

The Brand's
Pocket Guide
to Mobile-based
Market Research

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Mobile-based Market Research

A pocket guide for brands

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Past & present

01

The 5th research method after paper, person, phone & PC? Most typically these self-led mobile methods involve surveys, interviews or diaries conducted via **Mobile Apps**, **Mobile Web**, **SMS/MMS** and sometimes Voice Memos.

The method has been around as long as mobile data has been generated by mobile devices, but really began with the rise in SMS messaging in the 90's. Some might say it's 20 years old ! FYI: Our first trials were in 1999 with UK Mobile Network One2One.

Eventually **Smartphones** catalysed the channel as a method in its own right, with true internet capabilities and the development of Apps. In the past SMS and "WAP" (early mobile web) Market Research failed to take-off, as these lacked true benefits to researchers and brands versus other methods and given the skew in audience, clunky mechanism, and costs to respondents.

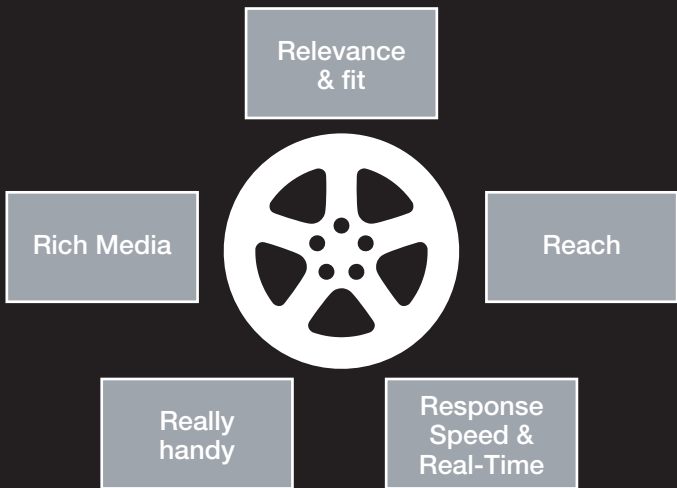
Nowadays, Mobile-based MR is reaching a zenith given the channel's **prevalence, relevance and advantages** versus more traditional (and old fashioned?) ways. More on the drivers of Mobile-based MR follows...

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Drivers of mobile MR 02

Mobile can really work if these 5 R's meet your needs.



Always on instant insight
Location, location, location
Relevant real-time research
Anytime, anyplace, anywhere
In the moment/emotion/mouthful
A multi-channel multi-media method



Options & opportunities 03

A multi-channel channel in itself
Many methods within the method

Options

With mobile you are not limited to one or two options, but many.

Qual or Quant? Online or Offline?
Survey or Diary? Text only or multi-media?
Mobile App or Mobile Web or SMS Survey?
Data only, or Image/Video/Voice Capture?

Quant: short surveys, quick polls, ad hoc, panels, tracking, etc.

Qual: TXT-depths, Vox-Mobs, Life Diaries, Ethnography/ images/video, etc.

Opportunities

Relevance... Increasingly fitting to more and more audiences/topics/brands. Reach... The ubiquitous ever-present mobile wins hands down. Real-time... The fastest response, quick-fire research is here. Really Handy... If well designed, very convenient for respondents & brands. EnRiched Insight... Not just text and numbers but images, video and voice!

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Obstacles

Short & Sweet Not Always
The Best Substitute for
Depth & Detail

Biggest Barriers for Mobile MR

Irrelevance... a bad fit for audience, brand or topic
may need to be avoided

Technical... a multitude of devices and browsers to
be considered/tested

Psychological... concerns for brands and
respondents needs to be overcome

Over-long/complex surveys... an industry issue,
even more so for Mobile !

International variations... for usage, devices,
networks and regulations

Check and plan for the above.
Get help if required.



Mobile quant

Quant: When you need numbers for precise measurement and confidence in results

Main Options for Mobile Quant

1/. SMS/Text Surveys

- Self-completion
- Usually an initial opt-in/ permission question sent to database/panel
- Questions & Answers pre-scripted, open or closed/ framed
- Replies can be paid for by agency/supplier (free for respondent)
- Works well for CustSat where relevant brand/event/ moment and/or where audience has free time (e.g. during a ferry crossing)
- Response can initially be very fast, although “a long-tail”

2/. Mobile Web

- Survey invite displayed to user on relevant mobile web page
- Works well for mobile website UX/Sat surveys and for audience understanding

3/. Dedicated Mobile Survey Apps/Panels/Communities

- Survey experience can be richer and longer and more complex versus web/SMS
- Usually deployed with opt-in panellists (existing or mobile only)
- Make your own (DIY) and Panel/Agency Owned App Services
- Apps can collect data even when offline (and upload later)

4/. Surveys Embedded Into Apps (like adverts)

- Quick fire surveys built into App experiences
- Look like adverts to start, but follow a simple Q&A survey approach



Mobile qual

Qual: When you need depth, detail and diagnosis
Main Options for Mobile Qual

1/. Text Depths

- Open-ended text conversations between researcher and selected respondents

2/. Vox Mobs

- Capture and delivery of video opinions using mobile's camera
- Utilising pre-screened or recruited respondents

3/. Mobile Diaries & Journals

- Using Apps or Regular Surveys
- Capture behaviour and in-the-moment feelings/moods/emotions

- Randomised or event-driven
- Can be 24/7 or select periods

4/. Mobile Ethnography

- Study of people and cultures in "real life"
- Discovery not measurement
- Mobile enables capture of images/video/voice-descriptions of events/moments/experiences/life on an ongoing non-intrusive basis

and finally...

Memorise The Mobile MR Mantra...

Check Ensure mobile method fits with audience/topic/brand

Constrict Keep Surveys Short & Simple.

Engage Engaging (Reassuring) Invites (+ opt-in).

Entice Meaningful Incentives/Rewards.

Retain Keep Respondents Engaged (flow and above).

Plan Plan and work around country variations.

Get help Consider & work with best (technical/panel) partners.



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The Pocket Guide to Mobile-based Market Research is part of a set created by Skopos London: Market Research Company founded in London in 2001 as 'bricks met clicks'.

Client-first imaginative research calculated to meet the needs of the world's major brands.

Helpful & insightful.