SAGO

GUIDE TO CHOOSING THE RIGHT DIGITAL QUALITATIVE APPROACH

INTRO

As a global leader in qualitative market research, we work with researchers around the world to provide uncomplicated ResTech solutions – an array of approaches that provide a direct path to the consumer and help you deliver impactful insights.

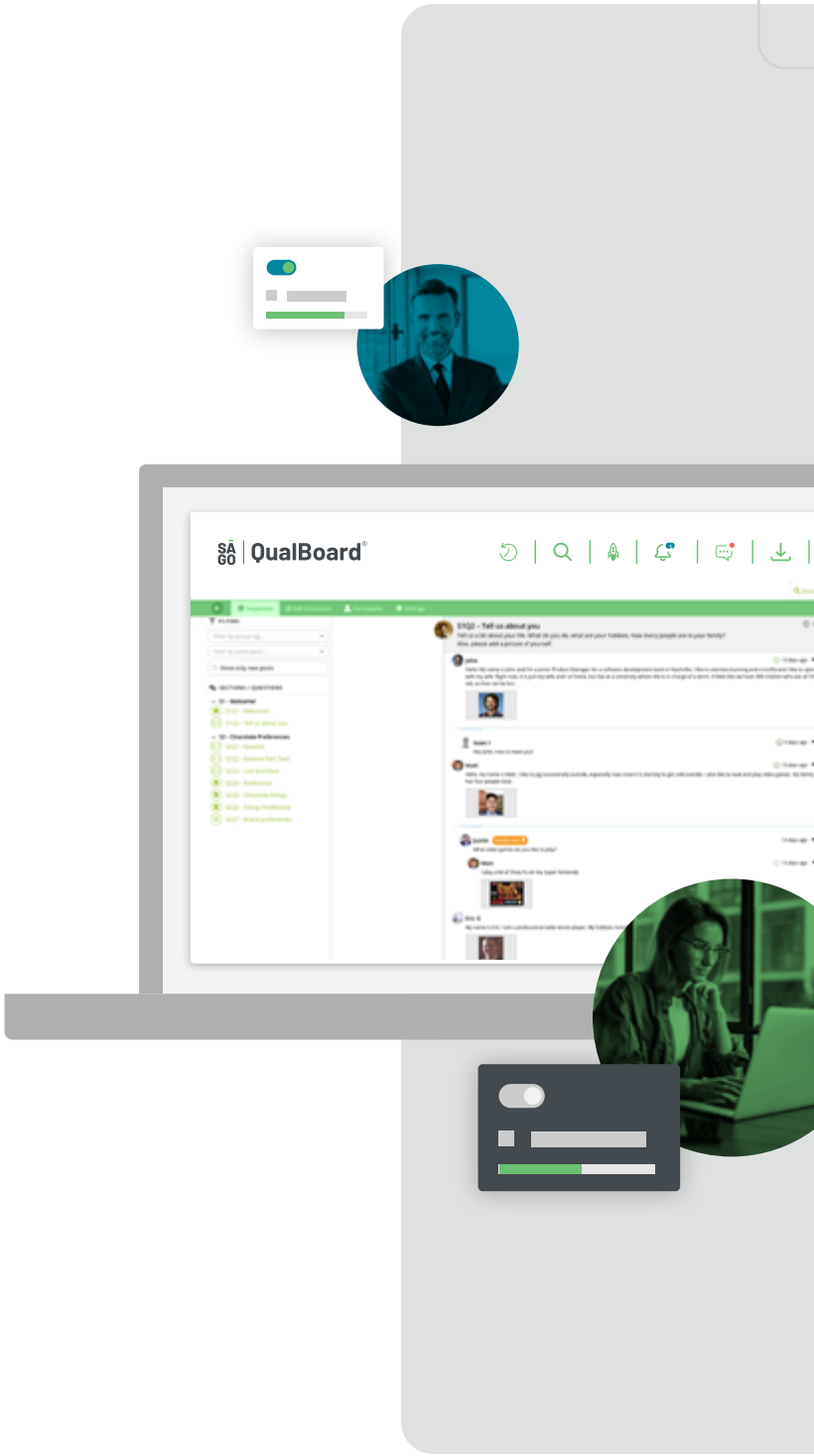
When you need to elicit qualitative feedback and share the voice of the customer, our digital qualitative platforms can help.

ONLINE DISCUSSIONS

QualBoard® is the most fully-featured online discussion platform, bringing together multiple methodologies and approaches in one easy solution.

