Modern Consumers Online Community

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Welcome to our Modern Consumers Online Community

Modern Consumers by iSense

Our own ongoing online community with 50 participants in which you can add tasks according to your needs and purposes.
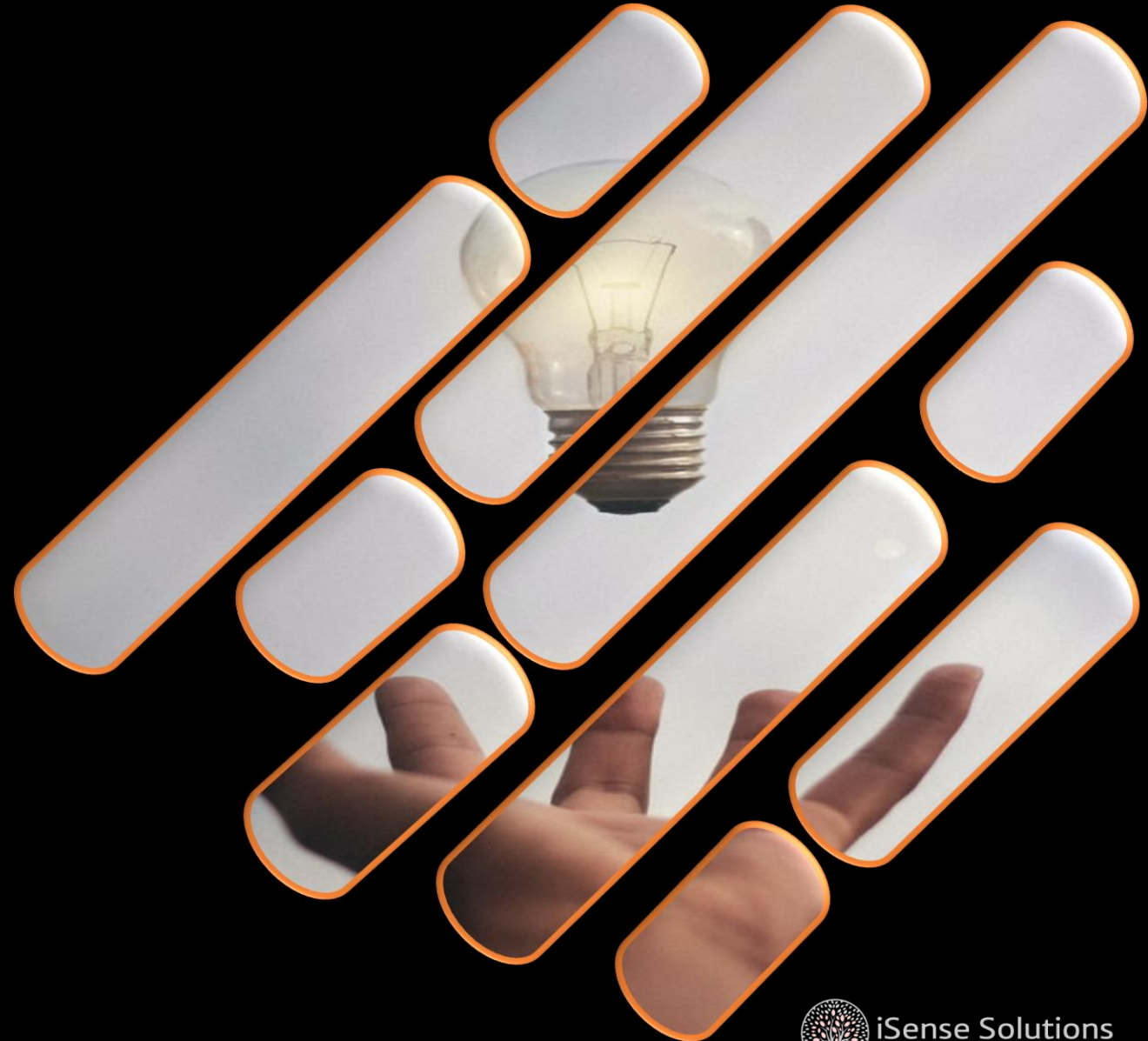
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Why do we have an online community?

- To stay connected with our consumers
- Find out in real time the hottest topics and trends among consumers

Who is part of our community?

- 50 participants
- Mix of women and men
- 18-55 years old
- National spread
- Sociable, creative and curious people

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What do we get from our community?

- Over 30% answers in the first 24 hours
- Full week discussions on the proposed questions/tasks
- Moderation of all interactions within the community, by the researcher

How does our community work?

