

Online Concept Evaluation			
	Base Method	Alternative Method	Alternative Method
Online Application	QualMeeting™	QualBoard™	Text Chat Focus Group
Rationale	Real Time Visual Reactions and concept discussion.	Longitudinal group interaction	Chat-based online focus group
Use When:	A few concepts to discuss in depth	Many concepts to evaluate in depth	Initial reactions to a few concepts
Participants	2-6 webcam focus groups	2 QualBoards of 15	2-6 chat based focus groups
Length	1-1.5 hours each	3-7 days depending on number of concepts.	1-1.5 hours each
Methodology Recommendations	<ul style="list-style-type: none"> 4-6 participants per group Show concepts in QualMeeting Use collaborative mark up tool 4 concepts max due to respondent fatigue. Use quantitative questions to gather comparable concept ratings 	<ul style="list-style-type: none"> 2-3 concepts per session Use question masking to limit group bias on initial concept reactions Unmask follow-up questions for group discussion Use quantitative questions to gather comparable concept ratings 	<ul style="list-style-type: none"> 4-6 participants per group Show concepts in popup screen 4 concepts max due to respondent fatigue. Use quantitative questions to gather comparable concept ratings
Recommended Incentive	1/2 of focus group incentive	Equal to focus group incentive	1/2 of focus group incentive
Options	<ul style="list-style-type: none"> Follow-up QualJournal™, esp. for multiple use products Follow-up QualMeeting™ IDIs to investigate use and satisfaction 	<ul style="list-style-type: none"> Follow-up QualBoard to test top concepts Lengthen QualBoard to create an iterative concept improvement process. 	<ul style="list-style-type: none"> Follow up top concepts with depth method (QualBoard, focus group, IDI).
Advantages	<ul style="list-style-type: none"> View real time “initial reactions” Flexible, focus group interview Diversity easy to accomplish Cost/Time Effective. No Travel 	<ul style="list-style-type: none"> High Volume of Concepts Tested Significant reduction in respondent fatigue Larger Samples; more diversity Opportunity to revise and re-test concepts. Cost/Time Effective. No travel High Volume of Information 	<ul style="list-style-type: none"> Flexible, focus group interview Diversity easy to accomplish Cost/Time Effective. No Travel.
Disadvantages	<ul style="list-style-type: none"> Limited testing capability without follow-up 	<ul style="list-style-type: none"> No “Initial Reactions” from asynchronous research No visual reactions to concepts 	<ul style="list-style-type: none"> Lack of depth discussion No visual reactions to concepts

