

home to home research

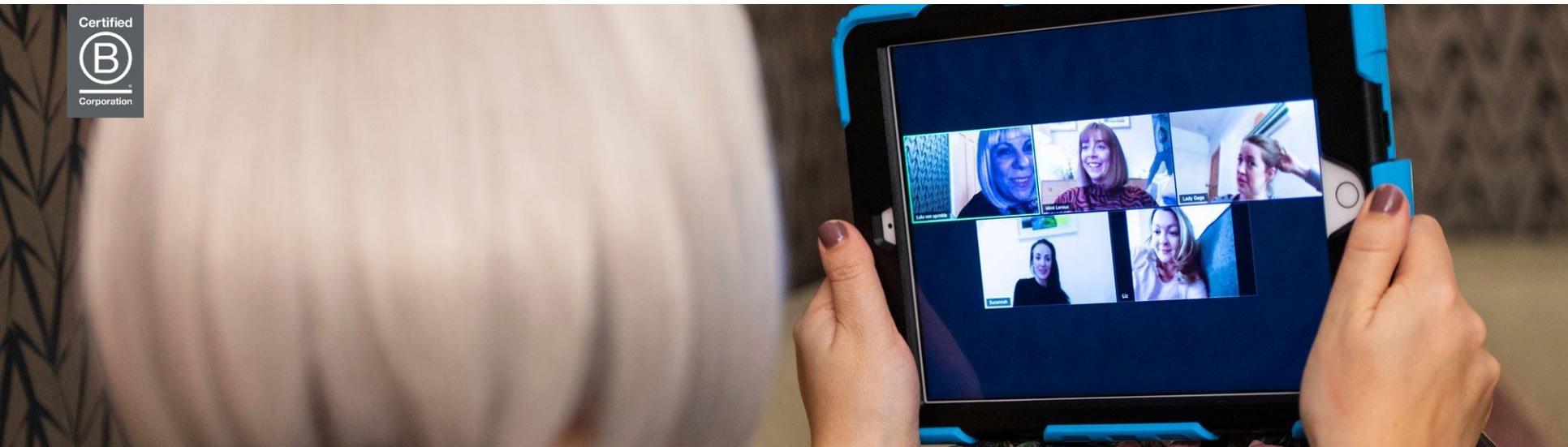


April 09, 2020

Online Workshop April 9, 2020

Prepared by the Innate Motion team

This is #3 in a series of online workshops. To see the rest visit InnateMotion.com





Joyshree Reinelt

business humanizer & partner

frankfurt

joyshree@InnateMotion.com



Gilda Zarate Chabluk

business humanizer & partner

bilbao

gilda@InnateMotion.com



Arya Djoehana

business humanizer & partner

singapore

arya@InnateMotion.com

today's session

1. Welcome 05'
2. Home to Home research 15'
3. Break out sessions 15'
4. Sharing session 10'



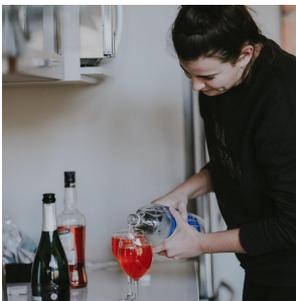
keeping in touch against the odds



In times of crisis organizations and companies tend to cut down on research.

We believe that the relationship and engagement with the people we serve is essential to grow the business. At any time.





why home to home research

What to do when the classic face to face is not possible due to a travel ban, budget restrictions or the COVID-19 quarantine?

Although we live in the digital era we do not always benefit and make the best use of technology.

How to best run the research and reassure our teams?

myths around remote research



#1

Only works with teens,
Millenials and affluent
people



#2

People interaction and
dynamics are less engaging.



#3

One can not create
an intimate connection



Myth #1

Home to home research only works with teens, millennials and affluent people

everybody is approachable

We have spoken to all kinds of people across studies:

- Less affluent people in emerging markets about family, finance and nutrition
- Middle aged people about health and well-being
- Baby Boomers about their life philosophy and values they uphold
- Chinese people during the peak of the lockdown about cars

what clients felt:

“I am surprised about the way we engaged with Carolina from Peru. She was very open, talkative and in the end of the session I also met her family. It was a great experience with someone living in a very different reality and in a remote place. This experience has really exceeded my expectations.”



what participants felt:

“I am not on Facebook, and I am not on social media a lot. But I loved participating in this modern approach because the questions and tasks were seamless. And technology connected us from our homes. It was unexpectedly nice and deep.”



myth #1

Home to home research only works with teens, millennials and affluent people

4 ways to engage with everyone

put yourself into their shoes

Make sure you really empathize with the people you want to engage with, so you can craft a process that suits them and engages them.



tailor make the process

Every group of people has specific needs and requirements. E.g for elderly people make technical support available, for low income make data available.

make it easy

Design tasks and questions keeping the ease of participants in mind. E.g. allow teens to make short videos instead of having them write too much.



make it personal

Use projective techniques and ways of questioning to engage people on a human level.

Myth #2

People dynamics are less engaging than face to face encounters

the opposite is experienced ...

- You enter people's lives like you never could in a studio
- The comfort of home automatically puts people into a more informal, casual mood
- Energy levels are more easily managed at personal ease

what clients felt:

“It was quite intriguing to see that people were very engaged in their homes. Definitely different quality than in f2f focus groups, more natural somehow.”



what participants felt:

“I quite much liked not feeling squashed by people sitting right next to me, I am not afraid of people but being in my home let me focus more and made me curious to get to know the others.”