- On our own iSense Solutions community platform
- Weekly questions, tasks and challenges
- Opened questions, closed questions, picture analysis, journals etc.

2 main areas to help build engagement and get deep insights.
Unlimited number of activities & discussions

Research area with dedicated tools for intuitive and engaging simple quantitative studies and fast dashboards
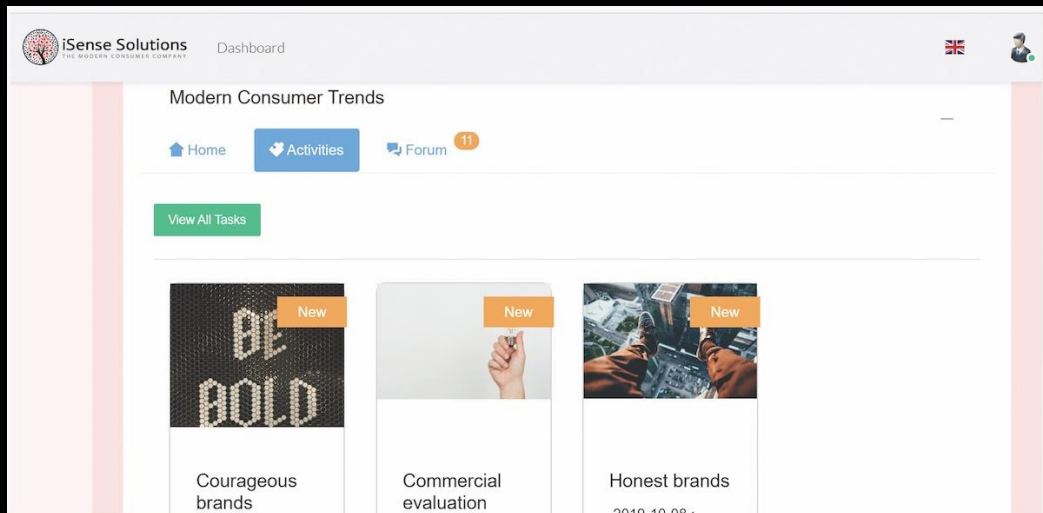
Ongoing socializing in the free area where members engage in ways similar with **social media:** allowing 24/7 interaction, sharing of multimedia, creating new topics of discussions.
This area is highly important for user generated content ("after study" discussions among participants, their peers' opinions questioned, etc.)
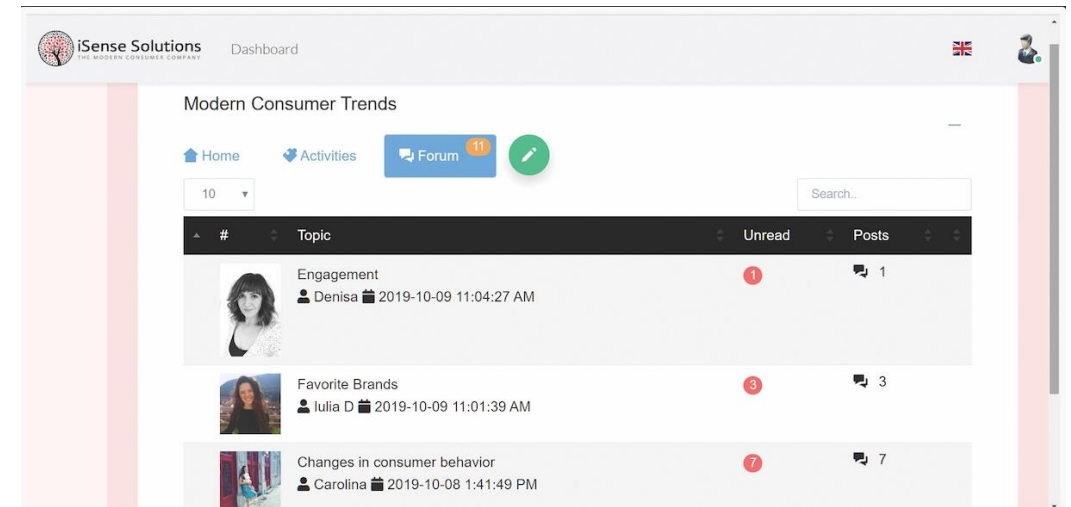
A Wide Range of Research Task Types

