

Online Discussions

Consumers are Changing - Are your Research Methodologies?

As an alternative to in-person focus groups, **Trailblazer Research** introduces online discussion focus groups as a highly effective and intuitive way to engage and understand your customers today and provide research findings that drive action.

Benefits of this Online Methodology:

- ◇ High quality, relevant actionable insights with depth and integrity.
- ◇ Quality output containing rich verbatim quotations.
- ◇ Quality engagement with written responses offering time to reflect.
- ◇ Blend of qualitative (discussion) and quantitative (numbers).
- ◇ Broader pool of participants without geographic or time constraints.
- ◇ Appeal to all demographics with reduced 'group think' influence.
- ◇ Anonymity encouraging more open and honest feedback.
- ◇ Fast turnaround of reporting due to highly accurate transcripts.



We call our online board - Round Table - Bringing Heads Together as depicted by this image of participants on their assorted devices.

What Our Clients Say About Their Experience With Our Online Discussion Boards:

'We engaged Trailblazer Research to investigate how our new products would be received by different demographics and nationalities. The information we received was invaluable to decide which factors were important to which type of customer. We also tested our packaging and marketing materials and have since altered them based on the market feedback.'

Katherine Reardon, Waitaki Biosciences, December 2019

What Our Participants Say About Our Boards:

'The time allocated for this discussion board was great - running this over 3 days meant that I was able to take my time and answer the questions with care, and login numerous times when it suited me.'

'I like the online discussion board because I could do it in my own time, no travelling required. It allows time to think, add more information, digest what others have said and comment. Not looking at my watch as you can in a live situation and wonder how much longer it's going on for. No parking hassles or rush to get there after work. I believe more likely to get willing participants due to ease of being able to do from home in own time.'



How Online Discussion Focus Groups Work:

- ◇ Structured discussion guide developed between client and Trailblazer Research.
- ◇ Participants meeting the project criteria, each receive private and protected access.
- ◇ Participants login to respond to set open text questions, answer single or multi-choice polls, join open discussion topics and upload documents or images.
- ◇ Once they comment on a topic, participants are encouraged to comment and engage with other participant's earlier posts creating an interactive dialogue.
- ◇ Rich in-depth discussion results from participants providing input on every topic.
- ◇ With typed responses, highly accurate transcripts of the discussion are available.