



# Modern Consumers Online Community


Powered by iSense Solutions

# Welcome to our Modern Consumers Online Community


Modern Consumers

Activities Forum Community

Project Picture:



Modern Consumer  
Powered by:



iSense Solutions  
THE MODERN CONSUMER COMPANY

Description:

**Bun venit în comunitatea Modern Consumers!**

Ne bucurăm să avem alături de noi în această comunitate consumatori deschiși, inovatori, care sunt la curent cu ultimele tendințe și noutăți!

Noi suntem Denisa, Mara, Serena și Ionela și în decursul celor 6 luni de comunitate vom fi gazdele voastre! Sperăm să avem o experiență cât mai frumoasă împreună!

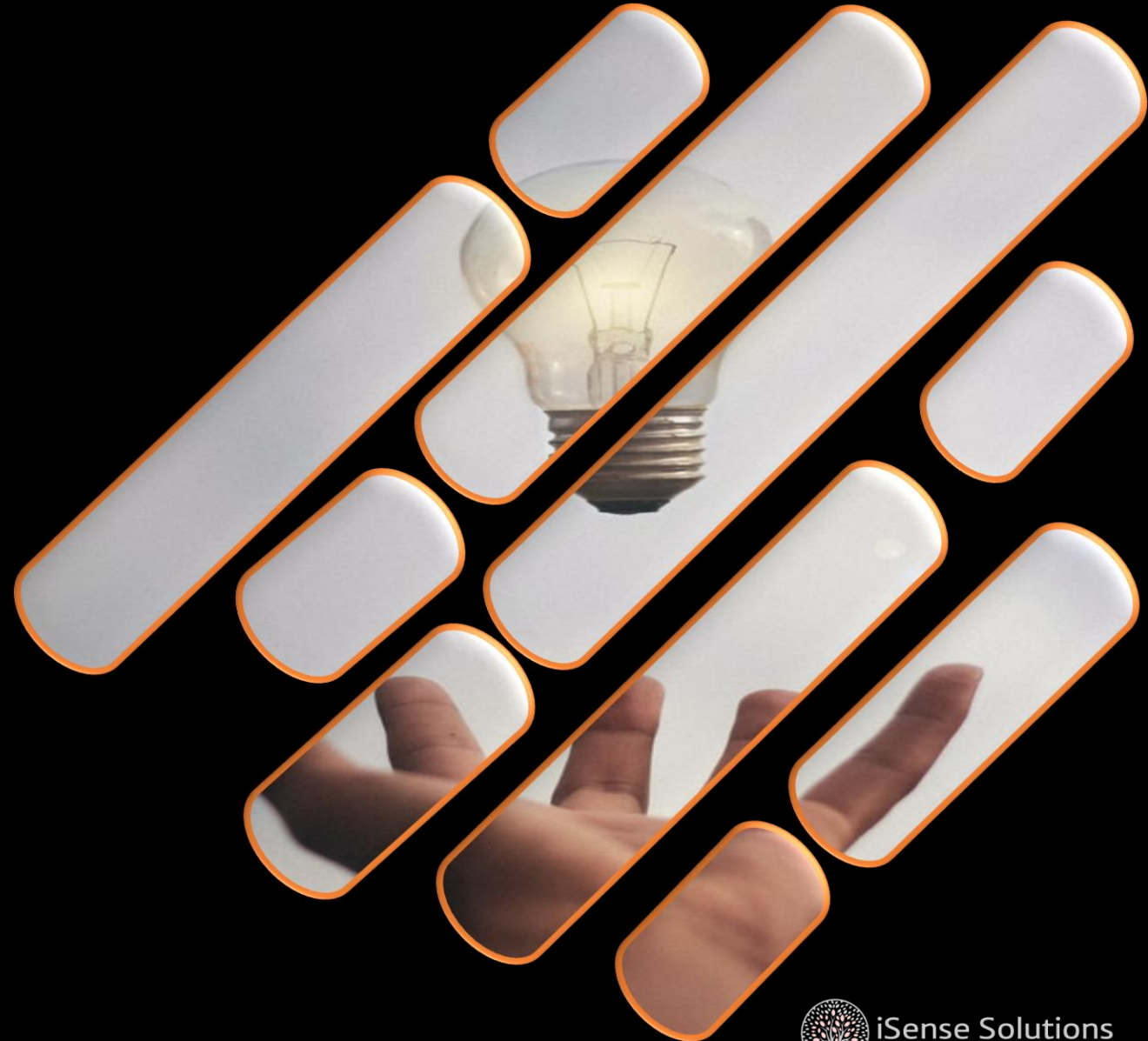
**Care este scopul acestei comunități?**

Trăim într-o perioadă în care schimbările sunt la ordinea zilei și comportamentele consumatorilor sunt foarte dinamice.