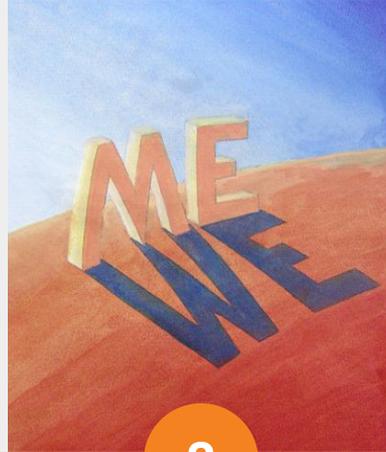


4 ways to steer dynamics

ice breakers to fit the virtual world

Warming up to one another is essential. Starting to connect on a human level, whilst being apart, is essential. Sharing a cup of coffee helps.

1



2

consciously build a team spirit

Make it collaborative by creating the atmosphere of “we are in this together”.

3



4

myth #2

People dynamics are less engaging than face to face encounters



tasks for group and individuals

Design the conversations that require different types of energy. Switch from personal moments of reflection to shared moments of stimulation and exchange.



work hard to make it fun

Use play to equalize the different participants, and to have moments of tension release and laughter. Humans are wired to share some lightheartedness together.

Myth #3

You can never create an intimate connection in an online world



we got the most touched ...

- In the comfort of their own home people have less barriers of sharing personal stories
- It can feel more safe to share tensions that keep you awake at night when people are not sitting right next to you
- Being physically apart can make us feel emotionally closer

what clients felt:

“I never thought people would open up to this degree and reveal so much of their true self. I got a real sense of who they are, where they live, what moves them. Seeing them in their homes without being there was a rich experience.”



what participants felt:

“I really enjoyed this. I am more of a shy person but this helped me to open up and also talk about things like religion. I felt safe.”



4 ways to foster a sense of intimacy

create a base of trust

Build a personal rapport. Be open, genuine and share something of yourself. Create time for proper introductions. Make use of being at home to make it personal.



1

use non-verbal expressions

It is difficult to phrase emotions and tensions into words. Enable participants through projective techniques - e.g. drawings, acting out an emoji.



3

2

do not bombard with questions

Leave time to process and think on the one hand, and to sense and feel on the other hand.



4

absolute truth does not exist

Pay attention to what is not being said. Capture the contradictions and paradoxes you sense and observe. These lead to interesting decoding exercises.



myth #3

You can never create an intimate connection in an online world

why we love it



sustainable

We reduce our ecological footprint by eliminating travel.



anywhere, everywhere

We can engage with participants, even in remote places. The reach is far beyond metropolitan cities.



agile

It allows to cover different geographies in short period of time and bring people together from all across.



anchored in real life

In the comfort of our home, we are more of ourselves

over to you...



Do you know additional myths around remote research?

What is your story to break the myths?

15 mins

time to share...



Do you know additional myths around remote research?

What is your story to break the myths?

10 mins

Key learning from the group breakout session

You will feel scared until you experience it

Can be difficult to start the journey but once started the experience makes it worthwhile for internal stakeholders too.

1

Wider and better recruitment than f2f

In f2f group sessions one often has a specific type of participants. Online the reach is farther and the breadth of people much wider.

3

It's a continuous learning process

Whilst the approach is rather new, it needs to be constantly improved. It's a rich learning journey to embark on.

2

Introverts are given a safe space for expression

Introvert people often do not show up in f2f session because they feel shy or intimidated. The digital world gives them time to think and answer within a more comfortable zone.

4

Key learning from the group breakout session

Valid insights, even in times of crisis

There are doubts if people respond differently during times of crisis. There is quantitative proof that this is not the case, there are no significant differences.

5

Reassuring that research can still be done

The sentiment that we can stay in touch with the people we serve and that insights to drive business can still be gathered, was reassuring.

7

Be sensitive to be ethical

The question arises if it is ethical to conduct research in times of crisis or not. There are many different viewpoints. The conclusion is that it does not pose an ethical problem, if you are sensitive and empathetic.

6

Opening up our home makes us more human

The digital world is not as cold as we might think. Relating to people from our homes, both clients and participants, makes us more real and genuine.

8

Key learning from the group breakout session

Keep the momentum

The digital world offers a great way to keeping the momentum and conversations going.

9

10

Makes us more focused

If we use the efficiencies that technology offers correctly, we can be more focused.

11

Give some extra guidance

Some people (also on client side) need to be taken a bit more by the hand. The guidance can easily be built into the process.

12

Creates more bridges

We can reach more people in different places and connect many more loose ends because we can rise beyond the limitation of physical proximity.

next in the series

Sharing our experience and insights on topics that could help our friends, partners and clients in this time of crisis.

27 March @ 2pm-2:45pm CET

Creating a relevant “work from home” culture, with Moniek Tersmette, Benoit Beaufile and Mark Hauser

3 April @ 2pm-2:45pm CET

Leading with human sense in times of crises, with Christophe Fauconnier, Kanchana Moodliar and Aurelia Petrov

9 April @ 2pm-2:45pm CET

Home-to-home research, with Joyshree Reinelt, Gilda Zárate Chabluk and Arya Djoehana

17 April

2pm-2:45pm CET | 4pm-4:45pm CET

Home-to-home workshops, with Femke van Loon, Riccardo Cristiani and Arnaud Tausiaux

24 April

10am-10:45 am CET | 2pm-2:45pm CET

Brand engagement in crises times, with Meggan Wood, Subodh Deshpande and Yaw Sarkodie



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business humanizer & partner

frankfurt



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business humanizer & partner

bilbao



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business humanizer & partner

singapore

sending you a virtual hug...