



Online Communities powered by iSense Solutions

Full research projects

Smart solutions for big ideas

Sensecommunities

- Full Research Projects -

iSense Solutions Online Communities provide you with more than just a modern and agile research tool.

The full services we offer include:



Research design
advice



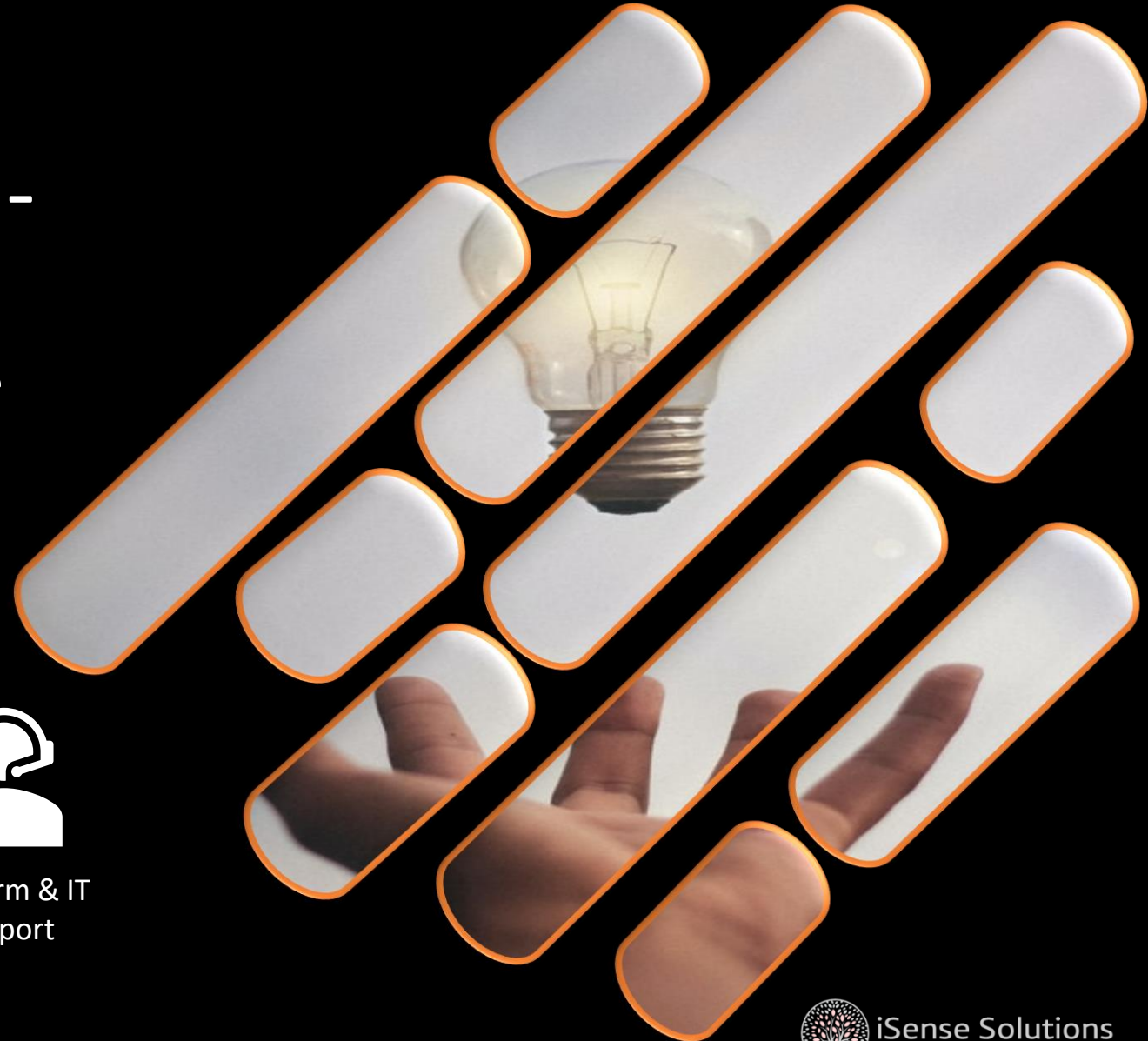
Recruiting services &
incentives



Project management
support, moderation
and report



Platform & IT
support



iSense Solutions
THE MODERN CONSUMER COMPANY

We have extensive experience with managing online communities

Some of our clients:



Dedicated team for online communities



Denisa Apreutesei
Qualitative Research Director

- Over 9 years experience in qualitative marketing research.
- 9 years experience in marketing research, all classic and online methods, cross-industries experience. methodologies employed: communities, bulletin boards, mobile ethnography (pre-tasks/ diaries), customer journey mapping etc.



Alexandra Neagu
Qualitative Research

- Over 4 years experience in qualitative marketing research
- 4 years experience in conducting both classic qualitative studies and online communities



Mara Folcic
Qualitative Research

- Over 3 years experience in qualitative marketing research
- 3 years experience in conducting both classic qualitative studies and online communities



Serena Buica
Qualitative Research

- Over 2 years of experience in qualitative marketing research
- 1 year experience in moderating both classic qualitative studies and online communities



Ionela Gancea
Qualitative Field

- Over 2 years of experience in qualitative recruitment process
- Both for classic qualitative studies and online communities



Online communities on sensecommunities.com

- Main strengths and functionalities -

Why use Sense Communities?

