Unleash Your Community

The Power of a Communities Mobile App
Get maximum value and insights from your online community by making use of an app for your community.
• Think about your members
• Top of mind awareness
• Ease of use
• Benefits of an app
• Examples of studies
Think about your members

- Apps make our lives easier and make us more efficient.
- Research shows that 90% of our time on a mobile phone is spent on apps.
- Apps are commonplace in our lives.
Top of mind awareness

- Top of mind - members see the app everyday.
- Helps create an awareness of the community and your brand.
- Creates a presence on the app store.
Ease of use

- Provides a better user experience.
- Speed of accessing information increases.
- Paramount to making it as easy as possible to access the community.
Benefits of a communities app

- Push notifications - Ensures the members see messages right away.
- Mobile Diary Studies - Turn research into fun activities, rather than just survey questions.
- Geolocation studies - Track members and push out surveys based on location.
Mobile Diary Studies

- Members can post photos and videos to let you know their experience with a product or service.
- Makes the process simple by utilizing the camera of the phone.
- Use cases can range from media, finance, food or other product testing.
Case Study - Mobile Diary Study

● Large consumer packaged goods company uses their community of 2K members.
● Members that fit a specific profile get sent the actual product and are asked to use it.
● Give feedback by taking pictures and video of them using the product in their environment.
● Get not only usage data recorded but also good emotional responses.
● Helps capture the results in real-time.
Geolocation Tracking & Surveys

- Select a predefined area and track whether the members entered that boundary or not.
- A survey can also be pushed based on entering and exiting a boundary.
- Use cases range from ad recall, customer satisfaction, exit polling, etc.
Case Study - Geolocation Survey

- Government agency tracks ad effectiveness and changes in behavior as a result of the ads.
- Set number of stores are the ‘control’ group and then a set number of stores are the ‘treatment’ group.
- Stores are mapped using shape files (.KMZ files).
- App tracks when members enter and exit the store.
- Frequent surveys are pushed out to collect additional data.
Get maximum value and insights from your online community by making use of an app.
Thank you!

Now, go and unleash your community with the power of a communities app!
Dan Fleetwood

dan.fleetwood@questionpro.com
@dan_qpro
danfleetwood