Principalul motiv care ne-a determinat să realizăm această comunitate online este dorința de a afla părerea voastră, *la cald*, despre toate aceste schimbări și de a dezbate împreună cele mai în vogă subiecte.

# Modern Consumers by iSense

**Our own ongoing online community**  
with 50 participants in which you can  
add tasks according to your needs and  
purposes.



**iSense Solutions**  
THE MODERN CONSUMER COMPANY

## Why do we have an online community?

- To stay connected with our consumers
- Find out in real time the hottest topics and trends among consumers

## Who is part of our community?

- 50 participants
- Mix of women and men
  - 18-55 years old
  - National spread
- Sociable, creative and curious people



## Modern Consumer Powered by:



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## What do we get from our community?

- Over 30% answers in the first 24 hours
- Full week discussions on the proposed questions/tasks
- Moderation of all interactions within the community, by the researcher

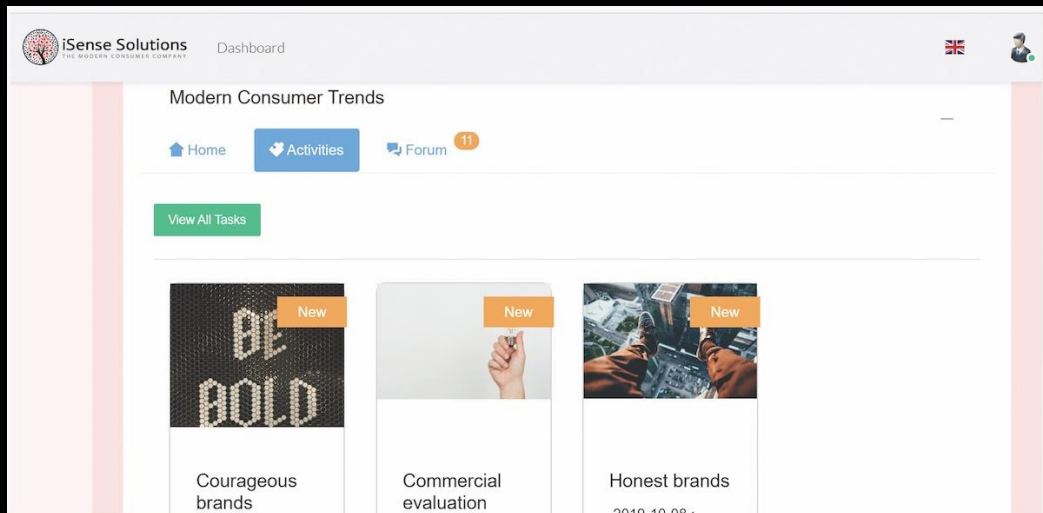
## How does our community work?

- On our own iSense Solutions community platform
- Weekly questions, tasks and challenges
- Opened questions, closed questions, picture analysis, journals etc.

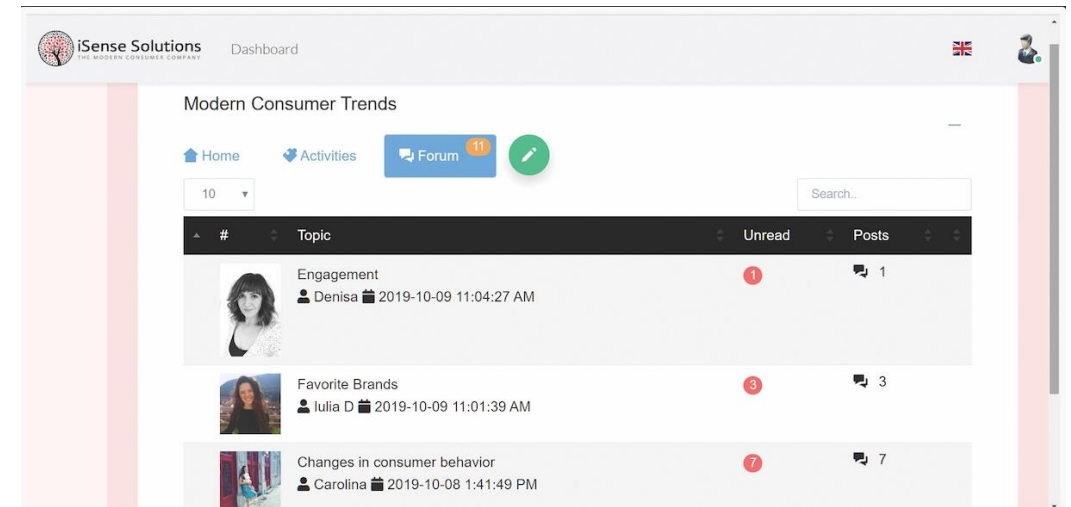
## 2 main areas to help build engagement and get deep insights.

