Introduction

We've often trumpeted the many applications of mobile video surveys. Whether you're at an agency, testing creative before a pitch, or you're on an R&D team conducting need-finding research, mobile video surveys provide you with insight you can hang your hat on. With mobile video surveys the consumer, uninhibited by the influence of contrasting opinions in a focus group or by the watchful eye of a moderator, gladly unload their honest, nuanced opinions in digestible slices of recorded video. But, how exactly do you get those golden nuggets of insight? And after you've collected all the responses, how do you organize and digest the data in order to inform your team to make the best possible decisions?

In this guide, we define the best practices when creating a mobile video survey; from ideal question length to how long each response should be, you'll leave knowing the specifics of how to create a winning survey that nets you the highest quality consumer insight. Then, we highlight the best methods of how to organize all the videos and opinions, extracting the overarching story that informs the best course of action for your company.

Craft the Perfect Survey

You have your research objective, the target demographic/ geographic locations you want to research, and the methodology you're using (mobile video surveys).

Write a screener

Keep it simple. Especially engaging consumers over mobile device, you'll want them to be able to complete the screener without a great deal of scrolling or you run the risk of losing them or skewing their responses. Embrace the mobile platform; you can ask participants to record a profile video responding to a basic question, which allows you to check for quality audio and video, while also being able to see how verbose the participant can be, essentially allowing you to meet your potential participant ahead of time.

How many questions?

We suggest limiting the consumer's response to 60 seconds per question. Respondents tend to get to the meat of their answer before 60 seconds. After that, they're rambling. In our experience a seven-question mobile video survey is the sweet spot. More than that, and the consumer tends to become fatigued, answering questions in a curt, unengaged way. Simplifying it for your respondents on the front-end will save you time and energy on the back-end when reviewing footage.

Transcripts

Either by using a service like MindSwarms or going through the videos yourself and taking notes, it is important to keep a written record of what consumers are saying in all of their responses. This will be very helpful when organizing and sharing your research. Having the text opens you up to culling the data with keyword searches, word clouds, and the like.

Review Your Results

Identify the patterns and themes

Pinpoint what people are identifying with. What are the recurring problems, what are the issues they are having with the brand or the experience? Keep thinking about these themes in terms of how they relate to your brand. Focus in on five to ten patterns or themes; more than that can prove unwieldy when sharing your results across a company.

Recognize the original insights

Within every mobile video survey, there's always an opinion or takeaway that you didn't expect or anticipate. Maybe a consumer has outlined a novel way to use your product. Maybe they have a unique insight about a commercial you shared with them. Whatever it is, these insights are valuable and are just as capable of lending credence to your ultimate strategy.

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Organize your Results

Organizing your patterns and themes into two buckets keeps everything neat:

Problems

Presenting problems is a relevant way to share your insights back within an organization. There are occasions when the organization itself is an obstacle, especially if there's a strong belief that the target or product is already 100% percent understood. After your mobile video survey, when you come back and say, "Here are some real issues and problems," combining that with videos of your target consumer backing you up, organizations tend to become very engaged.

Opportunities

You've locked down your problem set. Now, focus on the opportunities your research yielded. Is there an opportunity for brand extension? Can you refine an existing idea? Develop a new idea? Listen carefully to your consumers. Developing an empathy for their perspective will often open your eyes to new avenues you may have not explored yet.

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Identify The Story

The third thing you should do, and probably the most important and difficult, is to identify the overarching story of your research. Without the story, your problems and opportunities have no focal point, no frame of reference from which to engender action. Look through everything you've collected to this point, and articulate the story in one sentence.

Once you've nailed down the story, figure out what the chapters are; what are the building blocks that bring that story to life? What insights – what consumer quotes – shape each chapter? Figure out how those chapters lead to the punctuation point of the entire story, and you have arrived at what you're trying to teach people.

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Sharing Results

Write a paper edit

You could walk into your next meeting with all of this insight and share it verbally, but that would defeat the purpose and beauty of using mobile video surveys. Working off of the transcripts of each respondent, extract quotes and lay them out in a "paper edit." This refers to the written outline of your story, which serves as a blue print for creating a final curated video. Make sure the story logic flows before handing it off to your editing team. Be mindful that every quote you're using tells your research's story in a compelling and genuine way.

The following excerpt is from the paper edit of our Millennial Brand Loyalty Newsletter Video:

STORY: Millennial's loyalty is fleeting and transactional; they switch from brand to brand, and they expect more incentives to maintain their loyalty.

TITLE CARD - Parents were loyal because of personal relationships and habit.