Easy – we do all the work; you don't have to worry

Professional – we have expertise at what we do

Digital – the platform is available both on laptops/pcs and on smartphones

Complex – we can put together different methodologies to acquire well-rounded info

Agile – any change of plans can be implemented right away

Responsive – we are invested in moderating and keeping in touch with consumers

Engaging – all sorts of engagement strategies for participants are available

Fun – who said tasks can't be entertaining and insightful at the same time? We like using gamification & creative techniques

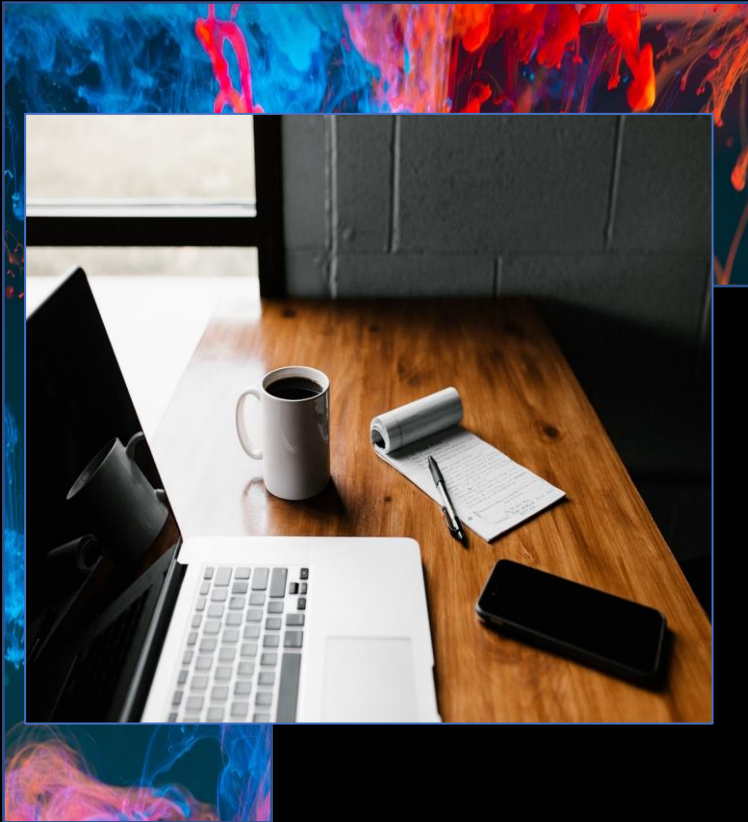
Adaptable – the entire platform can be switched to different languages, according to your needs

Downloadable – all conversation transcripts are saved and ready to be accessed/downloaded (PDF) whenever you want

Supported – by our involved & actionable IT staff who are always available and ready to help

Personalized – you can customize it with your logo and color scheme if you rent it

All yours – if you want it to be, just rent it!



Sense Communities Answers Your Questions!

