BUILDING ONLINE RESEARCH COMMUNITIES

Adriana Rocha – Co-founder & CEO, eCGlobal Solutions
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INCREASE ADOPTION OF NEW TECHNIQUES

- Mobile Surveys: 67% adoption
- Online Communities: 59% adoption
- Social Media Analytics: 45% adoption
- Mobile Qualitative: 43% adoption
- Text Analytics: 38% adoption
- Big Data Analytics: 31% adoption

*Source: GRIT Report - 2015 Q1-Q2*
Why an Online Community?

- Instead of traveling to a coffee shop or hotel, you meet at a web site.
- Instead of having face-to-face discussion, you post messages to one another.
- Instead of picking a time and place to meet, the community is always-on.
- Instead of depending on a physical location or resource to keep track of community events and activities, a web site can do it for you.
IS IT A REALITY FOR LATIN AMERICA?

Time: Latin Americans spend more time on social media than Internet users from any other region in the world.

Dominance: Facebook takes up 95.6% of the time that Latin Americans spend on social media.

Deep Reach: Social media reaches 95.8% of Latin American Internet users.

Volume: Social media sites receive 59 million daily unique visitors from Latin America.

Share This: ComScore classifies the ShareThis widget as the #2 social media site in all of Latin America in terms of total unique visitors.

Source: http://latinlink.usmediaconsulting.com/2014/08/14-latam-social-media-keys-for-agencies-and-advertisers/
There has been a massive increase in Instagram activity in Latin America since January 2013, with surges in Mexico (2,082%), Brazil (751%), Chile (183%), Colombia (52,000%).

63% of Brazilian Smartphone users use WhatsApp, the most popular app in Brazil.

ComScore points out that of the 633 million social media actions in Latam during the first quarter of 2014, 97% were on Facebook, with 1.5% on Instagram and 1.2% on Twitter.
1. "Popup Communities"

A discussion group or bulleting board, set up by or on behalf of a business, brand or organisation – usually with 20-50 members, for a period of few days to couple of weeks.

2. Online Qualitative Communities

The custom-built managed community, set up by or on behalf of a business, brand or organisation – usually with 100-300 members.

3. Online Panel Communities

Community panels are the increasingly sophisticated successors to the traditional in-house panel. They can be used to field quantitative studies, and the platform is designed to run the panel along community lines, and online tools such as forums and blogs can be facilitated.
"Users always demand that online communities should be simple, fast, and easy to utilize."
TIMELINE: RESEARCH OBJECTIVES

**Project**
Single purpose, fixed end

**Continuous**
Evolving purpose, no end

"What is the best design for a mobile application?^

Co-creation, Ideas Generation, Brand & Communication test, etc.

Source: Ramius
SIZE & DURATION

- **LARGE** (>400 people)
  - Low touch
  - Poor engagement
  - Expensive

- **MEDIUM** (100-400 people)
  - Segmented
  - Strong community effect
  - Unsolicited insights

- **SMALL** (25-100 people)
  - Highly targeted
  - Not a “community”
  - High touch

- **MICRO** (<25 people)
  - Highly targeted
  - Hard to sustain / specialist studies

- **IMMEDIATE** (1-2 weeks)
- **SHORT** (1-2 months)
- **LONG** (3+ months)
- **ONGOING** (>12 months)

Source: Ramius
ENGAGEMENT: KEY SUCCESS FACTORS

Community Manager / Researcher

Online Technology

Research Design
COMMUNITY MANAGER

Typical characteristics of a strong research community manager include:

• Conversationalist
• Facilitator / Connector
• Community advocate
• Insights driven, able to probe and tease out the story
• Business communicator
• Content creator

Source: Ramius
RESEARCH DESIGN

Existing methods still apply. Flexible technology can adapt any research method to be performed online.

- Quantitative (community size dependent)
  - Polls
  - Surveys
- Interviewing
  - One-on-one dialogue
- Focus groups
  - Online video & chat
- Monitoring/Listening
  - Status updates and microblogs
  - Comments, Likes/Dislikes
- Open-ended discussion forum questions/topics
  - Blind &/segmented/open to all
- Projective Techniques
- Observational Techniques
  - Photo, video, diary/Journaling
- Game-based research

The point is to use the advantages technology delivers within your chosen research method.

