



# Ipsos Understanding UnLtd.



## DEEPER CONSUMER INSIGHTS A MOUSECLICK AWAY. THE NEXT GENERATION OF QUALITATIVE IS HERE!

### QualSpace™ online qualitative research

Not all online qualitative is created equal. So, what makes QualSpace different? The best-in-class research consultants who design and lead this work. They are uniquely qualified to bring clients "face to face" with their consumers virtually – in an uncut, real-time, and relevant environment.

This customizable forum leverages frequent moderator interaction over the life of each study, whether it's a 3-day or 9-month effort. QualSpace also gives researchers the ability to develop relationships with multiple, geographically dispersed respondents 24 hours a day, 7 days a week.

#### **Intention vs. Reality**

Because QualSpace is a real-time tool, consumers can more accurately remember triggers for their decisions and behaviours (as well as the emotions associated with those actions). And its longitudinal nature allows the moderator to uncover insights related to real-life choices rather than idealized intentions.

#### **Magic Beyond the Guide**

While respondents begin research as a group of individuals with common interests or experiences, they quickly build communities naturally exploring topics beyond the discussion guide. These conversations often yield unpredictable and powerfully deep emotional insights, which steer clients in truly uncharted directions. Further, the anonymity of the online environment frees consumers to express themselves openly and honestly – revealing whole truths and actionable insights.

#### **Unparalleled Flexibility**

In an increasingly time-constrained world, QualSpace offers both clients and respondents unparalleled flexibility. It enables clients to conduct research among low incidence or hard-to-reach consumers and ensure high response levels among them.

#### **Room with a View**

QualSpace's virtual backroom gives client teams 24-hour access to

their research – the opportunity to follow conversation threads as well as the development of relationships between respondents.

#### **Stimulus Customization**

Upload video, audio, written concepts, mood boards, packaging and advertising executions...the options are virtually unlimited. QualSpace also enables clients to present stimuli, gather feedback, refine concepts, and represent to the same group of respondents.

#### **Meaningful Conversation**

QualSpace enables moderators to easily pull individuals aside for one-on-one interviews and deeper probing. Further, QualSpace gives respondents time to answer questions thoughtfully and with rich explanation.

#### **Find Out More! Contact:**

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