



press release
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InSites Consulting launches “Online 1/1”

A new Connected Research tool for in-depth interviews and online user experience research

InSites Consulting launches a new Connected Research tool: "Online 1/1". This tool allows for remote in-depth interviews and online user experience research by using VoIP and remote desktop technology. Both online and offline user experience research was done on the Citibank website, both resulting in identical results. Online user experience research has 3 advantages compared to traditional research: more efficient, better data quality and more added value. Online 1/1 is part of the series of Connected Research tools, developed by the R&D Department of InSites Consulting. Connected Research applies the latest interactive Internet technologies to research, causing people to participate more and have the freedom to contribute themselves.

Online 1/1, a new tool for online user experience research

Online 1/1 is a new tool within InSites Consulting's Connected Research tools, specific for online user experience research. This tool allows for remote in-depth interviews through "Voice over IP" (VoIP) and remote desktop technology. The interface allows following the desktop environment of the participants and also their mouse movements. Respondents and moderator communicate with each other through chat, headset and VoIP. Both the participant and the moderator can show online material (documents, web pages, etc.) to the other party.

Citibank Case: difference in results between online and offline user experience?

Together with Citibank, a case was set up to verify whether or not online user experience research delivers better results than a traditional research setup. To maximize comparability, the sample of respondents consisted of the same mix of customers and prospects for the online 1/1 and the traditional setup. Two different research teams worked on the basis of the same briefing and worked completely independent. For both setups comparable recommendations were formulated for the Citibank website.

Online user experience research: more efficient, higher data quality, more added value

When comparing online user experience research versus traditional user experience research, 3 **advantages** stand out:

1. Online user experience research increases efficiency because it is **more cost-efficient and less time-intensive** for the respondent, researcher and marketer.

There are no travel expenses because the moderator, the respondents nor the customers have to travel. Operational expenses, such as reserving an interview room, are also lower because all interviews can take place at home. This also saves much time.

2. The data quality of online user experience research is higher.

Because geographical limits disappear, the sample of participants can be spread much wider. Participants also give the feedback that they are in a more natural and realistic environment. They use their own PC, keyboard and mouse and work in their own setup and program environment. This natural 'home environment' decreases performance pressure compared to an artificial research environment. The researcher is not physically present and is less of an interfering factor. Respondents feel at ease, which also has a positive influence on the length and honesty of the answers.

3. Online user experience research provides more added value.

Through online research we can observe the respondent's natural Internet environment, which opens possibilities for collecting information that is not otherwise available. We find out what their desktop looks like,

which links are in their favourites, which is their homepage, which operating system and browser they use. . . This context information helps us to better understand the respondent.

These advantages make the methodology very suitable for website user experience research. "This tool also works very efficiently with in-depth interview, for example confronting key opinion leaders in the B2B or pharmaceutical industry with brochures or other visual stimuli," says Tom De Ruyck. "This tool becomes less useful when a strong personal relationship between interviewer and participant is important. In those cases face-to-face interviews work better."

Connected Research tools, the respondent becomes a participant

The Online 1/1 tool fits in with a series of Connected Research tools, developed by the R&D Department of InSites Consulting. "Market researchers must adapt their methods and interact more with the consumer," adds Tom De Ruyck, R&D Consultant. "Connected research means that InSites Consulting applies the latest interactive Internet technologies (web 2.0 techniques) to market research. While the market researcher used to engage in one-way communication with his respondent, web 2.0 techniques provide more interaction and develops a more equal relationship between researcher and participant."

InSites Consulting applies this web 2.0 trend within the research route with a clear objective: improving market research in order to obtain better insights for marketers. These techniques do not replace the traditional methods, but allow for capture or disclosure of additional insights within social interactions and conversations.

The R&D team within InSites Consulting developed these research tools applying their expertise and methodological knowledge. These tools meet specific market research needs within the market.

More information about Connected Research can be found at <http://www.insites.eu/connectedresearch>.



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InSites Consulting

InSites Consulting is a prominent market research agency in the field of online marketing research with a strong international position. It was started as a spin-off of the Vlerick Leuven Gent Management School. Both quantitative and qualitative marketing research is conducted online through an online panel with more than 2,000,000 panel members, spread over 25 European countries. The main office in Gent has 80 highly-educated and experienced employees. InSites Consulting represents: expertise and consulting, innovation driven, excellent customer service and quality oriented. More information at www.insites.eu

The R&D Department guarantees the development of innovative research methods which meet customers' needs and market challenges within the field of market research. The R&D team regularly publishes scientific papers within the business and academic world and the members are frequent speakers at workshops and international conferences. You can find more information about R&D within InSites Consulting at www.insites.eu.