

# 360° immersions

Moniek Tersmette  
Moniek@InnateMotion.com

In current times we receive a lot of questions about working-from-home and running research remotely. At Innate Motion we have been working from home since our birth, in 2006. We are happy to share how to best run research in the virtual world. We call it Home-to-Home research, because all participants, including the researcher are at home. In this piece, we explain 360° immersions, one of our methodologies. Part of a trilogy: 360° immersion, online communities and online focus groups.

## what it is

Immersing into the lives of people via different channels. A 360° Immersion is an opportunity to get to know people and the ecosystems that they are a part of. During a couple of days, we connect to a person through different channels. We naturally follow the medium the person uses in today's world to stay in touch with each other, such as: Whatsapp, Instagram, Facebook, Facetime. The gathered learnings are comparable to those of classical ethnographic interviews.

## why we believe in it

360° exposure trains empathy fitness muscles. A 360° Immersion is a gradual introduction to people's lives. Through the pictures, chats and texts people share, they communicate a wealth of information. As we open up to other people's realities, it builds a common ground to start a conversation and build proximity during the video call. Innate Motion, being an office-less company, and working across geographies of the world has developed a long-standing expertise and experience in the field of online qualitative research such as immersions, communities and virtual workshops.

## when to apply

### People, Planet and Profit proof.

A 360° Immersion gives access to people to meet each other from all areas in the world, that otherwise might not be able to meet. For instance, people working in shift schedules, in hospitals, C-suite profiles, but also people living in remote or politically unstable regions. It allows us to build inclusivity of teams, brands and the people we serve.

A 360° Immersion gives the **possibility to connect** at a time which suits us and the person we want to meet at a slower pace. For sensitive topics, we observe that this set-up helps to ease discomfort. This approach helps us to build respect and trust of the people we meet.

A 360° Immersion enables us to **maximise the experience** of the team by driving the frequency of the interaction with people we want to serve. Instead of having a one-on-one single interaction with a person, we build a meaningful conversations over weeks. It allows us to construct a frequent connection with the people we serve.

A 360° Immersion is **environmentally friendly** as it reduces the environmental footprint of the team, especially relevant today, in this age of environmental awareness and sustainability. It helps us contribute toward a carbon-free planet.

A 360° Immersion is an **efficient solution** that saves time and costs. Thus supporting a thriving business interest.

A 360° Immersion is a proven **solution in times of crisis** when it is not possible for people to meet face-to-face.

## how does it work

**Getting ready.** Before the 'Facetime official' call, Innate Motion organises a briefing session in advance of the 360° Immersions, where team members receive training to get into the topic, and to be empowered to make the best out of the immersive journey ahead. It may seem like a small step, but the preparation makes our approach meaningful and more impactful.

**360° immersion guide.** During the 'Facetime official' call, we follow a specific and structured guide that has been adapted to the people we meet. We make sure that our way of discussion is in-depth, personal and intimate. Making it a two-way dialogue rather than something that seems to be like an interview, questionnaire, or an interrogation. We always start with what comes to mind spontaneously for people to level their emotional state. In times of crisis this is even more important, because we want to get to know people in multiple dimensions.

**Find Mr./Mrs.Right.** Innate Motion organizes the logistics for all team members to get in touch with the people that are relevant to the objectives. We recruit not only based on socio demographic criteria, but also purchase behaviour, personality and mentality traits.

**Texttationship.** During 3-5 days people will be in touch through WhatsApp or other social media to get to know each other in an accessible manner. This takes 5-10 minutes each day to gain a better sneak preview of the people we want to serve.

**Sensorial Experience.** Innate Motion designs an experience for the team to be ready to meet, using all our senses: touch, sight, hearing, smell and even taste. By being with people in their living environment we will become better observers. This embodiment of the living reality allows better understanding and decoding.

**Facetime Connect.** All team members move into a Facetime call, finally meeting in 'person'. Enriched by all they got to know during the texttationship and through the sensorial experience, the Facetime Connect becomes more intense and real.

**Debriefing.** Finally, a debriefing session is important to close the journey. Exposing the most significant facts and the most important highlights of the Immersion by sharing people's words, emotions, and pictures to reflect upon the conversations that have been done with people.



2019, classic Immersion in Indonesia