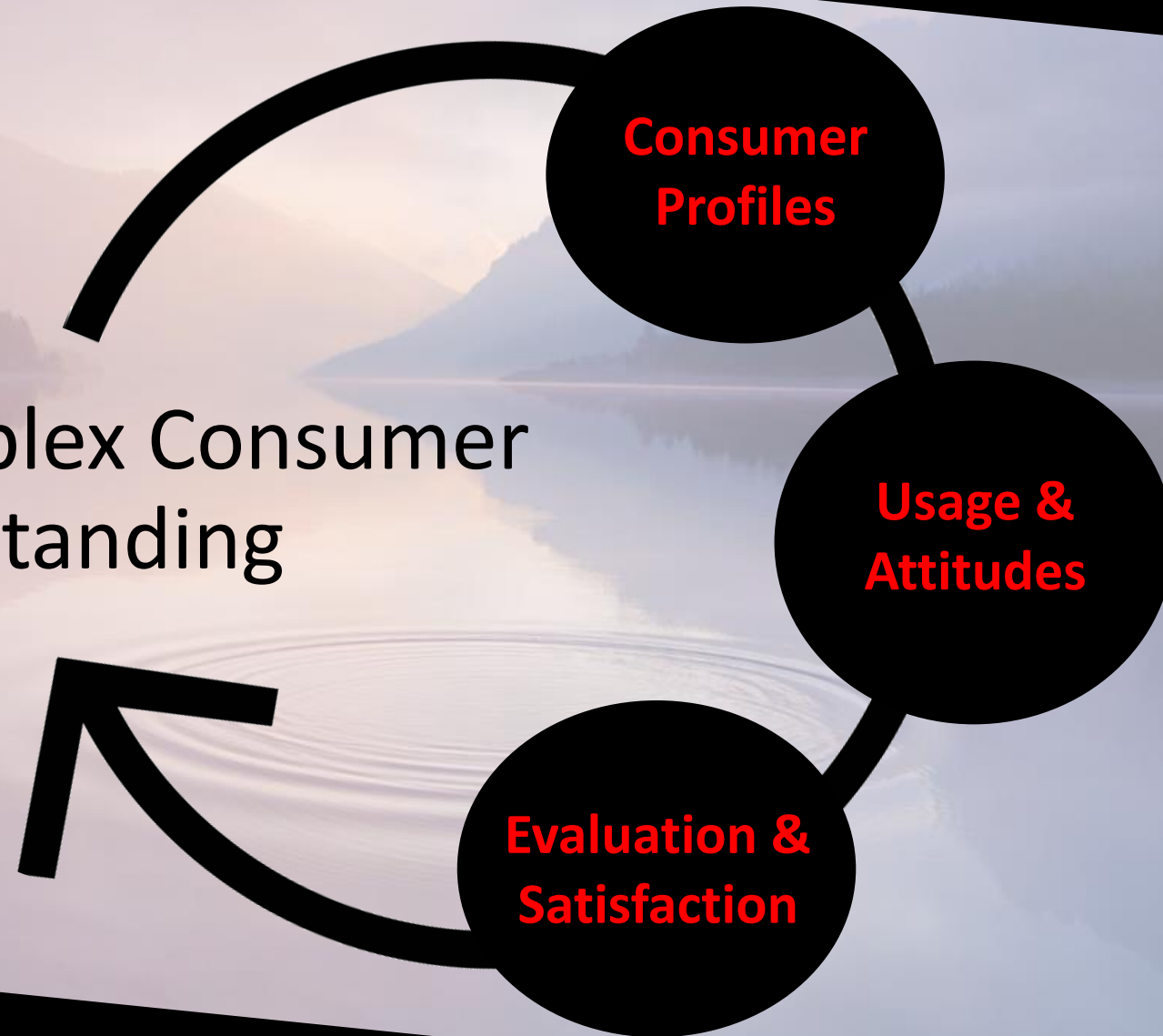


- Want to know your consumers' profiles? **Talk to them!**
- Want to know their general opinion? **Ask them!**
- Want to know if they will like it? **Ask them!**
- Want to know the good, the bad and the ugly? **Ask them!**
- Want to know where to improve? **Ask them!**
- Want to compare yourself with others? **Ask them!**

- Want to launch a new product? **Test it!**
- Want to impress from the first time? **Test it!**
- Want to see if it will stick? **Test it!**

- Want to know your competition? **Research!**
- Want to make a marketing campaign? **Research!**
- What to create a new communication strategy? **Research!**

Offers a Complex Consumer Understanding





Usage & Attitudes

What brands do they buy?
What are they looking for in a product?
What do they like? What not?
What price are they willing to pay?
What added value are they looking for?
What types of offers/discounts do they prefer?



Consumer Profiles

Who are your consumers?
What lifestyles do they have?
What are their preferences?
What are their needs? What do they fear?
How do they interact with touchpoints (ads, website)?
What do they want different? What to improve?
How important is WOM?



