

## 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

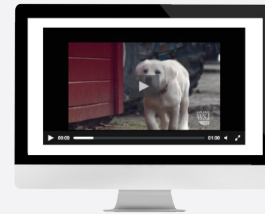
A social media space where respondents can upload images, video and text, based on the subject or task. This forms a mini-community where others can like/comment on what they've collectively uploaded. Highly intuitive.



### WISHING WALL

#### Collaborative Ideation & Discussion

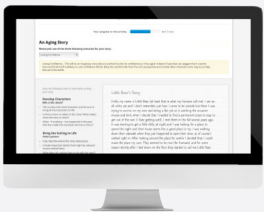
Sentence completion in a social media platform. Respondents select from 1-5 sentence starters and finish the thoughts according to how they think/feel. They then "Like" and "Comment" on each other's submissions.



### 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

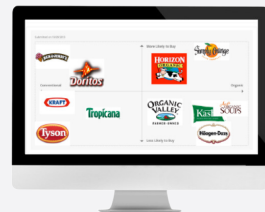
Guided template that instructs respondents through the key things you want them to include in their story, a roadmap, if you will. It is presented in a creative environment that encourages them to share freely and emotive by adding images and pictures to their story.



### 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