**Foster the engagement with the participants by using different
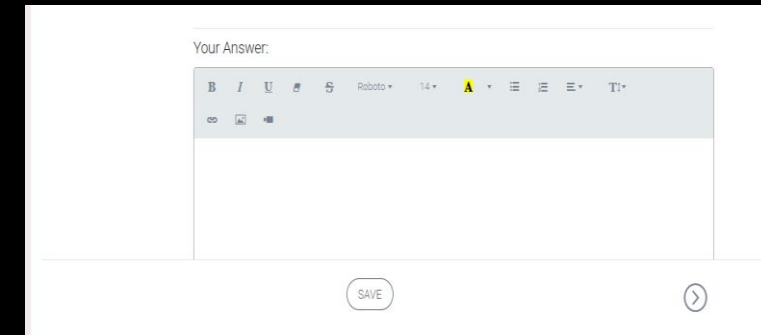types of tasks and questions.**

1. **Interactive testing of stimuli** – heatmap and deep dive on visuals

2. **Open questions**

3. **Multiple answer questions**

4. **Closed questions**
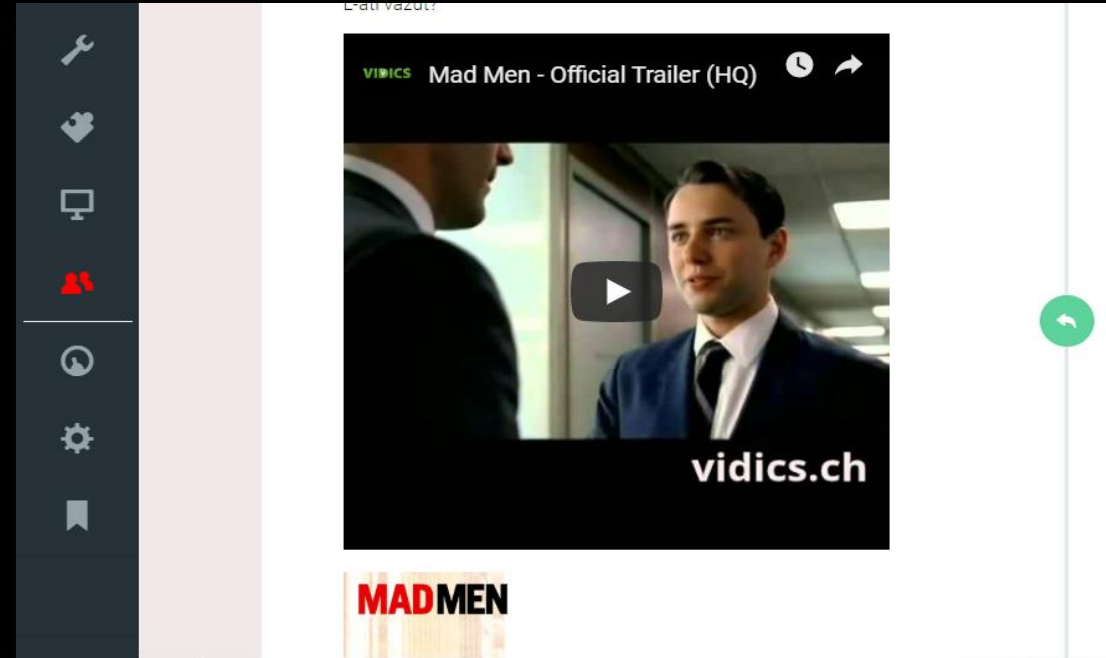
5. **Single answer questions**

Multimedia Content

The platform allows using **all types of media content:**

- Photo and video uploads

- Quick links

- Gifs

This serves as **added value for more complex types of research**:

- Ethnographies – where participants can upload any relevant media materials

- Diary entries – U&A diaries that participants submit

- Visuals Testing Research (Ads, concepts, packagings etc.) – where clients can test and find

