GutCheck or Communities?

Overview

GutCheck's agile methodologies and online communities are sometimes grouped together because both are able to access consumers online to deliver fast research results. But, they are actually quite different.

So, how can researchers determine the best methodology for their specific needs when deciding between the two? Here, we'll address how these two types of research differ, when it makes sense to use each, and how the approaches can work together.

Traditional Market Research Communities

Benefits

Communities pre-build a custom panel for brands to access on a consistent basis throughout the year.

Brand Ambassadors: By speaking to those most loyal to products, one can ascertain educated opinions about the impact on brand marketing from core users.

On a Schedule: Teams are allocated time slots for research, guaranteeing opportunities to talk to consumers throughout the year.

Maintenance: While the organization allocates significant funding annually, demanding community usage, individual teams see little to no per-project cost.

When to Use

Communities allow quick access to pre-screened consumers:

Longitudinal Work

Connecting with consumers over a long period on ideas presented previously. This allows for longitudinal comparisons, but can create bias.

High-level Insights

Fast reporting that provides the topline learnings with verbatim access for brands to dig deeper.

Unbudgeted Questions

When there's no immediate funding for work, communities allow for learning with little to no direct budget impact.

GutCheck's Agile Approach

Benefits

GutCheck's agile methodology accesses a fresh group of custom targeted respondents on your schedule and provides depth and breadth to answer your toughest questions.

Clean Reads: Fresh perspective from your target audience every time.

On Demand: Activated when you need it—no waiting for your approved window.

Comprehensive Insights: You receive full analysis and reporting by expert online research strategists. Quantitative studies use stat testing and give you the ability to recruit for readable data cuts.

Project Efficient: Agile approaches enable teams to execute across multiple countries or target consumers simultaneously.

Resource Efficient: With no long-term commitments to keep respondents engaged, your budget pays only for the research you need.

Fresh Eyes: With no (or minimal) recruiting costs for a fresh audience, the risk for respondent fatigue is lower.

When to Use

GutCheck's agile approach can be used throughout the product and communications development process to explore, refine, and prioritize ideas.

Iterative Research

By introducing refined ideas to fresh eyes throughout development, teams can get a clean read to compare against earlier work and feel confident about their improvements and decisions.

New Products / Targets

When you want to reach target audiences outside of the pre-selected community (e.g., specific attitudes/behaviors, competitive users, new audiences, etc.).

Global

Conducting research in the native language with in-country expert moderators gives a global perspective in real time.

Deadlines

When research doesn't align with prescribed community access windows.

GutCheck Agile Methodology	Traditional Online Communities
Launch Timing Flexibility	
• Respondents join on demand, asynchronously; the research begins when you're ready	• A schedule determines when you field to prevent respondent fatigue among the limited panel
Audience Flexibility	
• Fresh eyes to iterate based on an overall audience versus an individual • Targeted through demographic, psychographic, and behavioral screening questions • Global access in local language with local moderator	• Regular respondents who are familiar with previous ideas can readily assess if improvements over time satisfied their early concerns • Audience specs limited by pre-recruit and overall panel size
Learning Flexibility	
• Expert researchers moderate, probing for additional insight and facilitating discussion between participants • Can immediately add follow-on study iterations, based on insights from the previous study	• Moderators can change direction and follow-up with respondents in real time
Insight Reliability	
• Full analysis and reporting by expert online research strategists • Engaged respondents over short periods of time • Stat testing, even for segments that are too small in communities	• Fast reporting that provides the topline learnings, with verbatim access for clients to dig deeper (Note: can cost extra for full-service analysis and reporting) • May not represent the market or certain segments due to small panel size and frequent participation
Timing	
• 5-10 days from recruit to report*	• From a few days to 2 weeks from launch to report • No simultaneous studies
Resource Investment	
• Low cost on a per-project basis • No set-up or maintenance costs • Use only what you need • Full service	• Appears "free" or low cost on a per study basis and requires a sizable upfront investment to setup and maintain the panel • Cost-efficiency degrades if not able to fully utilize the community • Some DIY features: time resources dedicated to execution, which could be better spent on strategy and planning

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

How to Use Both to Complement Each Other

Sometimes it makes sense to mix and match methods, taking advantage of the appropriate contextual benefits of each:

- **Develop new product ideas with loyalists who know the unique benefits of your existing product; then, refine the ideas with fresh audiences**

- **Uncover unmet needs among your core user group, and discover differences among target audiences or globally with agile qualitative and quantitative studies**

- **Understand a PR issue with agile exploratory work and/or an Agile A&U; then, refine messaging to resonate with loyalists via your community**

GutCheck®