FADE TO:

ANA W.
I would say my parent's generation was more about what they were used to, and so they stayed loyal to it, like if they knew owners at a store they would go there all the time because of that.
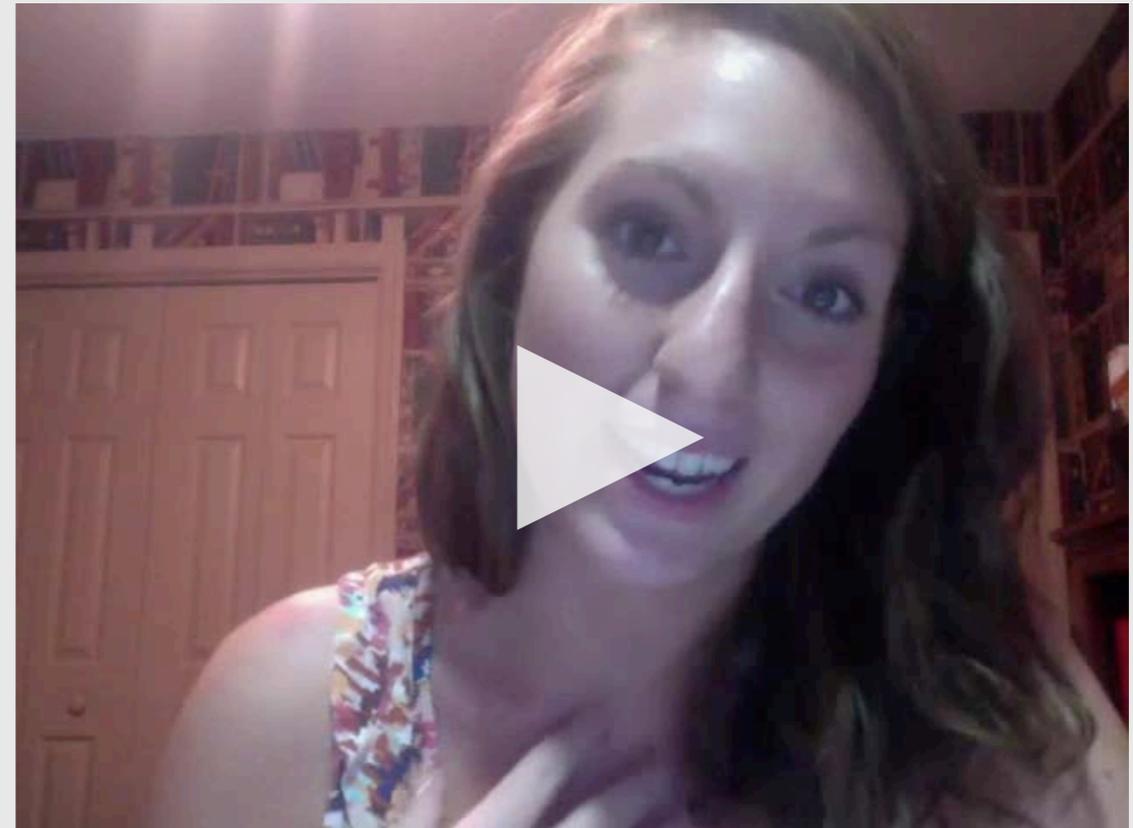
ROGER B.
My parents always went in; they went to the same grocery store, they got to know some people there, and so their loyalty would be based on that.

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Edit a video

A two- to three- minute video comprised of the footage of your consumers giving their unfiltered opinions will bring your story to life, and deeply support your proposed strategy. Stakeholders in an organization will relish the opportunity to see their actual consumer in her environment or out on location, explaining how she sees something, how she uses something, what the problems and issues are, what the areas for opportunity are. She might open a package, demonstrate how she organizes her fridge, or show what she has in her closet. This footage makes the whole story so much more visceral and real for the people with whom you're sharing the story.

Whether or not you have a team of editors, there are some tricks to creating an engaging video. Avoid long clips within your video. Anything over ten seconds is a long time for a cut. Don't use thirty-second clips, or you run the risk of your aud-

Click the link above to see the video from our Millennial Brand Loyalty Newsletter. You can download the accompanying report here.

-ience falling asleep. Adding production elements like title cards and B-roll (secondary footage that plays over a consumer quote) will only make your story more engaging.

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Thanks for taking the time to read our advice. If you're feeling confident enough to run your own survey, or have a question, click right here. Our project managers will pilot your mobile video research– from creating and managing your survey to organizing and sharing the story of your research.

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