affinity towards promotional marketing
- relevance of price in product category
- decision-making hierarchy
- propensity to purchase/ action

1 Netnography

Focus: Undeterred voice or anonymity bias theory

Sometimes expressing one's true mind is easier when there is anonymity. Social media is analyzed for posts related to a given topic.

Applicable for understanding:

- how people think about a given topic without directly asking them
- their POV and frame of mind in the 'moment of spontaneity'
- how they communicate with their peers in an unmonitored environment

2 In-Depth Interviews (IDIs)

Focus: claimed and observed behavior

Audience is invited to discuss a given topic or asked questions.

Applicable for understanding:

- response time
- nature of response
- degree of involvement in the discussion

2 Implicit Aptitude Tests (IATs)

Focus: First choice analysis

Audience is shown two or more images on a timed screen and asked to pick the one most appealing to them.

Applicable for understanding:

- first choice
- intensity of preference
- top-of-mind consideration

2 Ethnography

Focus: behavior observation

With minimal external intervention, audience's natural behavior is observed.

Applicable for understanding:

- behavior on a day-to-day basis
 - actual, not claimed, choices made
 - interaction with others and points of influence on decisions
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3 Idea Salons

Focus: discussion of 'topic', not specific research question(s) with audience

Audience is invited with some of their peers to a casual environment such as a coffee shop to discuss their lives in general or opinions on a topic.

Applicable for understanding:

- openness in sharing information
- undeterred opinions, since they are not bound in a question-answer framework
- social influence on thoughts due to presence of peers

3 Role Plays

Focus: negotiation

Audience is asked to play different roles than that of purchaser.

Applicable for understanding:

- relevance of product features
- compromise and settlement process in decision making
- primary and supplemental areas of negotiation

3 Experimentation

Focus: uninfluenced behavior observation

Audience is given a simple/ fun lab or field experiment to conduct upon themselves or their peer group.

Applicable for understanding:

- perception of situation when they are 'removed' from it
- actual, not claimed, choices made
- difference in behavior when the purpose of the experiment is known and when it is unknown

4 Rapid Prototyping

Focus: building a solution without constraints

Audience is given everyday objects such as post-its, felt, paper, clay, tape, cardboard, and other drawing and craft making materials, and asked to build their ideal product or solution.

Applicable for understanding:

- high, medium and low priorities in product or solution features
- extent to which audience understands their own situation or problem they are trying to solve through prototyping
- audience preference instead of product-push

4 Claim & Critical Behavior Studies

Focus: researcher bias theory

People often 'claim' their preference for one thing while their actual behavior might be something else. Results from the 'ask' and 'seek' methods are compared.

Applicable for understanding:

- factors that influence a claim
- factors that influence actual behavior
- impact of social group's presence
- impact of self-image, especially one that an individual wishes to portray to the researcher or more importantly, self

4 Semiotic & Semantic Analyses

Focus: language and image processing

Given a target audience and their CoT, images, text, products, brands, events, CSR causes and other aspects of brand involvement are analyzed.

Applicable for understanding:

- non-verbal cues communicated to audience
- potential receptiveness of language used in communication
- impact of product design on its perception
- influence of events or other co-brands on brand

Focus: usage analysis

Existing data from organization or IoT-generated data is analyzed to assess behavior.

Applicable for informing:

- where product usage and brand association are strong
 - where opportunities lie to engage with audience more
 - other information required about audience to improve market share, branding, product design or other decision points
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