

Getting Started Online

| Ideation/Name and Logo Generation/Brainstorming | | |
|---|--|---|
| | Base Method | Alternative Method |
| Online Application | QualMeeting™ | QualBoard™ |
| Rationale | Real Time Visual Reactions | Longitudinal group interaction |
| | | Allows for “thinking creatively” |
| Participants | 2+ Focus Groups | 2 QualBoards of 15 |
| Length | 60 – 90 minutes each | 4-7 days depending on activities and depth of evaluation |
| Methodology Recommendations | <ul style="list-style-type: none"> ▪ Discussion of brand attributes ▪ Brainstorming techniques ▪ Use visual stimuli to generate ideas ▪ Begin idea evaluation | <ul style="list-style-type: none"> ▪ Recruit for ability to connect disparate ideas ▪ Brand attribute discussion ▪ Generate top-of-mind ideas w/o evaluation. Set suspension of judgment expectation ▪ Use different activity to generate ideas with each section, such as: <ul style="list-style-type: none"> ○ Names/logos in other product categories ○ Upload pictures that represent the product ○ Projective exercises ▪ Narrow idea set and discuss |
| Recommended Incentive | 75% of typical focus group incentive | Equal to focus group incentive |
| Options | | <ul style="list-style-type: none"> ▪ Follow-up QualBoard to test top ideas with fresh group (see Name/Logo/Concept Evaluation) |
| Advantages | <ul style="list-style-type: none"> ▪ View real time “initial reactions” ▪ Multiple stimuli options ▪ Fast ▪ Geographic diversity ▪ Cost/Time Effective. No Travel | <ul style="list-style-type: none"> ▪ Highly involved creativity exercises possible ▪ Ability to approach the brainstorming from many sides. ▪ High volume of ideas created ▪ Larger Samples; more diversity ▪ Cost/Time Effective. No travel. |
| Disadvantages | | <ul style="list-style-type: none"> ▪ No “Initial Reactions” from asynchronous research ▪ No visual reactions to concepts |

