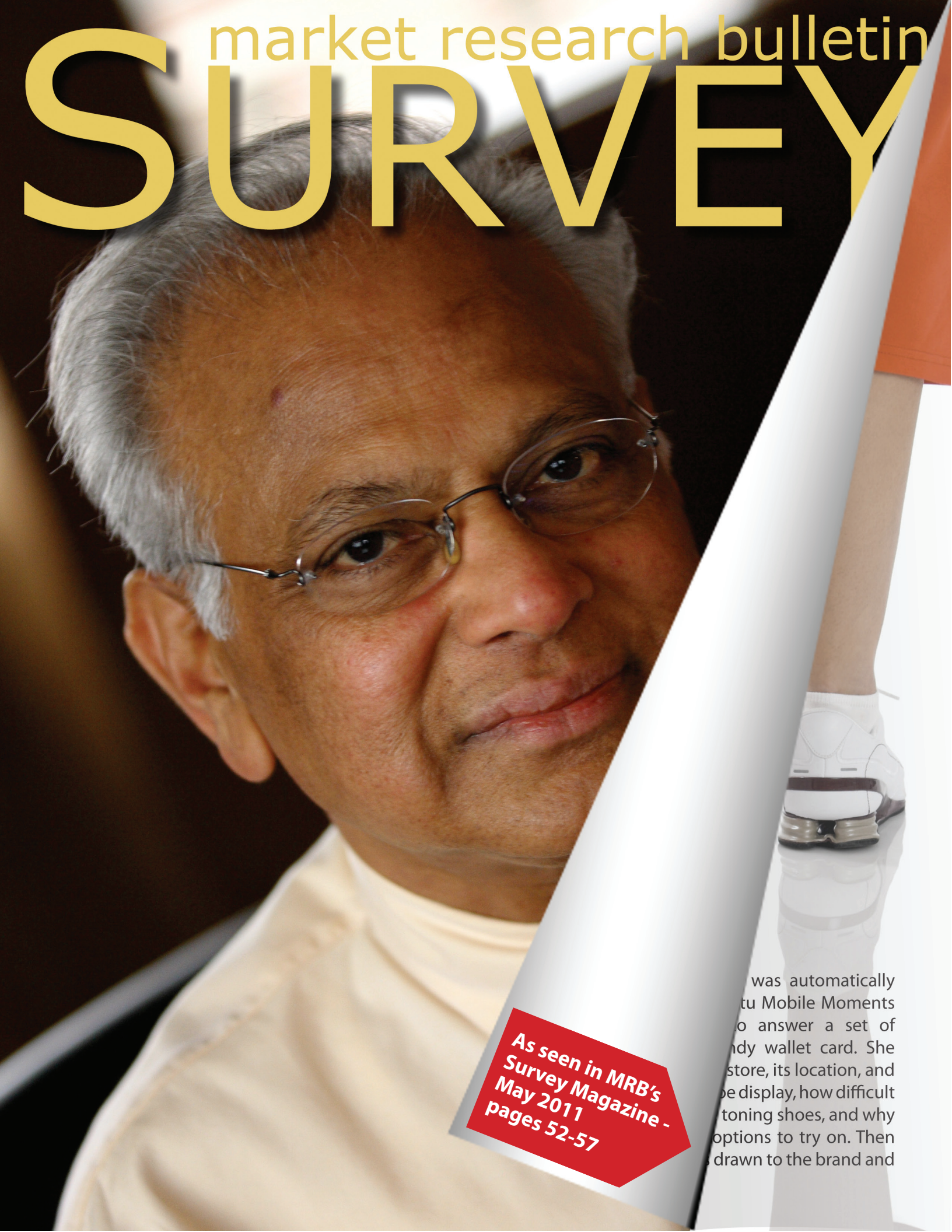


market research bulletin

# SURVEY



**As seen in MRB's  
Survey Magazine -  
May 2011  
pages 52-57**

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... store, its location, and  
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# Time to Tone

