

How to make in-the-moment truths really speak

The smartphone offers an incredible tool to gain in-the-moment consumer insights. Its plus: access to real-life situations and authentic reactions that are often a blind spot of traditional research. A smartphone application used by a consumer 'on the spot' can capture little moments of truth via photos, video streams and voice recording. It brings three key advantages: it is immediate, personal and omnipresent.

What are some of the key factors to ensure we capture the most relevant information to aid decision-making?

TAKE THE BEST FROM BOTH WORLDS

To find a format that engages consumers and gets good results, you need to combine market research and digital expertise. We set out to develop a specific, user-friendly and evolving application rooted in a sound research methodology.



A strong digital experience facilitates more and richer information

An application that encourages spontaneous and easy-to-share feedback will not only increase the amount of relevant information but also its quality.

The app needs to be simple and seamless to use, cutting out technological complexity in the upload or completion of tasks while a robust, clear protocol is key to overcome any bias in capturing actual attitudes.

For example, coaching and motivating participants in a series of achievable tasks and creating community feedback.



The right research expertise ensures you unlock the truth in the information gathered

Moments of truth captured via smartphone have the potential to bring insight into behaviour from a different, often more emotional angle.

This kind of visual data delivers its true value when consumers revisit them with a moderator or when interpreted by a behavioural expert or industry specialist.

By stepping back and looking afresh at in-the-moment feedback, we can enrich our understanding of behaviours and attitudes, some of which are so unconscious that consumers cannot spontaneously express them.

Digital information is a relevant and insightful complement to usual information throughout the consumer journey. It is of particular interest for situations involving interaction or emotions, and in capturing attitudes and usage in places where we rarely get access, notably at home. This approach can be used across many industry sectors – beauty, food, media, etc. to understand behaviours ranging from purchasing, consuming or product handling.

For us the best way to use a smartphone app is the one that will make in-the-moment truths really speak



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