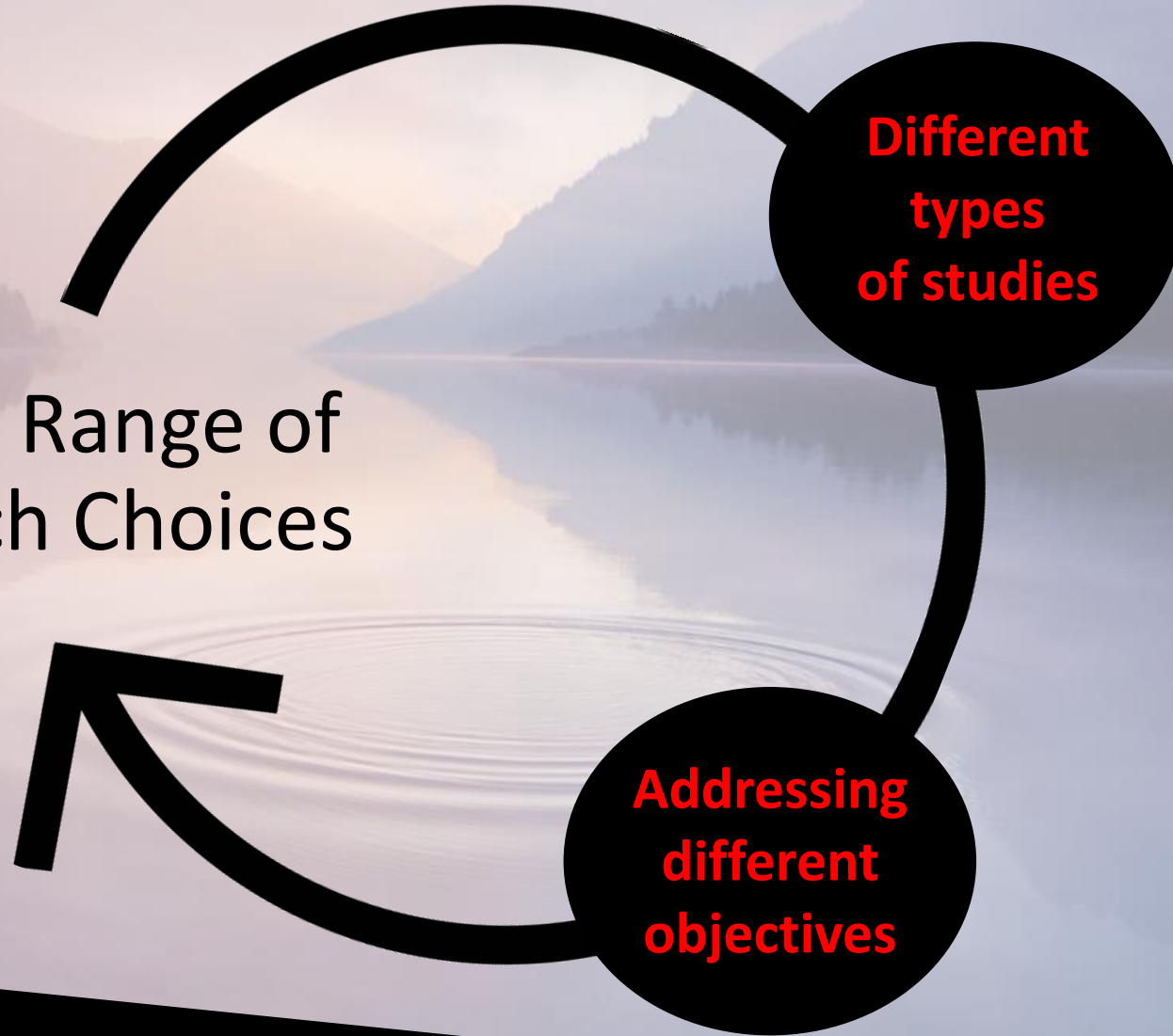
Evaluation & Satisfaction

How do consumers use your product?
What is their experience with your brand?
Are they satisfied with what they got?
Would they recommend your products/services?
What do your customers think are your strengths?
What do they think are your weaknesses?
How do they evaluate your competition?

A Wide Range of Research Choices

**Different
types
of studies**

**Addressing
different
objectives**





Different Types of Studies

Strategy & Innovation

Co-creation & Ideation
Concept testing
Mystery shopping
Communication optimization
Campaign innovation



Marketing Research

Ad testing
Media testing
Brand tracking
Campaign evaluation
Communication assessment
Website User Experience (UX Research)



Product Management

Prototype testing
Post-launch feedback
Assumption challenge
Market and usage trends



Addressing Different Objectives

Employer Branding (Internal Objectives)

Employee satisfaction
Employee engagement
Internal communication
Performance review
Management Issues



Marketing

Consumer journey and path to purchase
Customer satisfaction
Customer experience
Shopper insight
Segmentation
Web design & usability
Purchasing trends, triggers & barriers



Product Research & Development

Concept test
Co-creation/ ideation
Package testing
Crowd sourcing
Pricing research
Product test

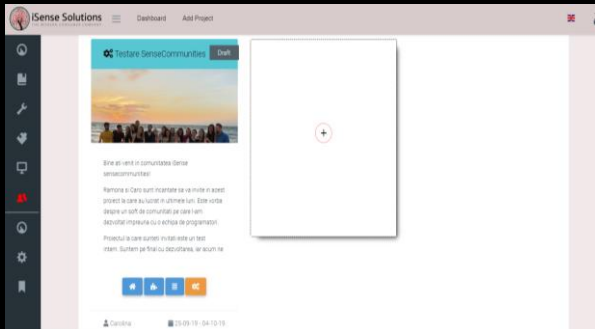
Sense Communities Functionalities

Customize your online research
services according to your needs

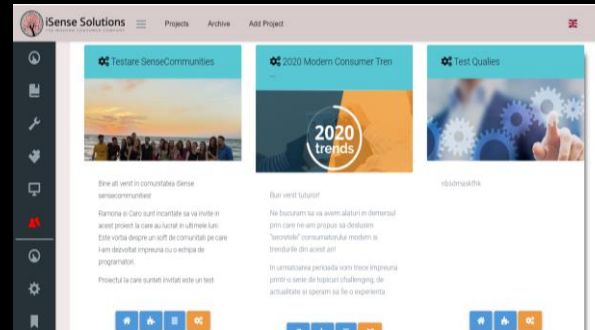
The Sense Communities software provides you with a way to build a research project faster than you expect. Let's see what the research steps are: setup & launch, tasks & content, participants, clients, recruitment.

Setup and Launching

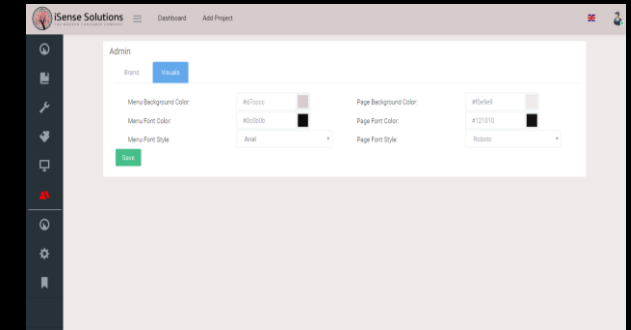
Quick launch offers the possibility to create a new platform with just a click



Multiple different studies (online communities) can be added at the same time or consecutively. iSense Solutions provides the clients with the opportunity to implement short projects or ongoing online communities.



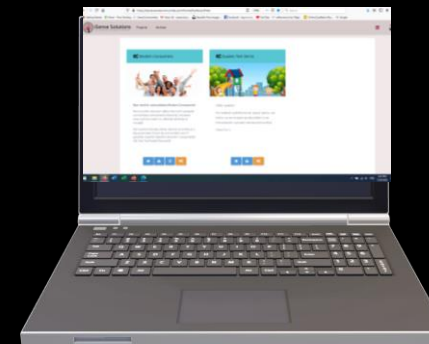
Branded online and mobile platform
Personalize the appearance of the studies according to your and your client's need: fonts, colors & logo can be personalized



The platform provides the option to **choose the preferred language of the interface and topics** throught the duration of the community



