

# An introduction to Mobile research



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# Mobile is different

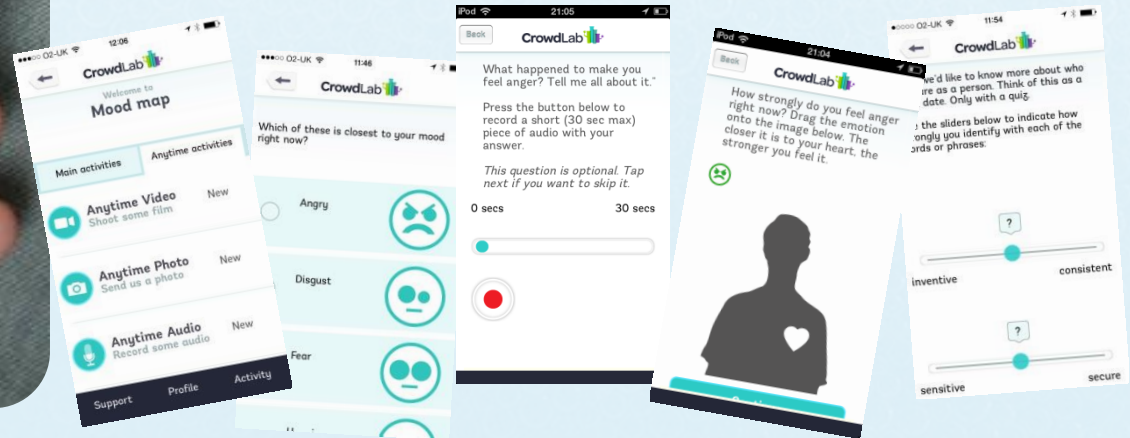
- ~ When you're on the go, you want short, easily digestible activities
- ~ Mobile research must make the most of the context in which it is being completed
- ~ People expect a great quality experience.



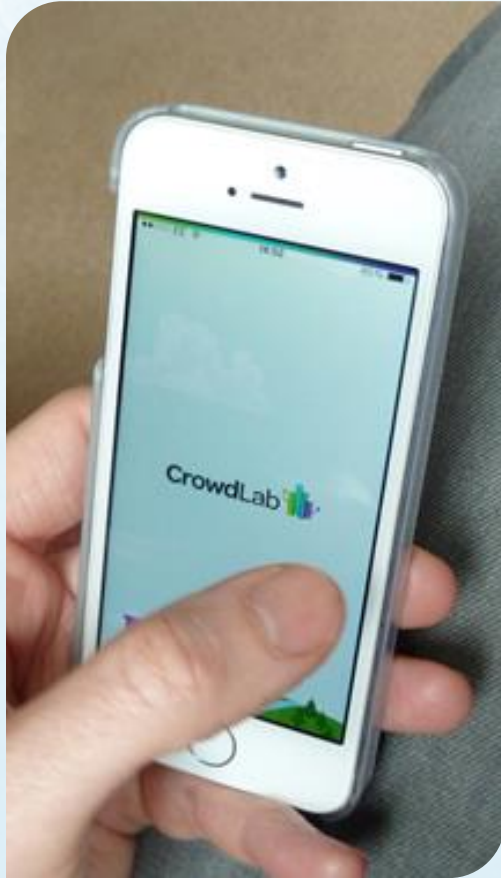
# Our approach – in partnership with CrowdLab



- ~ iOS & Android app
- ~ Simple, intuitive tasks
- ~ Pushed to participants
- ~ Or led by them



# All tasks can be scheduled and/or can be participant led



- ~ We can schedule certain tasks to unlock / lock at specific times (e.g. at lunchtime on the day of a trade show)
- ~ We can also ask participants to log feedback everytime something happens (e.g. they visit a catering outlet).
- ~ Feedback can be rating scales, open-ended comments, heat maps, video upload, photo upload...



# Example Approach

## Consumer Shoes



### Objectives

- ~ Gain an insight into how your consumers interact with your brand and the category
- ~ Understand more about the current and potential usage occasions

### A Possible Approach

- ~ 30-40 participants download app and provide background information
- ~ Over a period of 1-2 weeks, a series of prompts invite participants to reflect on the category:
  - ~ prompted questions
  - ~ video uploads
  - ~ photo uploads
- ~ Participants also capture information about potential usage occasions.



# Example Approach

## Customer Shoes



### Objectives

- ~ Gain an insight into how your customers interact with your business and competitors

### A Possible Approach

- ~ 20-30 participants download app and provide background information
- ~ Over a period of 1-2 weeks, a series of prompts invite participants to reflect on your category and how they choose between suppliers:
  - ~ prompted questions
  - ~ video uploads
  - ~ photo uploads

# The outputs



- ~ An engaging and action-oriented presentation or workshop session for your key internal clients
  - ~ Led by know research's experienced researchers
  - ~ Drawing on the rich tapestry of information collected during the process, such as video clips & photos as well as more traditional qual and quant data



# Please call us to discuss

## Contact Stuart Green

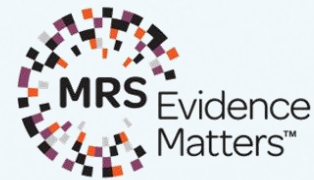
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