Ipsos 益普索

益普索社群Communities

益普索線上社群Communities平台為受訪者-尤其是習慣網路時代溝通模式的人們，創造了一個能夠自在表達意見的虛擬空間；受訪者可以使用任何一種設備如手機或電腦來加入此虛擬空間，研究人員則能夠藉此聽見他們最真實的心聲，而且不受時間、空間的限制。不同於傳統座談會或深訪之處在於，研究人員可以透過此線上社群Communities，設計各種活潑有趣的線上任務、與受訪者互動，甚至隨時邀請他們分享記錄生活的照片或影片，以更即時且深入的觀察他們的偏好與行為。

專有的行動優化 * 平台 📱

*行動優化平台可用於各種基礎活動，包含標準調查問題、討論、部落格、構思與投票工具。

量化

| 各種標準問題類型 | 客製化程式設計 | 熱區分析 | 單一測試(Monadic)或順序單一測試(Sequential Monadic) | 多元媒體刺激 |

質化

| 部落格與影片日記 | 討論與構思 | 即時聊天和影片座談會 | 共同創作與投票 | 線上白板討論 |

即時的洞察參與和協作

我們以參與為導向的方式營造了一個舒適的環境，讓社群Communities成員能坦率並公開地講述想法，以深入洞察消費者心理。

- 基礎理解
- 共同創造和構思
- 未滿足的需求
- 趨勢分析
- 購買旅程
- 概念分析和反覆學習控制 (Iteration)
- 刺激收斂 (Convergence) 和優化
- 產品測試

聯絡我們

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Ipsos

Ipsos
Communities

Ipsos Online Communities creates a virtual and comfortable environment, enabling participants to illustrate their thoughts and ideas by using different devices to login, through which researches and business brands can hear their authentic feedbacks on the products or concepts. Furthermore, it breaks the limitation of time or location. Compared with the traditional research methods, such as Focus Group Discussion or in-depth Interview, researchers tend to design interesting tasks to interact with participants and to invite them to share pictures or videos at anytime in order to gain insight into their preferences and behaviors through visualization and a storytelling way.

PROPRIETARY, MOBILE-OPTIMIZED* PLATFORM 📱

*Mobile-optimized for all basic activity types including standard survey questions, discussions, blogs, ideation and voting tools.

QUANTITATIVE

All Standard Question Types	Custom Programming	Hotzone	Monadic or Sequential Monadic	Multimedia Stimuli Exposure

QUALITATIVE

Blogs and Video Diaries	Discussion and Ideation	Live Chats and Video Focus Groups	Co-Creation and Voting	Markerboard

ENGAGEMENT AND COLLABORATION FOR REAL-TIME INSIGHTS

Our engagement-driven approach fosters a comfortable environment where community members speak candidly and openly, leading the way to in-depth consumer understanding and insight discovery.

- **Foundational Understanding**
- **Co-Creation and Ideation**
- **Unmet Needs**
- **Trend Analysis**
- **Path to Purchase**
- **Concept Analysis and Iteration**
- **Stimuli Convergence and Optimization**
- **Product Testing**

Contact us

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