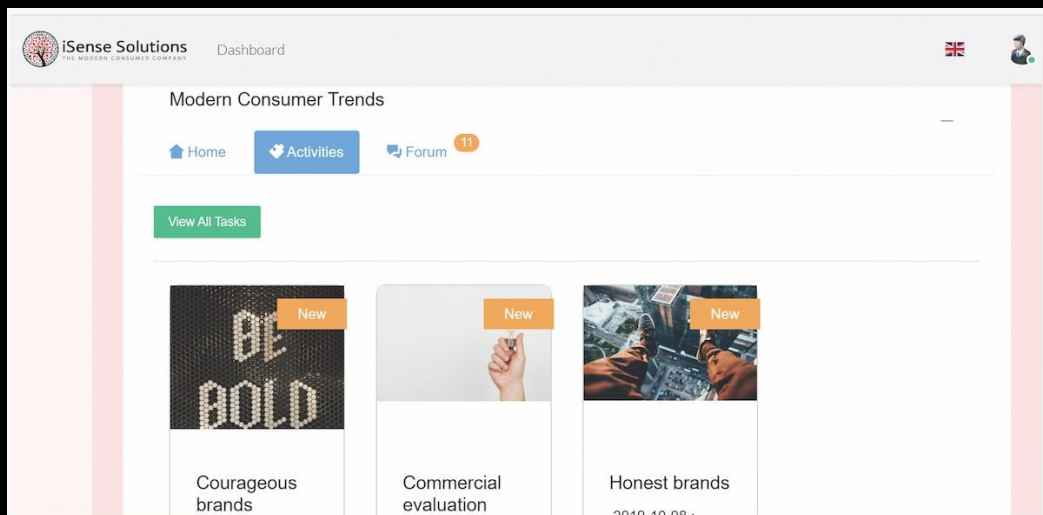
The platform can be accessed from both **laptops/PCs and smartphones**



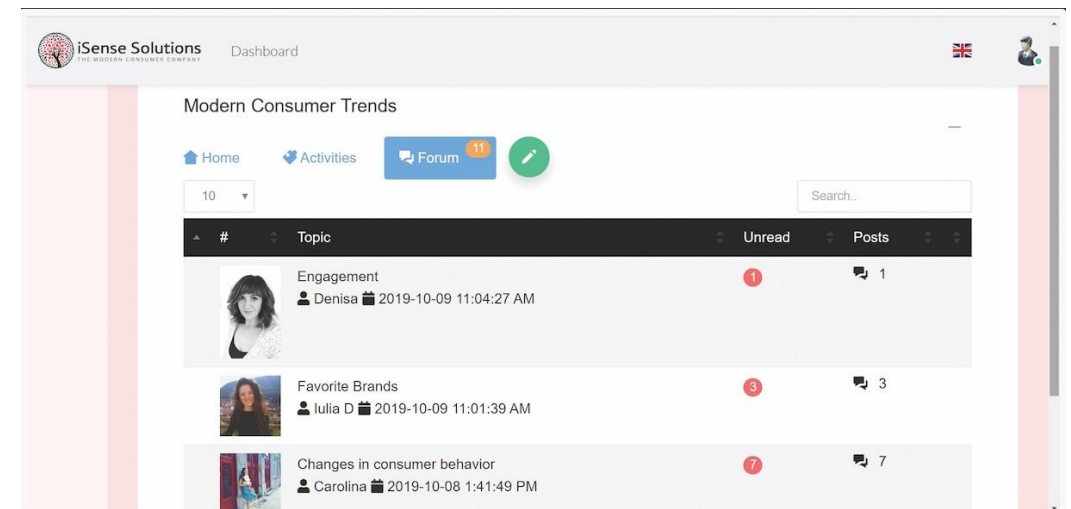
2 main areas to help build engagement and get deep insights.

Unlimited number of activities & discussions

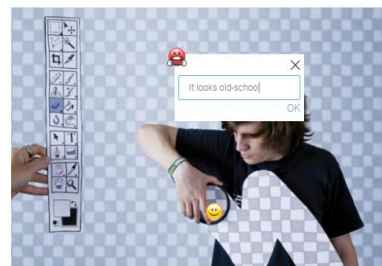
Research area with dedicated tools for intuitive and engaging simple quantitative studies and fast dashboards



Ongoing socializing in the free area where members engage in ways similar with **social media**: allowing 24/7 interaction, sharing of multimedia, creating new topics of discussions. This area is highly important for user generated content (“after study” discussions among participants, their peers’ opinions questioned, etc.)



Picture Analyser



Click on the picture to start.

Previous Feedback:

Output:

😊 270X260 = I find the idea cool!

