Discover Truth & Opportunity With Ethnographic Lifestyle Surveys

Michelle Smyth
Founder & CEO
In 2010, something happened that changed our behavior.

**iPhone 4**  >  **front-facing camera**  >  **1.2T digital photos annually**
“My parents and my wife were shopping at the Cracker Barrel store after having dinner together. It’s fun being with my family and am always happy to spend precious time with them!!”

- Brad, 33, Florida
What does fun look like?
Smartphones.

Your window into people’s worlds.
Visually exploring lifestyles
Mobile-first **photo-led** survey methodology
Getting visual in research

- Photo collection (qualitative samples)
- Video insights (mobile ethnography, customer journeys)
- Social media listening

Technology enables fast analysis of large unstructured datasets
Social life vs Personal life
Effortless and holistic access.
A story about **access**: Thanksgiving traditions
A story about **breadth & depth**

What do these photos have in common?
Nutrition is expressed many ways
Engage people as they are to uncover truth and opportunity.

michelle@payyourselfie.com