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Output Examples

Complex tools for insightful research experience
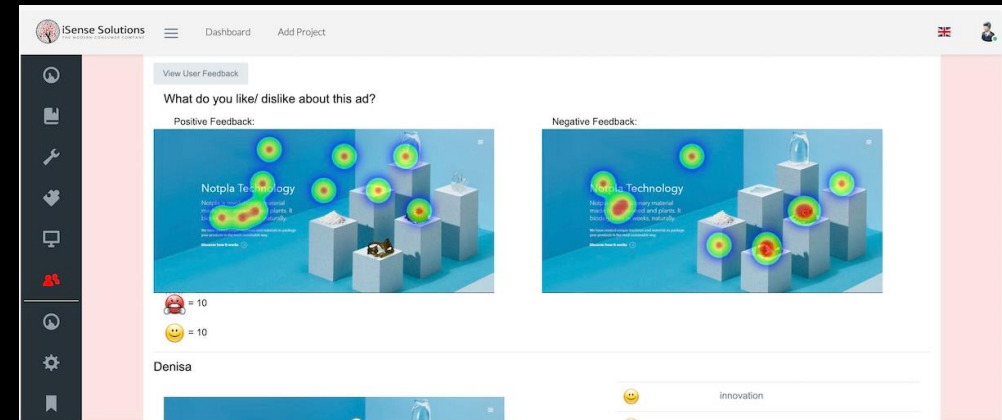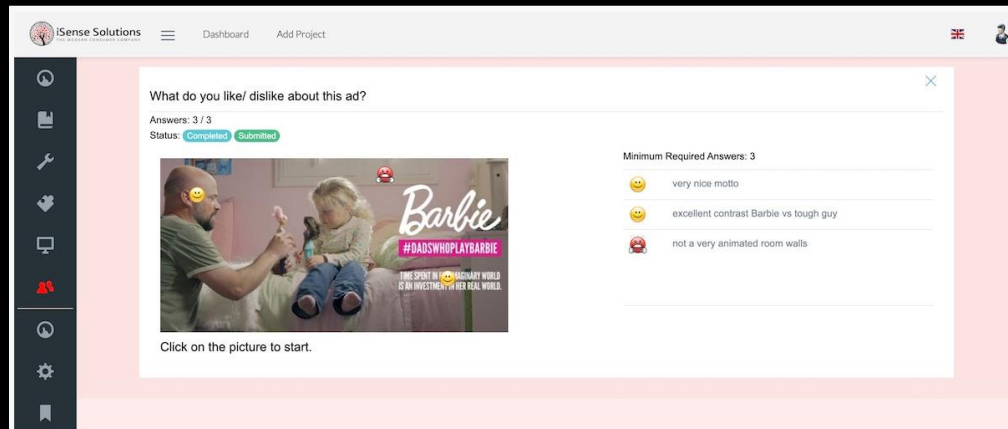
Real time results with individual & aggregated answers.
Real time dashboards for clients

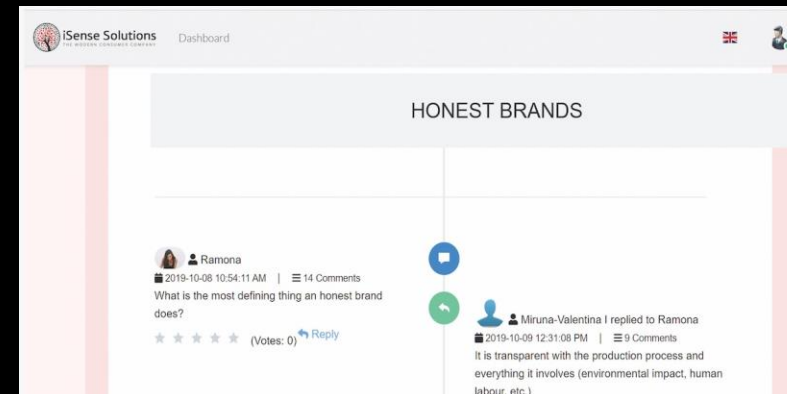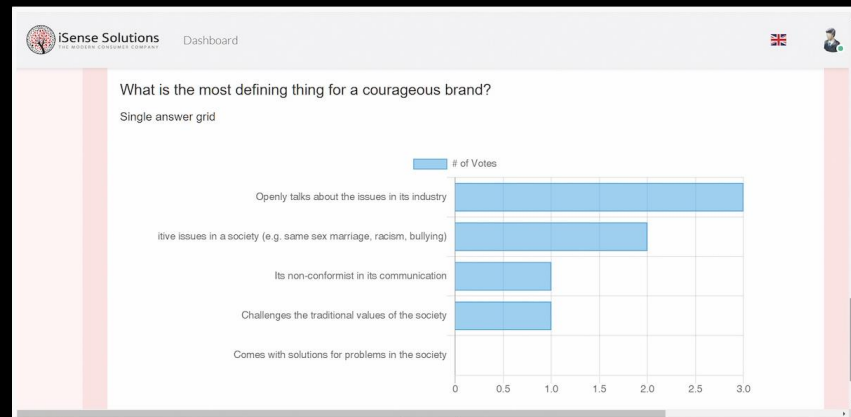# Engaging Features for the Participants
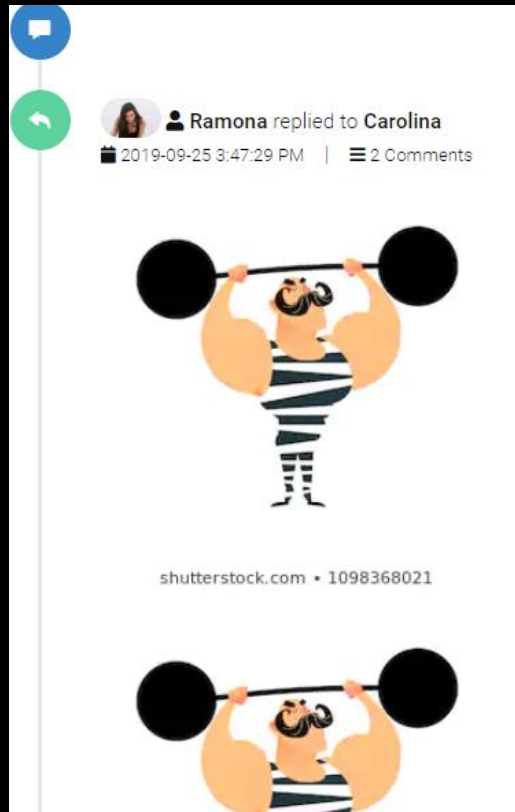
Participants can **personalize their profiles** by adding profile pictures/avatars, writing personal descriptions etc.