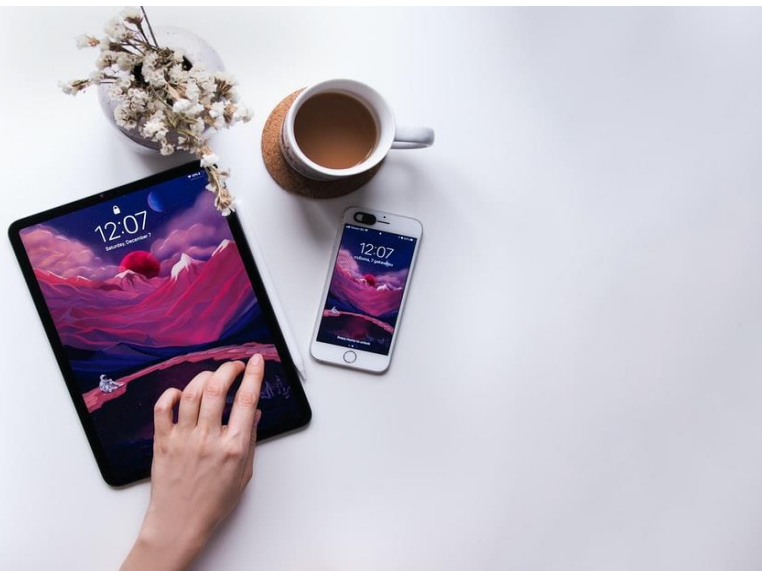
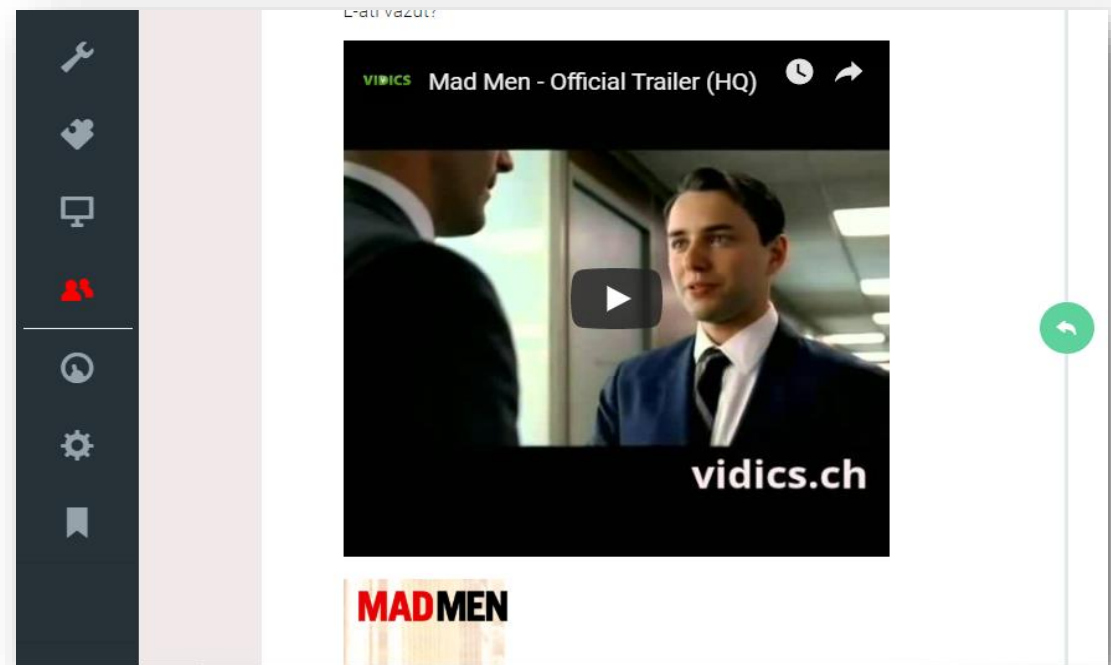
Save

Your Answer:

B *I* U Roboto 14 T1

SAVE





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THE MODERN CONSUMER COMPANY

Dashboard
Add Project

What do you like/ dislike about this ad?

Answers: 3 / 3
Status: Completed Submitted

Click on the picture to start.

Minimum Required Answers: 3

very nice motto
 excellent contrast Barbie vs tough guy
 not a very animated room walls

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Dashboard
Add Project

View User Feedback

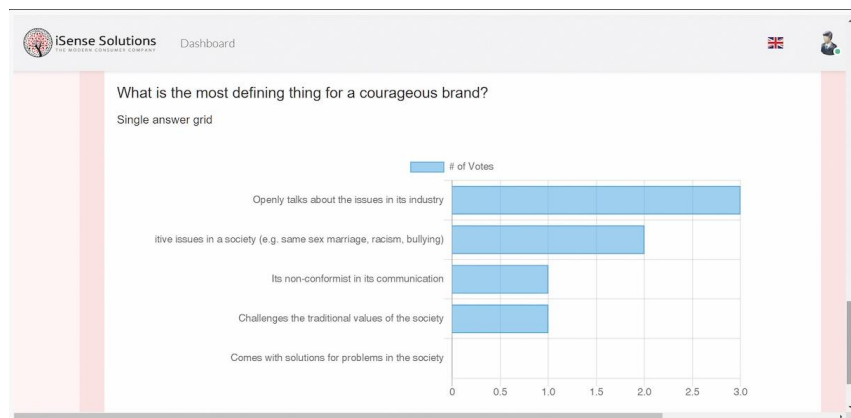
What do you like/ dislike about this ad?

Positive Feedback:

= 10
 = 10

Negative Feedback:

Denisa



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Dashboard

HONEST BRANDS

Ramona
2019-10-08 10:54:11 AM | 14 Comments
What is the most defining thing an honest brand does?
☆☆☆☆ (Votes: 0) [Reply](#)

Miruna-Valentina I replied to Ramona
2019-10-09 12:31:08 PM | 9 Comments
It is transparent with the production process and everything it involves (environmental impact, human labour, etc.)

