



NO TRAVEL?
NO PROBLEM!

Grounded by Covid-19? Keep your research plan on track with these **approaches that deliver qualitative insight from afar.**



APP LIFE MOBILE

- **In-the-moment input** from consumers in their natural environment, including text, audio, photo, video
- **Mini-case:** A children's manufacturing clients used UU's App Life to uncover children's lives, play, interaction with friends to inspire communication



QUALSPACE COMMUNITIES

- **The depth of a 1:1 with the advantage of group dynamics**, using multi media expressions, over time
- **Mini-case:** UU facilitated communities to understand path to purchase and the role of technology as "What If" scenarios.



STREAMING IMMERSIONS

- **Go in context without leaving your desk**, as UU's moderator and videographer stream immersions live in real time
- **Mini-case:** UU live-streamed immersions to 35 team members in 5 locations, who refined product design and comms over the course of the day



VIRTUAL INTERCEPTS

- **Intercept from online surveys, social media and route to moderated 1:1 web-cam interviews**
- **Mini-case:** During a quantitative study on creative testing, UU intercepted people onto online communities, to uncover WHY



PASSIVE, WITH REFLECTIVE IDIs

- **Observe behavior and delve into the "whys"** by following passive video collection and reflective interviewing
- **Mini-case:** UU placed fixed cameras, mined footage, and conducted reflective IDIs to uncover emotions and context around meal times.



CURATION

- **Synthesize disparate data into insights for impact.** UU curators connect the dots amongst existing knowledge and identify actions to take
- **Mini-case:** UU reviewed existing data and reports on children to come up with triggers and barriers around growth.