

online focus groups

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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 the online focus groups, one of our methodologies. Part of a trilogy: 360° immersion, online communities and online focus groups.

what it is

Exploring a topic and evaluating stimulus together in an online focus group. An online focus group is a conversation that involves people and allow them to interact with each other and the moderator from their homes. We invite people based on relevant criteria to discuss a topic at hand. The participants interact through an online platform. This approach combines individual exercises with a group discussion. People respond to stimulus and can share their creative ideas. Qualified researchers drive the conversations, encourage and probe where relevant. The output is comparable to a classic focus group that happens face-to-face in a facility.

why we believe in it

participating from the privacy of home.

An online focus group allows everyone to participate from the privacy of their home. No need to travel. In a home setting, people tend to be more relaxed and open to contribute. It also allows to make people fill up individual tasks and upload pictures, texts, drawings, and collages. The creative expression is seen as rewarding. It brings depth and dynamic to the discussion.

when to apply

People, Planet and Profit proof.

An online community gives access to people from all areas in the world, allowing us to reach people we might not otherwise be able to meet. For instance, people with a busy schedule who cannot free their agenda for a 3-hour meeting, women in the Middle East who prefer not to go out, or people living in remote areas who cannot visit a research facility. **It allows us to build inclusivity of teams, brands and the people we serve.**

An online focus group gives the possibility to connect from the **intimacy of our home**. People share their first name and picture only, allowing privacy to be respected as compared to in a face-to-face meeting. For sensitive topics, we observe that this set up avoids uncomfortable feelings.

"I enjoyed the research a lot. It was easier for me to open up than in a focus group where you are all in the same room."

An online focus group gives the possibility to organise little break out sessions. Allowing 2 or 3 people to explore stimuli on their own, under the supervision of a moderator. Technology will bring them automatically back to the plenary. This variety makes the session more dynamic and entertaining. It motivates participants to share their voice and put in great efforts.

additional benefits

An online focus group enables us to **maximise the experience** of the team. They can meet people in different cities and countries in one session. They can observe from the office or from home. They can ask additional questions to the moderators and pull up insights.

"Innate Motion suggested to let people from different countries meet in one session and explore my strategic direction. In no time it brought me to a truly global campaign."

An online focus group 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.

An online focus group is a proven **solution in times of crisis** when people are not allowed to meet face to face.

how does it work

Getting ready. Innate Motion organises recruitment based on the agreed criteria. We can invite people from different cities or countries even. We prepare team members for their role as observer.

Discussion Guide. We follow a specific and structured guide that has been designed to cover all topics, tasks and stimuli. Adapted to the people we meet and the online environment, We make sure it is in-depth, personal and intimate, making it an inspiring combination of individual tasks and group discussion.

Online Focus group. During 1-3 hours people will be part of the focus group to do the tasks and to interact with the other participants.

"It was interesting to hear the different views in other countries. I got to explain in detail how I look at this product."

Local and Global. Depending on the topic and the participants we moderate in local language or we run in English. The Innate Motion team speaks and can moderate in over 25 languages.

Expressing in words and images. the decoders team at Innate Motion, formed by psychologists, behavioural scientists and anthropologists apply cultural and psychological lenses to pull out key insights. A thorough analysis is made out of individual answers, group interactions, comparisons of images, and probing questions. The final conclusions are made in collaboration with the client to guarantee relevance, actionable conclusions and risks of bias.

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Reporting. Innate Motion produces a concise, insightful and robust report brought to life by creative and cultural expressions. The report recommends a clear 'so what' for the brand. This report can be delivered in several formats. From the classical PowerPoint version to websites and videos. We assure that the report format transmits the output effectively and becomes a useful toolbox of insights for marketers to unlock powerful actions.

"Innate Motion gave me a Handbook that is always on my desk as a source of guidance in the everyday."

"We turned all the information into a website. To allow for easy search in specific countries and for specific brands."