Improving Research By Doing Research: Learning from Market Research Participants
Member Portal Early 2018

- Online member portal
  - Update profile & answer additional questions
  - See and apply for open studies
  - View past activity
- Wanted more log-ins, activity, and other engagement
Moderated Usability Studies

» Interviewed and ran moderated usability studies/interviews with

  » 5 “Actively engaged” Participants
  » 5 “Moderately engaged”
  » 5 Inactive Users
The Aha Moment(s)

This is bigger than usability.
New Research Initiative

- What **gets participants engaged** with marketing research in the first place?
- Why do participants **stay engaged**?
- How do participants view our industry as a whole?
- What are the emotional ties to marketing research, and L&E in particular?
Existing Research

We read up!

» Hooked, Nir Eyal
» The Science of Why, David Forbes
» The Participation Game, Norty Cohen
» GreenBook GRIT CPR Report 2017 Global Respondent Engagement Study

Focus on **brand** engagement

» FEELING > THINKING
Existing Research

Don’t Forget Participants!

<table>
<thead>
<tr>
<th>PRINCIPLES</th>
<th>IMPLEMENTATION</th>
<th>CX FOCUS</th>
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<tbody>
<tr>
<td>Build brands &amp; relationships</td>
<td>Leverage technology</td>
<td>Put the respondent first</td>
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<tr>
<td>Be transparent</td>
<td>Make it mobile first</td>
<td>Let respondents set the terms of engagement</td>
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<td>Engagement is key</td>
<td>Keep it short</td>
<td>Be respectful</td>
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<tr>
<td>Make it simple &amp; clear</td>
<td>Deliver flexible &amp; real-time rewards</td>
<td>Make it rewarding</td>
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<td>UX matters</td>
<td>Ensure 100% data quality</td>
<td>Create win/win relationships</td>
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Online Qualitative Research Technology

- Video Segment
- Collage Exercise
- Sentence Completion
- Write a letter to the moderator
- Helped us dig deeper into how participants feel about L&E and MR in general
Video Analytics

- Sentiment Analysis
- Asked participants what they like/dislike about participating in MR
- Helped us view trends in attitudes toward MR
Motivational Emotions

- Sentence Lead-ins/Completion
- Emotional response imagery selection
- Dig even deeper into emotional ties.
- Brains don’t lie.
SO WHAT DID THEY TELL US?
Participants crave community.

- Signing up for a study isn’t about that single incentive; there are many factors.
  - Incentives shouldn’t go away.
- Feeling a part of a larger community is incredibly rewarding.
People want to be involved.

- The most common reason to actively disengage is frustration from not being included in studies.
  
  » “Why would I try a third time if I get nowhere?”

- It feels like we ask a lot of them (personal information) and don’t give much back.
And want to have an impact.

- Participants want to be heard. They like tangible evidence of their participation;
  - “I told them to do that!”
  - “I noticed what you changed from last time; that’s so great!”
  - “What we said really mattered!”
MR is easy to ignore.

- There are MANY inputs to attention and it’s easy for participants to get oversaturated with requests.
- Participants don’t need to have any sort of negative experience to end up disengaging.
Trust and security are key.

- People are nervous to share personal details and have the information used nefariously.
- Once they establish trust, people will share nearly anything about themselves.
WHAT TO DO?
Improvements

**Sped up sign up**
- Streamlined sign up process and focused on explaining why and how we use the information we ask for.

**Personal recommendations**
- Focused on providing more personalized offers and suggestions based on individual information.

**Portal Updates**
- Increased usability and clarity of completing profile, provided context to how doing so benefits members.

**Communications improvements**
- Improved email templates and communications cadence to optimize. Streamlined the prescreening and screening processes.
Outcomes

- Member logins **tripled**
- Profile updates **tripled**
- Email opt outs decreased 20%
- SMS opt outs decreased 55%
What are we doing now?

- Continue investigate respondent behavior
  - How does sample impact qual research?
What can we all do?

- How can grow community ties among our participants?
- How can we work together to show participants the impact of research?
- How do we reduce our asks of participants?
- How do we soften the blow of being disqualified from a study?
- How do we maximize respondents’ opportunities to participate?
Let’s talk!

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› Come find us and let’s chat!
Thank you!

L&E

- Recruiting Services
- Project Management
- Client Portal
- Focus Group Facilities
- L&E Video Streaming

Stockwell Strategy

- Usability Assessment
- User Research
- UX Strategy
- Product Strategy