**Civicom InSitu® Mobile Moments provided the platform for a women's athletic toning shoe manufacturer to determine its strategy for reaching a new demographic market segment it has not yet targeted.**

Carol Madison grabbed her cell phone, jumped into her car and headed out of her driveway toward the local Large-Mart. After snagging a hard to find parking place, she entered the store and headed for the ladies athletic shoe department. She surveyed the display, with an eye toward connecting with the various types of a popular new shoe known as an "athletic toning shoe." She looked over each of the toning shoes she was able to identify from the wall of female athletic shoe options, and decided which one was her favorite. Then looking around, she opened her handbag, and took out her cell phone, along with a handy wallet card containing some attractive artwork and some printed questions. After quickly looking over the card, she began to follow the instructions provided.

She first used her cell phone to take a picture of the overall display. She then took a photo of the toning shoe she had decided was her favorite. Next, she decided which three pairs of toning shoes she would like to try on, and took a picture of those three. She then tried all of them on, and then made a decision about which pair to buy. Before proceeding to check out, Carol again used her cell phone, but this time she audio recorded her experience by speaking her thoughts directly into her cell phone.

She pressed one button, and was automatically connected to her Civicom InSitu Mobile Moments line, and then proceeded to answer a set of questions found on her handy wallet card. She reported on the name of the store, its location, and her first impression of the shoe display, how difficult or easy it was to identify the toning shoes, and why she had chosen the three options to try on. Then she explained why she was drawn to the brand and



style she had decided was her favorite. She then spoke about whether she recalled having ever seen this brand advertised on TV or in a magazine, and if and how those impressions influenced her choice.

Collecting her new shoes, she headed for check out. Carol then went to two more stores and repeated the entire process two more times – the only variation being that the ultimate shoe selection purchased had to result in a total of three different brands by the end of the three visits. Armed with her three toning shoe purchases, an excited Carol headed home. She now took a picture of all three shoes together, and reported on the order in which she planned to wear them, and why.

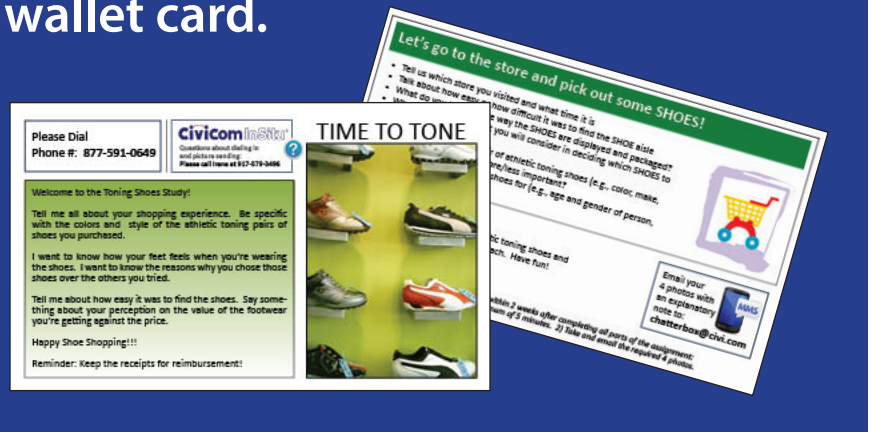
Carol then began a routine that would last for several days. She would wear each shoe for a prescribed number of hours each day, performing certain activities in the process – going walking, shopping, cooking a meal, etc. She would ask family members and friends what they thought of how she looked in each pair of the shoes. Over the prescribed course of the study, she would dial in and report her impressions on how each pair of shoes felt every time she put them on, what she experienced and felt in her legs, thighs and feet while wearing them, whether she liked wearing the shoes during routine household tasks such as shopping or cooking, how others reacted to her wearing them, and whether they bothered her in any way. With each recorded message, she would also snap a corresponding picture. By the end of the study, Carol had spoken about and photographed every possible experience with each of the toning shoes – and had decided on her favorite, and why.