Edit Account

Home

Name

Profile Picture

Ramona

Password

Username

ramona.bejan@isensesolutions.ro

PhoneNumber

Description

B

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14

A

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iSense Solutions

Projects

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Project Users

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User	Name	Last Login	Forum		Questions		Project
			Topics / Comments	Answers / Comments	O / C / S / Total	Points	
serena.buca@isensesolutions.ro	Serena Buca	2020-07-29 2:19:57 PM	2 / 4	2 / 0 / 0 / 0 / 0	10	Beginner	
denisa.aprutesei@isensesolutions.ro	Denisa	2020-06-25 12:56:20 PM	2 / 6	0 / 0 / 0 / 0 / 0	0	N/A	
alexandra.neagu@isensesolutions.ro	Alexandra Neagu	2020-07-20 12:38:17 PM	0 / 0	0 / 0 / 0 / 0 / 0	0	N/A	

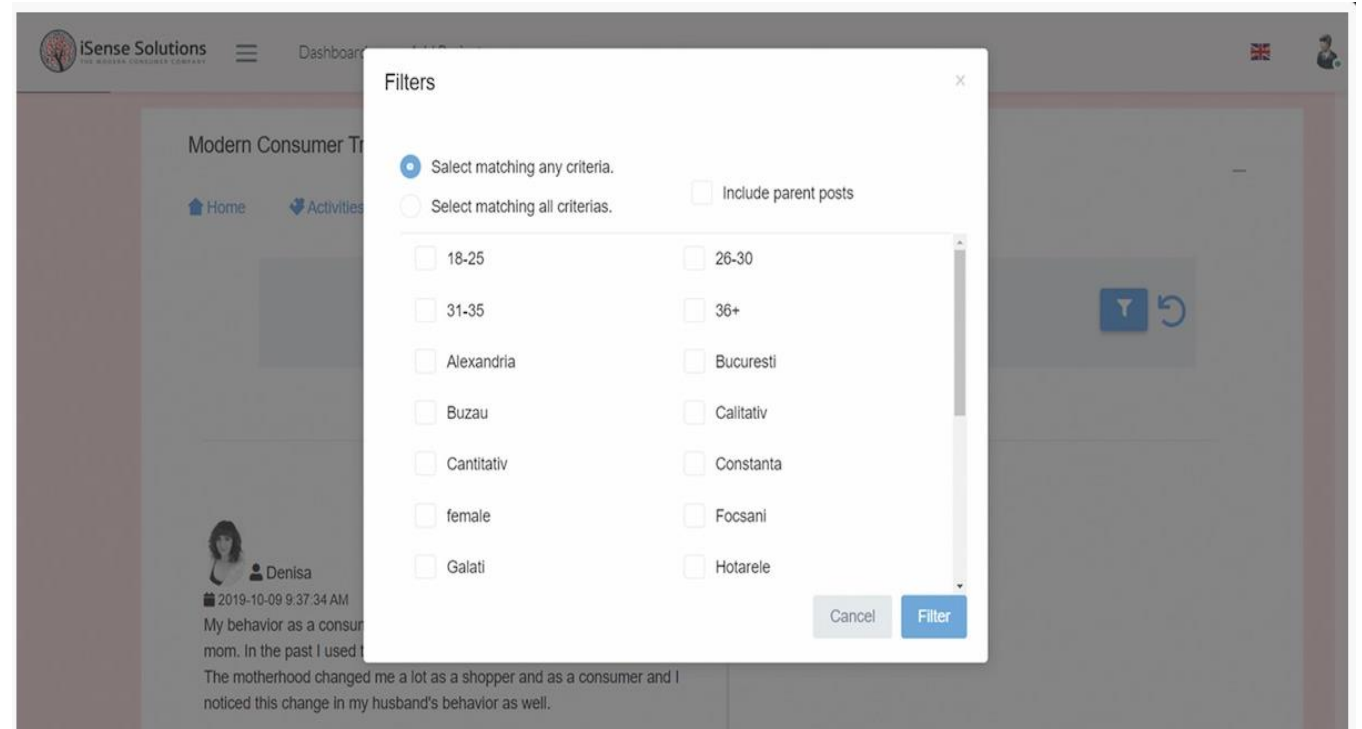
Ramona replied to Carolina

2019-09-25 3:47:29 PM | 2 Comments



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Accounts For Clients

The screenshot displays the iSense Solutions web application interface. At the top, the header includes the iSense Solutions logo, a navigation menu with 'Dashboard' and 'Add Project', and a user profile icon. A vertical sidebar on the left contains icons for various functions: a magnifying glass, a document, a wrench, a puzzle piece, a monitor, a group of people, a speech bubble, a gear, and a bookmark. The main content area shows two posts. The first post, dated 2019-10-08 2:14:24 PM, has 36 comments and contains text about observing behavior as consumers. The second post, dated 2019-10-09 10:45:15 AM, has 10 comments and contains text about changes in behavior since becoming pregnant. Both posts have star ratings and 'Reply' and 'Bookmark' buttons. A 'Bookmark' modal is open, showing the text from the first post and buttons for 'Cancel' and 'OK'.

iSense Solutions THE MODERN CONSUMER COMPANY

Dashboard Add Project

2019-10-08 2:14:24 PM | 36 Comments

I am curious to know if and what changes did you observe in your behavior as consumers in the past year.

I invite you to step back for a little while and observe yourself from the outside. Is there anything you do differently now in comparison to the way you did last year?

For example, I noticed that I recycle more. It's become a concern that transformed in a habit and now I wouldn't see myself not sorting garbage.

Also, I think twice before I buy anything - I need to be sure that I really need it and will use it, otherwise is just a waste of resources. This behavior applies to food, clothes, gadgets etc.

★ ★ ★ ★ ★ (Votes: 2)

Reply | Bookmark

Bookmark

It's become a concern that transformed in a habit and now I wouldn't see myself not sorting garbage.

Cancel OK

2019-10-09 10:45:15 AM | 10 Comments

The Edy replied to Carolina

I didn't notice a big change in my behavior in the past year as much as in the past 4 months, since my wife is pregnant. I think so much more about the future and what I'll leave behind. The first step was only cooking as much as we eat once and stop wasting food. The second change we've made was regarding what we eat. Before she became pregnant, we also had some corn puffs or chips laying around. Didn't eat much, but when feeling like eating a snack those were the easiest option. Since June, though, the only snack we have around is nuts. And we both love those!

