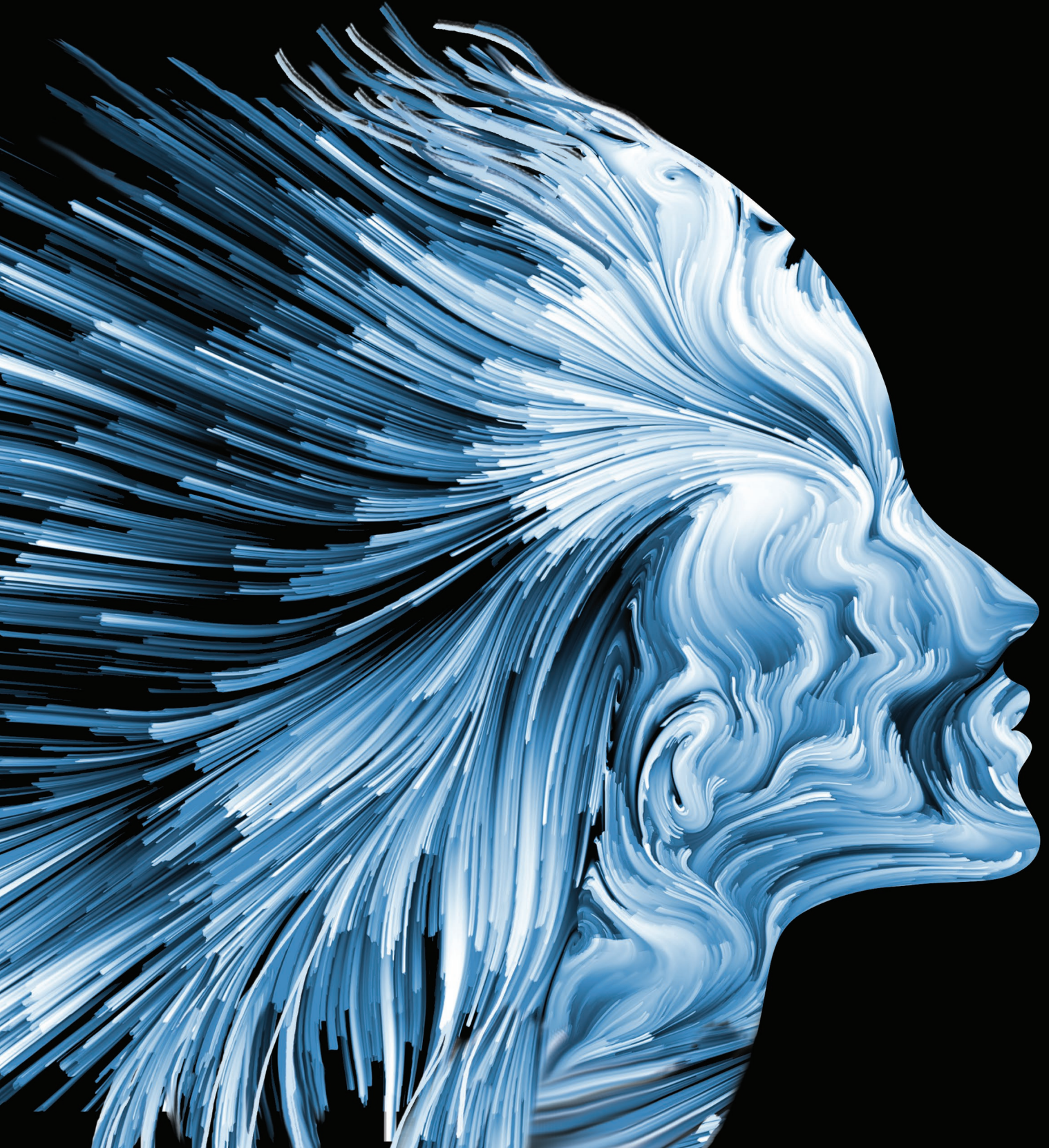# Qualitative Research

The art of transforming motives and emotions into insights

Qualitative investigations entail observing, exploring, asking questions, probing, actively listening, and thinking very deeply about what it all means, symbolizes, and signifies.

Qualitative research is a search for deeper meaning, underlying reasons, hidden motives, and "unknown unknowns." It seeks to explain the "why" of human perceptions, emotions, and behaviors. At Decision Analyst we believe qualitative research is one of the most powerful tools in a researcher's toolbox.