They can **create new topics of discussion** in the free discussion area (forum area)

The platform uses a **gamification system** – a comprehensive incentive system based on points allocation according to task completion, user generated content and other general assignments

Participants can **vote the answers/comments** of fellow participants in the community

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Segmentation

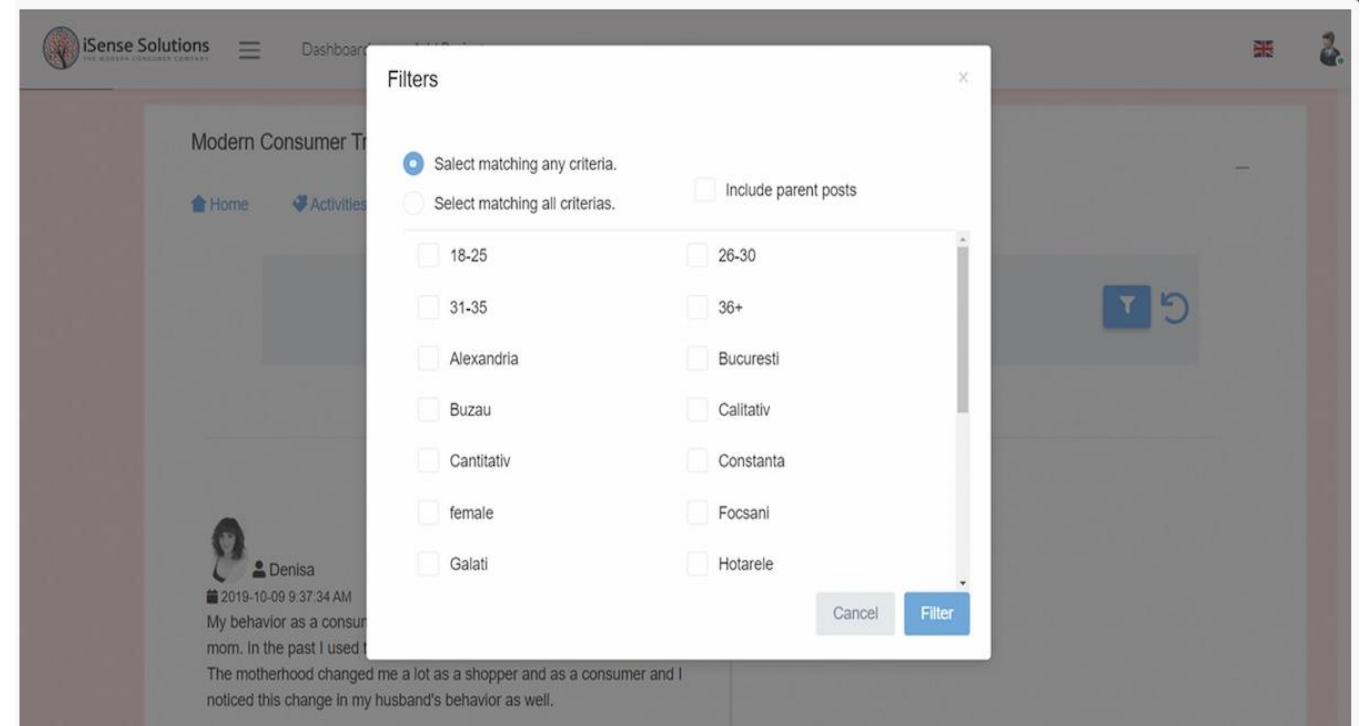The platform offers the possibility to **filter the participants, according to different criteria**, for relevant & fast analysis.