Recommend when:

- Your research benefits from spreading the interaction out over time
- You need the flexibility of bothn one-on-one and group interaction
- Real-time video or text interaction could be used to round out your discussion findings
- Multiple pieces of stimuli, a homework assignment, or iterative activity are involved

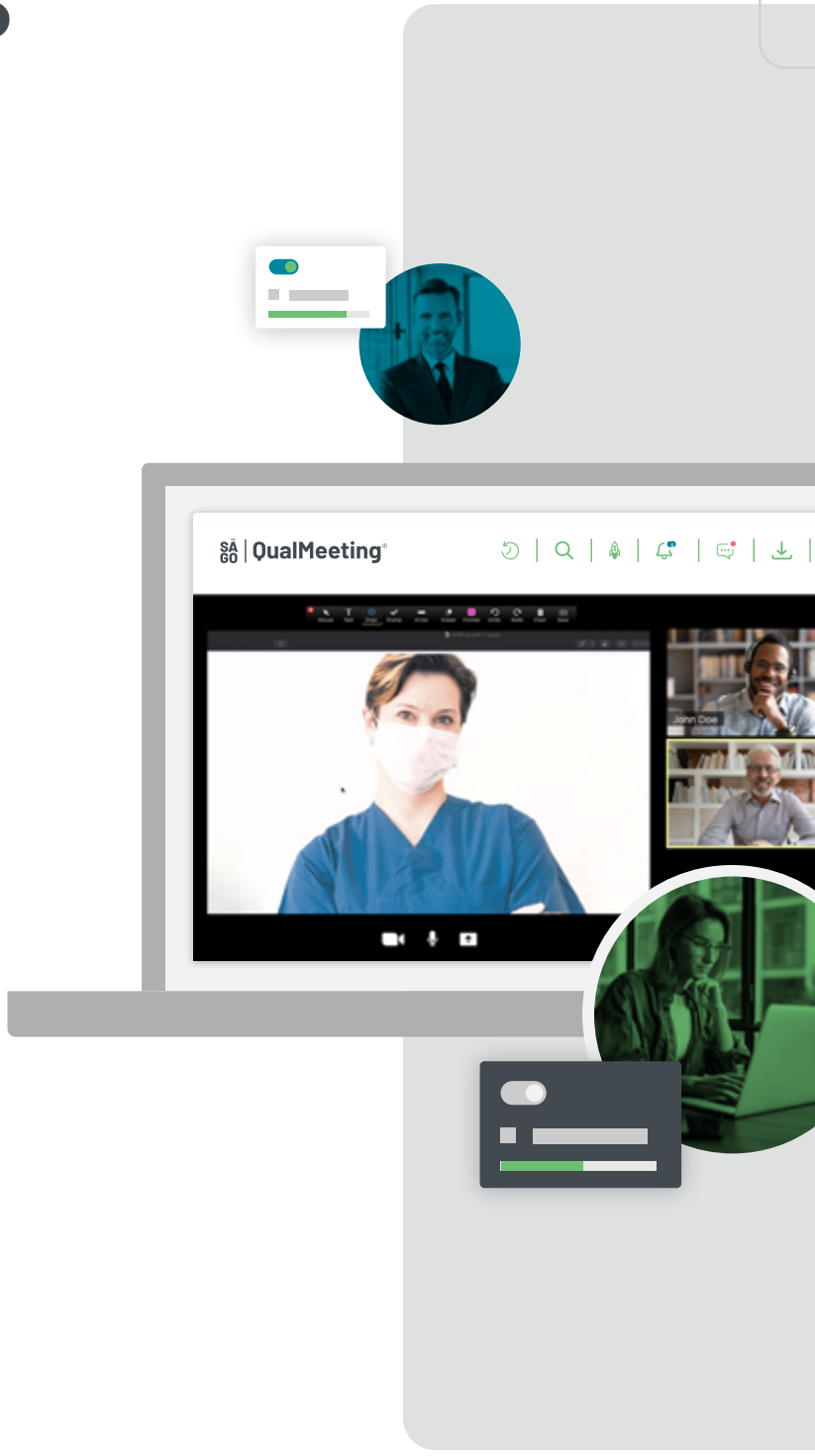


WEB-ENABLED FOCUS GROUPS & IDIS

QualMeeting® is a real-time interview solution for virtual focus groups and IDIs. This approach combines the reassurance of visual and audio signals of in-person interactions with the convenience and reach of online.

Recommend when:

- You need real-time one-on-one or group interviews
- Being able to observe and record respondent reaction is key
- Behind the scenes interaction with your stakeholders is needed
- The number of stimuli is limited



Ideally suited to address a wide array of research objectives, our digital qualitative solutions can be used alone or in combination, or as part of a broader initiative.

	SAGO | QualBoard®	SAGO | QualMeeting®
General Discussion	✓	✓
Concept Evaluation	✓	✓
Ethnographies	✓	✓
Usability	✓	✓
Diaries	✓	
Mobile Research	✓	✓
Community	✓	
Quant+Qual	✓	

SĀGO

Adaptive solutions, confident decisions.

Let's Work Together

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