

Exploratory Research Group™

Solution Overview

GutCheck's Exploratory Research Group is our online qualitative research solution that combines the best elements of technology and human touch to uncover consumer insights. Our proprietary panel integrations enable us to instantly reach targeted consumers across the globe. Once connected, our research strategists use carefully crafted questions and activities to encourage respondents to open up and share their thoughts, feelings, and in-the-moment behaviors. The result is rich qualitative insights, faster than a focus group can deliver.

Common Research Objectives

- Gain a deeper understanding of consumers' attitudes and behaviors.
- Explore consumers' usage and perceptions of a product, brand, or category.
- Shopper / Consumer Journeys: uncover key behaviors, influences, and unmet needs.
- Identify unmet or under-met consumer needs and opportunity areas.

Respondent Activities



Discussion Board



Video/Image Upload



Shopper Journeys



Interactive Exercises

Key Report Deliverables

VERBATIM QUOTES

Freshness is evolving and becoming more important to consumers when deciding on...

KEY THEMES

Millennial Women like beer as a delicious way to unwind.

Respondents enjoy the way beer tastes, and like that there is an endless variety of flavors and styles to test out. The carbonation is particularly refreshing and satisfying.

Beer is seen as relaxing and is a way to de-stress. There is less risk of getting too drunk with beer, since it is seen as milder and easier to drink than hard liquors.

IMAGE & VIDEO THEMES

Modern and new styles are what consumers are looking for in beer







GutCheck 

GutCheck Exploratory Research Group Points of Difference

Speed & Affordability: Our online platform allows you to reach audiences from around the world quickly and affordably.

Full-Service Researcher Support: Our research strategists own the project from study design through data analysis, using the best practices and expertise to ensure your study is run properly and is synthesized into an actionable report.

Variety of Respondent Exercises and Activities: Our customizable activities like video uploads, image collages, and discussion boards, provide an endless amount of ways to connect with consumers and uncover insights.

Methodology

Online qualitative group

Respondents answer questions and activity prompts first. Then they are connected to an online discussion board where they can view others' responses to comment and interact with other participants. Our researchers moderate, probing for additional insight and facilitating discussion between participants.



Audience

Between 20 and 30 respondents per group

Can be targeted through demographic and behavioral screening questions

Engage with multiple groups simultaneously (e.g., males and females or users vs. non-users)



Study Design & Analysis Available

Asynchronous discussion boards

Video and image uploads

Interactive activities & exercises

Shopper journeys

In-home usage trial and feedback



Timeline Parameters

6-10 Days from recruit to report

Additional time in field required for international and difficult-to-reach audiences.

Involved activities like shopping trips or trial and usage may require extra days to field.