Recycling was also a thing we deed. I think every change starts with me, so we also recycled plastic of any form.

For the future we plan on moving from the apartment to a house. We already have a plan in place to put solar panels on the roof. Our architect also suggested to get electricity from the wind turbines near our house. We'll see how that goes as right now connection is a bit problematic.

★ ★ ★ ★ ★ (Votes: 2)

Reply | Bookmark

Fast Recruitment, Anywhere in the World

iSense International Research Panels

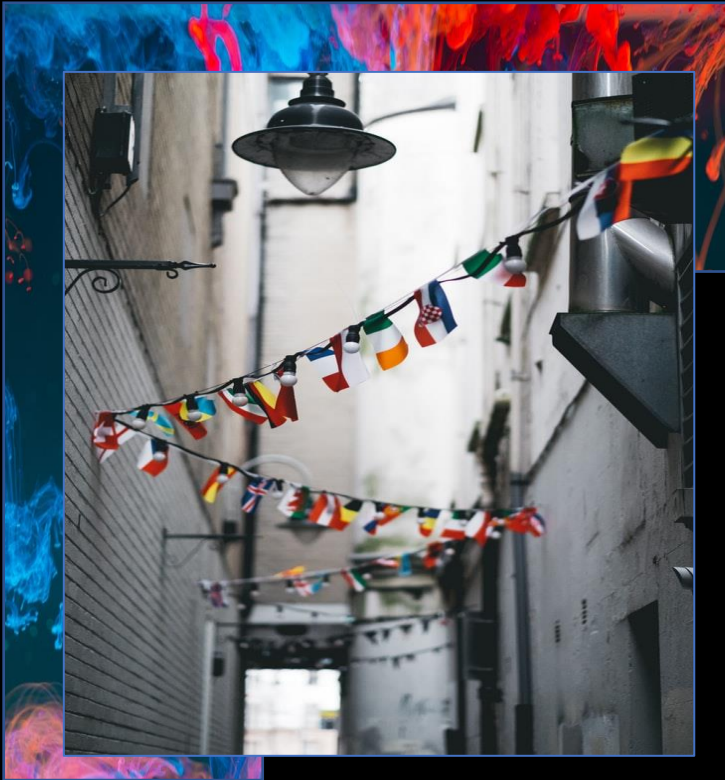
Studies performed in over 20 countries with project management and consultancy from Romania

iSense International Research Panels

- 🌐 More than 100k panelists recruited in iSense Panels
- 🌐 Additional access to over 40 million online respondents in 80 countries through partner panels
- 🌐 Detailed information about panelists for precise audience selection
- 🌐 Reliable and superior feasibility

Our International Panels:


- | | | |
|-----------|------------|------------|
| ✓ Germany | ✓ Bulgaria | ✓ Slovenia |
| ✓ US | ✓ Croatia | ✓ Albania |
| ✓ UK | ✓ Serbia | ✓ Romania |




Testimonials of participants about SENSE COMMUNITIES



„I would like to thank you one more time. I'm very excited about the prize I won after the raffle. It was a pleasant and interesting experience and I hope my answers will help to create the marketing strategy for the potential products that are going to be launched.” (Participant in sensecommunities.com studies)



„Thank you for all your support, for the clear information we have received and for your prompt responses.” (Participant in sensecommunities.com studies)

A grayscale photograph of several hands of different skin tones reaching up from the bottom and sides to form a heart shape in the center. The hands are positioned with fingers pointing towards the center, creating a cohesive heart outline. The background is a plain, light color.

**ALONG WITH GETTING DEEPER INSIGHTS,
ONLINE COMMUNITIES BUILD
BRAND ADVOCACY
AND CO-CREATE IDEAS**

MAIN TEAM:



Dr. Traian Nastase
Managing Partner
Experience: 15 years



Dr. Andrei Canda
Managing Partner
Experience: 14 years



Denisa Apreutesei
Qualitative Manager
Experience: 10 years



Ana-Maria Nastase
Mkt Manager
Experience: 12 years



Alina Zelezneac
Research Manager
Experience: 8 years



Andrei Elvadeanu
Client Service Manager
Experience: 10 years



Alex Dudau
Data Analysis Manager
Experience: 15 years



Alexandra Pintilie
Sr. Researcher
Experience: 13 years



Laura Nastase
Quantitative Res.
Experience: 2 years



Diana Farcas
Quantitative Res.
Experience: 2 years



Vlad Suta
Quantitative Res.
Experience: 4 years



Simona Vlasie
Field Manager
4 years experience



Madalina Soroiu
Online Dev. Specialist
Experience: 2 years



Alexandra Neagu
Qualitative Research
Experience: 4 years



Mara Folcic
Qualitative Research
Experience: 3 years



Serena Buica
Qualitative Research
Experience: 3 year



Raluca Caplescu
Senior Data Scientist
Experience: 8 years



Miruna Ilie
Data Analyst
Experience: 3 years



Irina Moise
Data Analyst
Experience: 2 years



Ionela Gancea
Qualitative Field
Experience: 1 year



Andra Dobroiu
Researcher



Angela Stolnicu
Operations Manager
Experience: +15 years



Mihaela Tincu
Operations Specialist



Georgiana Pipan
Panel Manager
Experience: 3 years



Thank you!