Observational Accounts For Clients

Clients will have access to:

- **Online real time dashboards with participants' answers**, as well as moderator's notes done in the platform backroom are available.

- **Backroom conversations between themselves and the moderator** that are not visible to participants.

Therefore, you will **receive real time insights from the participants** and **real time analysis from the moderator.**
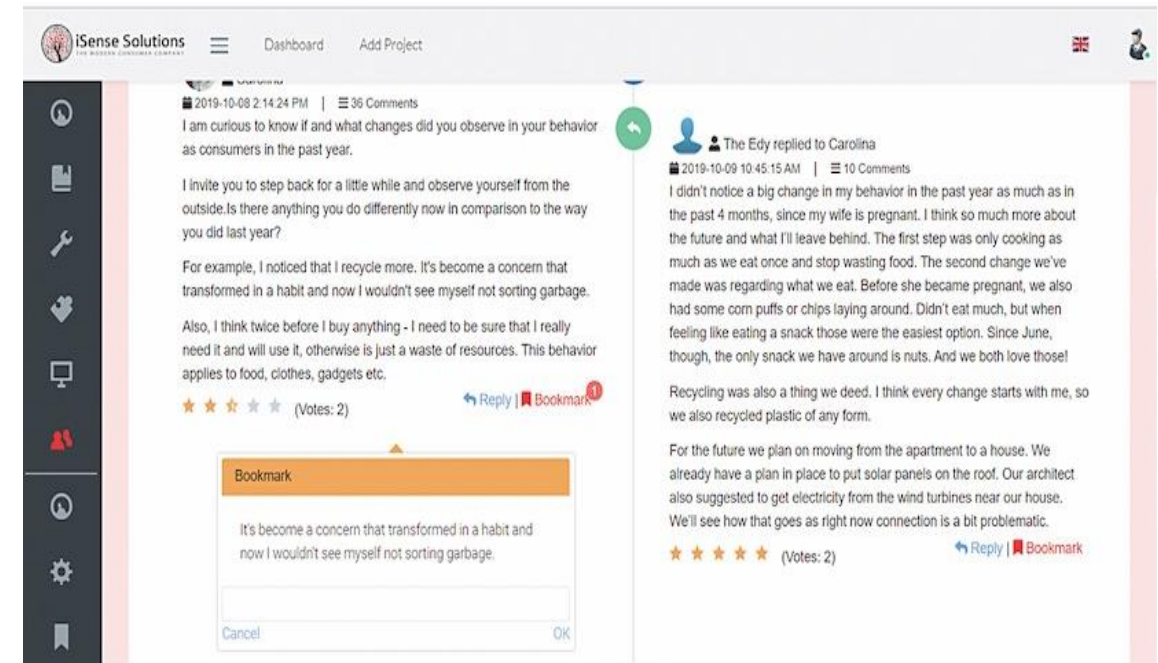
Main Team & Study Costs

Dedicated team for online communities

**Denisa Apreutesei
Qualitative Research Director**

- Over 9 years experience in qualitative marketing research.
- 9 years experience in marketing research, all classic and online methods, cross-industries experience. methodologies employed: communities, bulletin boards, mobile ethnography (pre-tasks/ diaries), customer journey mapping etc.

**Alexandra Neagu
Qualitative Research**

- Over 4 years experience in qualitative marketing research
- 4 years experience in conducting both classic qualitative studies and online communities

**Mara Folcic
Qualitative Research**

- Over 3 years experience in qualitative marketing research
- 3 years experience in conducting both classic qualitative studies and online communities

**Serena Buica
Qualitative Research**

- Over 2 years of experience in qualitative marketing research
- 1 year experience in moderating both classic qualitative studies and online communities

**Ionela Gancea
Qualitative Field**

- Over 2 years of experience in qualitative recruitment process
- Both for classic qualitative studies and online communities

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Price list

Qualitative online community	
1 simple task (1-3 questions)	800 EUR/week
1 complex task (4-6 questions)	1500 EUR/week

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Thank you!