Source: Ramius
RESEARCH APPLICATIONS

Product Development
- Concept testing
- Consumer or partner on hand to provide input to development process
- Help iterate during beta

Communications
- Test messaging
- Identify & discuss issues

Consumer Insights
- Profiling
- Feedback about brands, products, services, experience

Stakeholder Engagement
- E.g. Employee, Citizen, Customer, Partner
- Understanding cultural issues among stakeholders

Source: Ramius
MULTI-MODAL APPROACH

• Online research communities can be standalone, but the method can complement and enhance other approaches. Combine approaches given objectives and resources:
  – Quantitative surveys
  – Focus groups
  – Ethnography
  – In-dept Interviews

Source: Ramius
TECHNOLOGY

Usability
- Easy to Use
- Graphic Elements
- Interactive
- Fun
Multiple Touch Points

- API’s
- Social Networks
- Mobile
- CRM
- Enterprise Systems
Co-creation of User experiences
Engagement

- Gamification
- Virtual Currencies
- Social Status
- Badges
- Ranking
- Online Store
- Rewards
Com uma moeda social customizada, a sua comunidade poderá dar a seus usuários status e reputação, permitindo que avancem no ranking, se tornem líderes e ganhem pontos para trocar por prêmios.

Como ganhar moedas sociais?
O usuário pode ganhar moedas sociais participando de diferentes atividades como:

- Pesquisas Rápidas
- Trivias
- Desafios
- Perfis Avançados

Gamification: Incentivos Emocionais
Todos os meses, os usuários que mais colaboram na comunidade sobem no ranking, ganham pontos, status e reconhecimento.
Os pins são medalhas para recompensar os usuários pela participação em atividades específicas e tarefas.

Como ganhar Pins?

Cada pin tem uma regra específica, relacionada com a quantidade de pontos, nível de participação, e tipo de atividade.
Community Modules & Functionalities

- Groups
- Ideas
- Discussions
- Opinion Polls
- Members
- Activities
- Photos
- Videos
- Text Box
- Invite Friends
- Chat Room

- Surveys
- Member Account
- Winners
- Online Store
- Prizes
- Rules, About us, User
- Agreement, Privacy
- Policy, FAQ
- Blog
- Registration Form
Services

- Community Portal Design & Implementation
- Setup of Registration Forms
- Data Integration & Export
- Community Management Platform
- Members Support
- Engagement/ Relationship Campaigns
- Design (graphics)
- Video & Flash production
- Script programming
- Incentive Management
- Setup of Online Surveys & Discussion Boards
CASE STUDIES
Opinião Pública – Rio 2014

NA COMUNIDADE RIO 2014
Vous opina, dá sugestões e participa de conversas para melhorar a vida das pessoas do nosso estado!

e-mail

VERIFICAR
¡BIENVENIDO A HBO MAX VIP!
En la comunidad HBO MAX VIP tienes la oportunidad de influir en el futuro de HBO y ayudarnos a entender lo que quieren los consumidores como tú. ¡Ven con nosotros a crear un experiencia superior y gana premios exclusivos!

¡COMIENZA AHORA!
### MULTI-PLATFORM APPROACH

#### SOCIAL

**Actividades**
- Novedades HBO MAX VIP
- Mis Actualizaciones

**RD**

**Quizzes**
- Game of Thrones: ¿Eres un verdadero fan de Game of Thrones? Demuestra en el Quiz! Si superas el 80% ganas un Pin exclusivo del Trono de Hierro, y al finalizar descubre tu posición en el ranking.

**Comunidad, Equipo**
- Cazar pin

**Perfil Avanzado**
- Completa tu perfil:
  - 16.7% de tu perfil está completo.

**Saldos de Puntuación**
- Estrellas: 610

**Mis Pins**
- Ver todos

**Sugerencias**
- ¿Quieres recibir actividades personalizadas?
- ¿Aún no completaste tu perfil avanzado de Televisión? ¡ya es hora de juego!

**Existe Actividad**
- True Blood: Nueva actividad para seguidores de la última temporada de True Blood!
- Alerta de Tráiler

**Existe Actividad**
- Penny Dreadful: ¡Estás viendo la nueva serie Penny Dreadful! ¡Esta actividad es para ti!

#### MOBILE

**HBO MAX**
- Venezuela - Distrito Capital

**Perfil Avanzado**
- Completa tu perfil.

**Saldo de Puntuación**
- Estrellas: 610

**Mis Pins**
- Ver todos

**Sugerencias**
- ¿Quieres recibir actividades personalizadas?
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#### GAMIFICATION

**Compartilhe experiências**

**Ganhe pontos**

**Acumule Stars**

**Loja Virtual**
OpinionsApp - “Mobified” Research Experience

Engaging, Interactive, Fun, On the Go

Version 1.0.0

Opiniões
Pesquisas
Atividades
Desafios

PayPal
Transferências
KEY BENEFITS

• Immediate turn-around of both qualitative and quantitative data.

• Participants are engaged and feel their opinion really matters.
THANK YOU!

ADRIANA ROCHA
@adricrocha
adriana_rocha@ecglobalsolutions.com