Carol was not alone in reporting her thoughts and conclusions about the ideal pair of women’s toning shoes, and where and when they would fit into her lifestyle. A total of 100 “Carols” nationwide were simultaneously engaging in the same process, at the same time. Each operated independently, without knowledge of the others, their only requirements being of an age within certain

demographic boundaries, the time to do the study, and experience with wearing athletic footwear while performing routine daily activities.

The researcher team and their clients were able to “travel” within the lives of these 100 women without themselves leaving their offices, and to gather significant data on the likes, experiences, influencers, and opinions of 100 individuals within their core demographic target group. All of this qualitative data collection was enabled in its entirety by Civicom InSitu Mobile Moments, which enabled the research team to collect spoken thoughts, photo images, text messages, and videos,

**She pressed one button, and was automatically connected to her Civicom InSitu Mobile Moments line, and then proceeded to answer a set of questions found on her handy wallet card.**



and which enabled the research team to listen to, read, and see all the qualitative data messages, in all forms, sorted individually by respondent.

The 100 respondents had each received a friendly welcome packet by mail and as a result were ready to enthusiastically be part of the study. The welcome packet explained to them why they had been selected to participate in this study, and the importance of their role in collecting the data. It contained warm and welcoming pictures and messages that tied into the theme of the study, diffusing any potential trepidation that a respondent might feel as a result of being asked

to participate in a research project, while still conveying the importance of their role. The handy wallet card that the respondents would always carry with them, containing the important research questions, was also part of the welcome packet.

As each recording and photo occurred, it was transmitted to Civicom's InSitu data base. The researchers then had the ability to immediately click on recording links and listen to the respondents' audio recorded thoughts as they began the process with the first store visit. By the time a respondent travelled to the second store, the researchers were able to listen to exactly what a respondent had said during the first visit – and were able to call or text the specific respondent on the respondent's cell phone, with either suggestions for the next store visit, or to provide encouragement for having recorded such great research thoughts. This ability to listen immediately enabled the respondents to be even more specific.

Each respondent's audio recordings were smoothly transitioned into the Civicom Chatterbox® Multi-Media Board – an online bulletin board/private online community tool – and posted under each individual respondent profile, along with the respondent's accompanying photos, and any text messages and videos. The recordings were then transcribed – and each transcribed audio posted next to its corresponding recording. The researchers could look through all of this qualitative data at their leisure, as it was collected. They sought out patterns, formed conclusions, and tagged messages that they wanted to use for further probing with specific respondents and to use within their summary report.

At the conclusion of the data gathering and reporting phase, the researchers had a good idea of which respondents they wanted to probe further. Up until this point, only the researchers and the clients had been able to read the postings in the individual respondent profiles in Civicom Chatterbox. But by the end of the Civicom InSitu Mobile Moments phase, the researchers had selected twenty respondents they wanted to probe more directly. Access to just their own



**The researchers then had the ability to immediately click on recording links and listen to the respondents' audio recorded thoughts as they began the process with the first store visit.**

transcribed recordings, photos and texts (and if they had recorded them, videos, too) was opened up to each of the twenty. These respondents were then asked to visit and log into the Chatterbox online multi-media board and answer a series of posted questions – there was a mixture of the same questions for each of the twenty selected respondents, plus some customized questions for each, based on individual items tagged for follow up. For each of the twenty selected respondents, the researchers had used the “quote feature” to highlight certain statements – to bring them back to the respondent's attention. The respondents then were able to type their responses to the customized questions directly into Civicom Chatterbox.