Strategic Focus

Decision Analyst specializes in applying qualitative research to these core issues:

- *Communications (positioning, messaging, themes, imagery)*. How can commercials and ads, videos for websites, apps, social media campaigns, brochures, and package graphics be optimized?

- *Brand Strategy and Brand Activation*. How can marketing inputs be optimized to grow a brand strategically and keep it relevant to its target audience?

- *New Product Development*. How can opportunities be identified for new products and new services, and how can concepts be created that address those opportunities?

- *Website and App Usability*. Can consumers navigate your website or app easily? Can they find the information they seek? What's confusing or misleading? What's missing?

- *Buying-Decision Process: Path-to-Purchase Investigations and Purchase-Journey Analyses*. What are consumers' sources of information and influence? What websites and apps are used, who do they talk to, and who do they view as the experts? What are the key drivers of consumers' brand decisions?

- *Customer Experience*. How can a company's interactions with its customers be optimized at each touchpoint (in person, in the store, on the phone, and via the web or app)?

Decision Analyst
strategic research ■ analytics ■ modeling ■ optimization

Leading-Edge Qualitative Techniques

Decision Analyst recommends the qualitative techniques best suited to achieve your research objectives.

Digital Techniques

- Online focus groups
- Online depth interviews
- Online bulletin boards
- Online communities
- Online chats
- Online ethnography
- Online diaries, blogs, journals
- Social media analysis
- Large-scale qualitative (or Big Qual)
- Webcam depth interviews
- Webcam focus groups
- Mobile in-the-moment interviews
- Mobile self-ethnography

In-Person Techniques

- Focus groups
- Depth interviews
- On-site depth interviews
- Ethnographic (or observational) research
- Shop-alongs

Telephone Techniques

- Depth interviews
- Focus groups
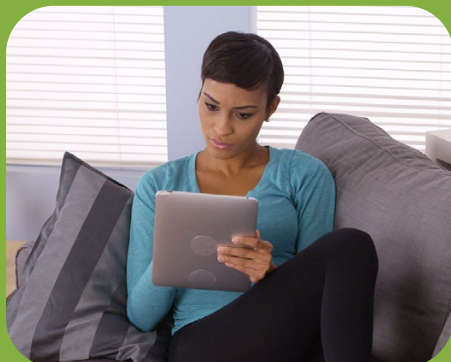
Worldwide Moderator Network

In addition to its own moderators, Decision Analyst maintains a worldwide network of qualitative experts. Through this network, Decision Analyst's clients have access to qualitative expertise in *different industries and categories*, as well as in different countries, languages, and cultures. Only the best qualitative consultants are members of this network, and they receive ongoing training and support from Decision Analyst. They also have access to our worldwide online panels and qualitative software systems. Their work is reviewed and approved by our Quality Assurance Team.

Techniques

Ethnography, semiotics, laddering, neuroscience, and projective methods are techniques we favor. Every technique has its strengths and its weaknesses. Combining techniques (i.e., a hybrid approach) can often provide deeper insights and a more complete portrait.

Cutting-Edge Technology

Decision Analyst supports multiple state-of-the-art online qualitative platforms, including its own proprietary systems. Some systems are better for working with video, while others are better for projective imagery. Neuroscience techniques can be appropriate for some projects. We would work closely with you to choose the approaches that best fit your needs and goals.

Worldwide Online Panels

Decision Analyst owns and operates a suite of worldwide online panels with more than seven million members. These panels include consumers, business executives, computer science and technology professionals, construction contractors, and doctors and other medical professionals. These double opt-in panels are rigorously maintained and balanced to provide accurate and reliable responses. These panels make it possible to quickly execute high-quality, online qualitative projects around the globe.

Articulators™

When understanding deeper motivations is an overriding objective, Decision Analyst's Articulators™ panel is recommended. Some consumers are more self-aware than others, and some are better able to articulate their feelings and explain their behaviors. These self-aware and articulate individuals make up the Articulators™ online panel. Qualitative projects using Articulators™ cost a little more but provide a richer and deeper understanding of human behavior and human emotions.

Why Decision Analyst?

Decision Analyst is a global marketing research and analytical consulting firm with more than 44 years of experience in qualitative research and consulting. Its moderators have conducted thousands of qualitative interviews across hundreds of industries and product categories. With its worldwide moderator network and global online panels, Decision Analyst conducts qualitative investigations around the globe with speed and accuracy. If you would like more information, please give us a call.

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2670 E Lamar Blvd
Arlington, TX 76011, USA
1-817-640-6166 ■ 1-800-ANALYSIS
www.decisionanalyst.com