

Looking into stories behind the numbers

Qual Lites and Qual Probes

UU Solutions for Market Research Excellence

Key Benefits:

Fast

quick set-up and get straight to the point

Inspiring

deep-dive into the minds of consumers

Flexible

can be customized as stand-alone study or add-on module to other studies

Actionable

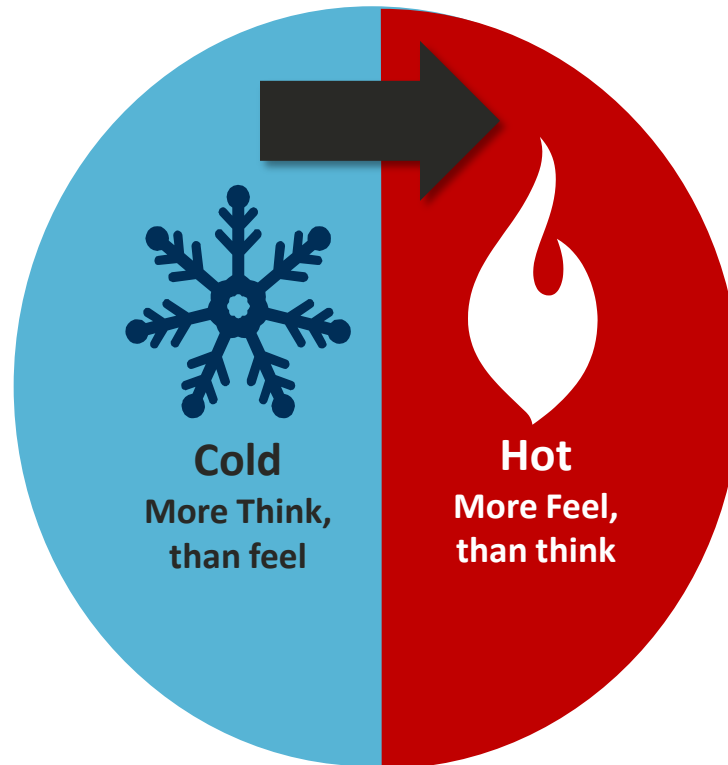
targeted harvest of insights to ensure strategic input for actions

Making your findings HOT and bring numbers to live

3

Client gets what they need
from surveys:

Numbers
Charts
Verbatims
Patterns



Clients know further from
Qual Lite and Qual Probe:

Stories behind the
numbers

Consumer
interpretation of
specific terms

Context behind
verbatim

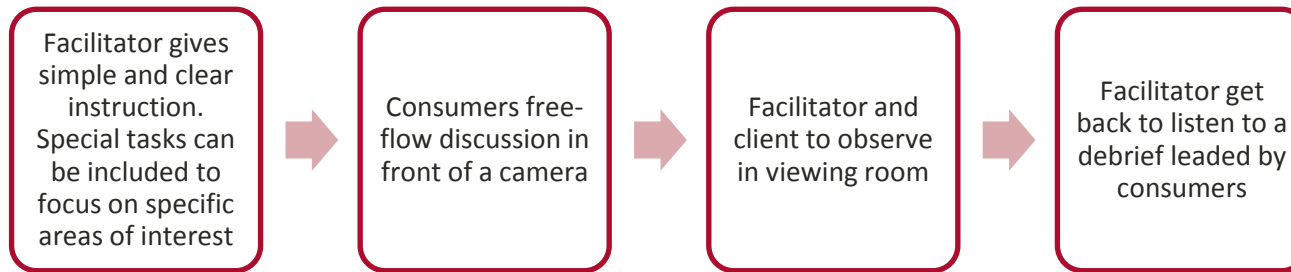
Introducing Qual Lite – Litmus Test For Quick Assessment

4

Dynamic Duets a.k.a. DDs

Two strangers, a common topic, and a camera

- Dynamic duets allows direct interactions and face to face discussion between two consumers to give us the most intuitive and genuine feedbacks.



Market Visits a.k.a. MVs

Fieldwork participative exploration by trained qualitative researcher

- From discreet and non-intrusive observations to direct participative immersions
- Generate key findings and insights, hence hypotheses
- Quick snapshots of what really goes on in the market and with the consumers



Introducing Qual Probes a.k.a. QPs – Insight Harvests

5

- Quick follow-ups with in-depth probes of specific quantitative questions and answers; going beyond open ends but to make sense of the verbatim and provide the context behind

Few ways of doing QPs no matter what quantitative methodological designs



10 – 15 min phone interviews



Quick F2F interviews

Case study 1 – Qual Lites: How Market Visits enrich the context for coffee machine market

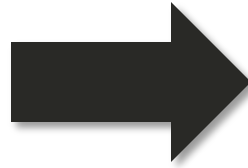
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Findings from quantitative market studies – some examples:

Distribution channels of coffee machines

Penetration of different brands

Decision making hierarchy of purchase



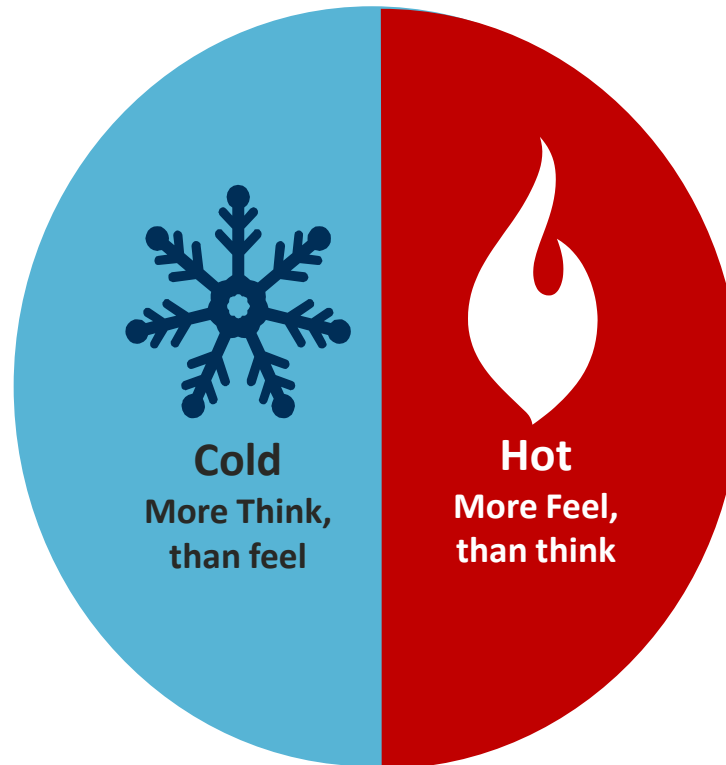
Findings from Market Visits – some examples:

How the machines are displayed in the store

Who are the consumers who shop for the machine

Questions consumers ask during purchase

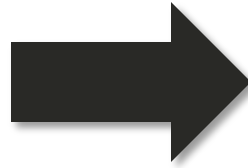
Sales tactics used during purchase



Case study 1 – Qual Lites: How Dynamic Duets provide further info on consumers' expectation towards a particular car model

7

Findings from quantitative studies – some examples:



Findings from Dynamic Duets tell us more about the story behind – *what really matters, expected usage occasions, and elaborations on quantitative findings:*



Cold
More Think,
than feel

Safety and brands are the key consideration factors of purchase

Car Model A scored highly on safety and brand dimension, yet purchase intention is low

Only less than 30% of the respondents are satisfied with the comfort level of car model A

"My friend once drove that car and I was the passenger. The seats were not as good as I expected. It is not soft enough and there is no ventilation. I like the brand but I will not buy it."

"I totally agree with you! I was hoping its comfort level is up to the airplane seat level like product B."

"Yes...sometimes my kids will lie down and take a nap on the way home after school, so the softness is very important...Oh and the foot rest, he will need it as he is too short to reach the ground.."

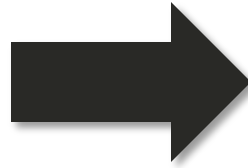


Hot
More Feel,
than think

Case study 1 – Qual Probes: put consumers' open end response into context for beauty treatment services by brand A

8

Findings from quantitative studies – some examples:



Findings from Qual Probes tell us more about customers' views:



Cold
More Think,
than feel

X% of customers are not happy with the 'environment' of treatment room at location Y

Y% of customers are not happy with the 'service' of therapist A - open ended answers suggest she is 'impolite' and 'cool'

"The decoration and facilities are great, but the treatment room is located in a mall which is always crowded and with music playing...I find it difficult to relax."

"I think the treatment room is too small; the one at Location Z is perfect."

"She completes every step she needs to take but somehow you feel she is just doing her job and not enjoying servicing you; she ask you the standard questions like if the pressure is fine or do you need some water but there is no smile on her face, nor does she observe and see what else you need...she is just following the book."



Hot
More Feel,
than think

- Flexible deliverables depending on client's needs and budget - but all are customized to Bring Life To **Life**

The Stories Behind The Numbers The Faces Behind The Stories

PPT slides to be inserted into the full report with

- Insight Headlines
- Consumer Stories
- Verbatim Quotes



Video clips
of Dynamic Duets



Infographics

How quick is the turnaround?

10

- Within Days!
- Both Qual Lites and Qual Probes can be set up quite easily and analysis is almost on the spot!
- Plus, it's just a small price to pay for a quick insight harvest!

A new way of looking at Qualitative Research



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