Chameleon Communities: Immersive Learning Takes Many Forms

@KendallNash  @GetRecollective
A seemingly simple conversation...

We’re doing a lot of Mobile Qual.

Mobile communities?
What is a community?

True about a “community” whatever its form:

• Iterative sharing
• Exchange of ideas
• Genuine dialogue / conversations
• Relationship building
• Sense of accountability
So, what is a research community?

“The community will take place over a year and include 400 people initially, with attrition as it falls. People will need to participate in weekly individual activities and ongoing group discussions.”

“We’d like to conduct a community. We’ll have 300 people we’ll send surveys to over the next three months.”

“Please include pricing for a community so we can test the 9 concepts digitally throughout the week.”
And chameleons?

• Chameleons have a highly developed ability to change color...to be what they need to be.

• We must define what a research community is based on our objectives.

It’s our duty as researchers to design tools that deliver insight.
Design it to work for your needs.

- **Continuous Community**: Ongoing
  Offers the promise of “on-demand” insights

- **Long-Term Community**: > 3-4 weeks
  Longitudinal benefits, less commitment

- **Short-Term Community**: < 3 weeks
  Easy to include as part of a wider research program
There’s a wide breadth of applications.

- **Testing** (concept, communications, product and beta tests)
- **Shop-along**
- **Online diaries**
- **Co-creation / Ideation**
- **Advisory panels**
- **Feedback**

The most successful communities blend them all into a hybrid.
Most Popular Applications

Behavioral / Attitudinal, Concept Testing & Ethnography

Almost 40% of people are using mobiles in studies

Food & Beverage, followed by Retail are most likely industries to use insight communities

Duration varies, but typically they’re fast deep dives of 2 – 4 weeks

Long term communities have highest populations, often 100s

60%: 50 people or less

Based on use of Recollective in a sample of 507 projects in 2015/16.
Technology accommodates learning.
Build an online environment to suit.

Easy to use, attractive and engaging tools make research fun.
Example: Stairway to Satisfaction

Task 9: Stairs

- To analyze a region, resize and reposition the rectangle below.
Example: Potato Chip Ideation

Day 1
- Morning Activity: 13 concepts, first rating
- Afternoon Activity: 13 concepts, initial ideas

Day 2
- Based on Day 1 results, 13 reduced to 8
- Open Discussion

Day 3
- Open Discussion
- Afternoon Activity: 8 concepts, final ranking

Community collaboration

Kyle
Jul 17, 2015 5:01 PM
Woohoo my favourite one in this entire survey.
- 1) Because they are sinus explosions of delight, true story.
- 2) Ern, never seen wasabi crisps. Plenty of peanuts though. Therefore, I don’t think there is anything better than this available.
- 3) Wait for it… ginger flavour inside the shell! =“mind explosion”=
- 4) Make these please, that is all.

Vanessa
Jul 17, 2015 9:34 PM
- How could we make this an even better snack to share with beers?
- Are there any other names you can think of for this idea that would help make this the next “drinking crisp”?

Lorna
Jul 18, 2015 8:56 AM
The peanut/toasted/cashew flavour makes this more like a beer snack? On reflection Shells doesn’t really work if the appeal is for a drinking crisp. I dare to say it but maybe needs to sound more masculine?

Jenny
Jul 18, 2015 7:17 PM
Like the ginger idea.
Example: Comedy TV Show
So when you think about insight communities:

- **Right-size and right-design** them to meet your objectives.
- Foster **authentic** dialogue.
- And don’t be afraid to be **different**.
thank you!

sthompson@ramius.net

kendall.nash@burke.com