Sample screenshots of Civicom Chatterbox L-R: respondent entry with recording link, and transcript.; respondent photos; tags page

**NANCY**  
Respondent  
Offline  
Posts: 1

Re: Athletic Shoes Study  
Reply #3 on April 27, 2011, 11:32:55 AM

Date & Time : April 27, 2010  
Recording Link : [https://recordings.civico.com/recordings/nancy\\_ellis\\_786108\\_197\\_2011-03-25-1604.wav](https://recordings.civico.com/recordings/nancy_ellis_786108_197_2011-03-25-1604.wav)

My name is Nancy Ellis , 30 years of age.

I'm here at a Sporting Event and I'm recording the available out there. For me, shoes are most important. A nice pair of trail running shoes will keep you on uneven ground. Trail shoes are more stable than required a well-built off-road trainer with added grip with stability and durability. There are so many different and the best trail running shoe for one tried on the trail running shoes at a running store shoe stores and try them on at home. I tried the salesman says it is ok then you should jog down of shoes, then go I with whatever feels best on well, I guess that all about it for now. I will share included some photos of the shoes I recently purchased for Comfort, Brand C for Practicality, and Brand D

They are intended to help you on tight turns, on support may mean the difference between a spee late in the day, when your feet have had time to may end up with shoes that are extremely bad. I different and the best trail running shoe for one tried on the trail running shoes at a running store shoe stores and try them on at home. I tried the salesman says it is ok then you should jog down of shoes, then go I with whatever feels best on well, I guess that all about it for now. I will share included some photos of the shoes I recently purchased for Comfort, Brand C for Practicality, and Brand D

Brand A Shoes.jpg (1074.47 KB, 4000x3000 - viewed 0 times.)  
Brand B Shoes.jpg (54.27 KB, 240x159 - viewed 0 times.)  
Brand C Shoes.jpg (390.51 KB, 1199x740 - viewed 0 times.)  
Brand D Shoes.jpg (7.08 KB, 140x210 - viewed 0 times.)

Report to moderator

Tags: brand c brand a brand b brand d comfort fashion practical versatility safety additional features

**heather**  
Respondent  
Offline  
Posts: 2

Re: Athletic Shoes Study  
Reply #2 on April 27, 2011, 09:29:21 AM

As I promised here are the photo samples that I took from Store A and some other stores. And some are photos of my friend wearing the athletic shoes that they normally use.

715277\_29466645.jpg (131.24 KB, 500x375 - viewed 0 times.)  
263836\_7078.jpg (49.14 KB, 312x231 - viewed 0 times.)  
371124\_8324.jpg (77.02 KB, 384x320 - viewed 0 times.)  
73.jpg (21.23 KB, 211x141 - viewed 0 times.)

Tags:

**Popular Tags**

practical fashion comfort versatility brand a brand d  
support safety quote later materials brand c sole  
brand b additional features

**Latest Tagged Posts**

Tag	Subject	Started by	Posted by	Date & Time	Remove
sole	Athletic Shoes Study	maria	heather	April 27, 2011, 09:10:22 AM	(x)
quote later	Athletic Shoes Study	maria	heather	April 27, 2011, 09:10:22 AM	(x)
materials	Athletic Shoes Study	maria	heather	April 27, 2011, 09:10:22 AM	(x)
brand d	Athletic Shoes Study	maria	nancy	April 27, 2011, 11:32:55 AM	(x)
brand b	Athletic Shoes Study	maria	nancy	April 27, 2011, 11:32:55 AM	(x)
brand c	Athletic Shoes Study	maria	nancy	April 27, 2011, 11:32:55 AM	(x)
brand a	Athletic Shoes Study	maria	nancy	April 27, 2011, 11:32:55 AM	(x)

The researchers and the clients were excited about the additional responses from the twenty most interesting respondents. They were now ready to form two focus groups of five respondents each from among the twenty. Each of these groups would have a separate purpose, as the research had narrowed down separate sets of distinct thoughts about the toning shoes which the clients wanted to have explored.

