

Aha! Online Qualitative Research Activities that Engage

Aha! is the strategic online qual platform designed with pre-built and customized activities that truly engage respondents with a human touch.



PINBOARD

Collaborative Projective Activities & Discussion

A social media space where respondents can upload images, video and text, based on the subject or task. This forms a mini-community where others can like/comment on what they've collectively uploaded. Highly intuitive.



WISHING WALL

Collaborative Ideation & Discussion

Sentence completion in a social media platform. Respondents select from 1-5 sentence starters and finish the thoughts according to how they think/feel. They then "Like" and "Comment" on each other's submissions.



CONCEPT TESTING

Feedback on Ads & Ideas

Present concepts in virtually all formats including video and print, animatics, words on a page, logos or other stimulus. Concepts can be rotated to eliminate order bias. Multi-day concept rotation is available to reduce respondent fatigue on larger batteries of ideas.



STORYTELLING

Projective Technique

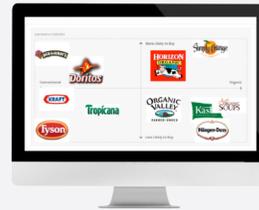
Guided template that instructs respondents through the key things you want them to include in their story, a roadmap, if you will. It is presented in a creative environment that encourages them to share freely and emotive by adding images and pictures to their story.



CREATIVE COLLAGE

Projective Technique

Respondents can import their own images, logos and words or choose from a preselected set to share how they feel about certain situations they are presented. Highly creative and easy to execute. Respondents can also add words/phrases to the canvas. Concept mark-up capabilities, as well.



BRAND MAPPING

Heat Map Export

Respondents can map out how they perceive brands or experiences within a category. You have control over the X and Y-axes; respondents choose from a set of brands or upload their own. The results are heat mapped by segment or total.

NextGen Online Research Technology

Aha's social and mobile-friendly technology allows you to engage respondents in-the moment where they live, shop, and play.

VIDEO/MOBILE DIARIES

Respondent self videos & reporting

MOBILE APP

Pictures, video, closed & open-ends

VIDEO UPLOAD VIA SMS TEXT

Allow respondents to text themselves a link from within the platform to their smartphone for easier video recording/uploading

SOCIAL NEWSFEED

Interactive social newsfeed allows respondents to share text, images, and video

WEBCAM VIDEO

Utilizes respondent's webcam to answer questions in video