The clients decided to get to know the focus group respondents a little better, so they decided to use webcams. Civicom Marketing Research Services facilitated the two groups. Civicom mailed the respondents who did not already have one a webcam, ran individual tech checks on all respondents, loaded the stimuli the clients had decided to show each group, and technically supervised the groups on behalf of the moderator and the clients. All of the interested clients and several additional observers were able to listen in as well as watch the groups as they explored the final frontiers of this study – the difference between image and experience, perception and reality, and the needs that had been expressed to reach this body of consumers with the toning shoe

message of the study's sponsoring manufacturer and marketer.

In total, Civicom InSitu Mobile Moments collected over 7000 audio messages and recordings in two weeks, with each audio message being under four minutes in length. In addition to the three store visits, each of the respondents was instructed to dial in five times per day, for a period of 14 consecutive days. This totaled about 70 short recordings per respondent, each in reply to a specific question on the handy wallet card. Questions included: "Describe which toning shoe you just put on and what your planned activity is while wearing them;" "Describe what you are wearing with the toning shoes and why you chose this outfit to wear with them;" and "Describe which toning shoes made you feel like you looked your best and why." Additional questions included: "You are now taking off the toning shoes. Which ones are you describing? How long did you wear them today? Describe how your legs, thighs and feel right now. Where does the experience with today's shoes stand relative to the other two pairs?" "Did this toning shoe experience today make you feel healthier than when wearing other types of athletic footwear?"

The audio recorded InSitu Mobile Moments resulted in approximately 500 recordings per day – each being professionally transcribed and posted in the correct respondent profiles. The accompanying images—interspersed with some short videos – brought the spoken and written material to further life. The researchers and clients were awestruck by the capability to collect so much material in so short a time, from such a large number of respondents, representing such a broad geography. Far from being shy, the respondents loved the process of speaking their thoughts, and the researchers and clients experienced a “wow factor” when they were able to listen to the intonation and variety of feelings in the respondents’ audio messages. One of the clients even requested to have the audio recordings put onto CDs daily and shipped overnight to his home so he could listen to them in the car during his long commute.

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With so much qualitative data, managing it was enhanced through its posting in Civicom Chatterbox. A researcher or client had only to log on at any time and scroll through the transcribed audio – and when something really caught their attention as being important to hear as well as read, they simply clicked on the corresponding audio link and followed along with the transcript as they listened to the spoken words. The online profiles also led to the emergence of specific respondent personalities which the researchers began to categorize according to a set of profile criteria that would be formulated into their future advertising to this demographic segment. Respondents were grouped under these categories, so that the best could be brought into the two focus groups.



The Civicom Chatterbox online board also made it easy to interact with the twenty respondents chosen for direct interaction, because all that had to be done was to grant access rights to these individuals. The discussion interactions could also be saved as .pdfs for forwarding to clients who did not have the time to log on and participate. The webcam focus groups gave the clients “ah ha” moments as they got to view ten of the “real” respondents and marry the real person with their perceptions acquired through the first two phases of the study.

All of the information was left available online for an extended period after the data collection ended, for both the researchers’ and the clients’ use. Then at the very end of the study, all of the Phase 1 Civicom InSitu recordings, photos, texts, and videos, sorted by individual profile, plus the Phase 2 Chatterbox Discussions, and the Phase 3 webcam focus groups were loaded onto small portable hard drives for the client’s posterity.

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Civicom combined three of its popular services into one study, to first gather data through audio recordings, texts, photos, and some short videos, to enable the researchers and clients to learn about what drew the women’s attention to the toning shoe purchase preference. They learned about the interplay among advertising exposure, store merchandising, and consumer perceptions that would influence toning shoe preferences, and then learned more about how live experience with the various brands changed or reinforced points of view about the product. They learned where the product would most likely be worn, and where their own brand stood in reference to others. Most importantly, the clients learned how to reach this particular demographic of women nationwide, enhancing their ability and their opportunity to dominate this particular demographic segment of the toning shoe market.

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**Civicom**  
Ask Why We're Better