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.)



# A Wide Range of Research Task Types

Foster the engagement with the participants by using different types of tasks and questions.

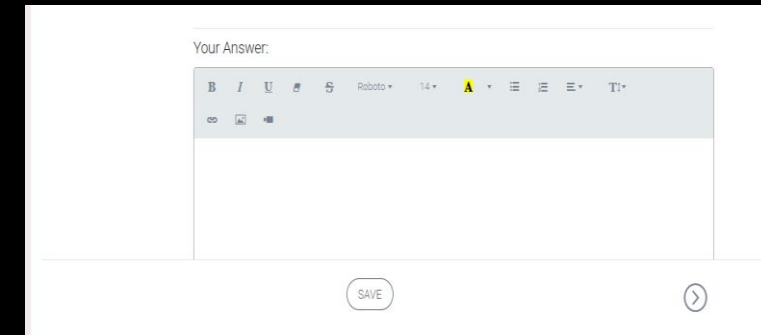
## 1. Interactive testing of stimuli – heatmap and deep dive on visuals

## 2. Open questions

## 3. Multiple answer questions

## 4. Closed questions

## 5. Single answer questions

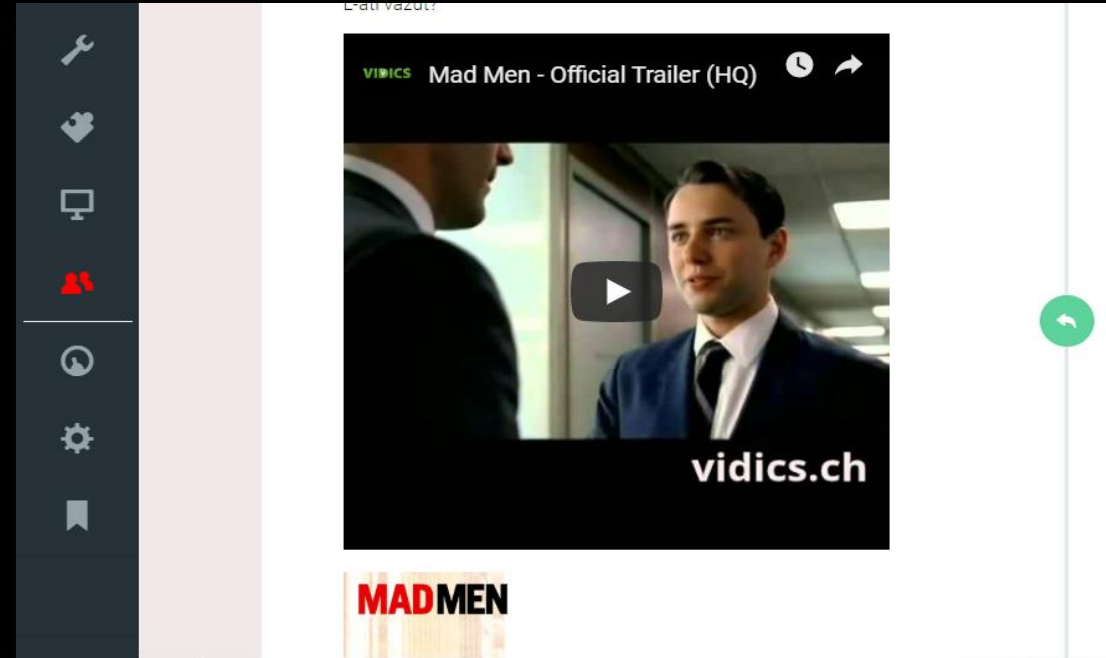


The screenshot shows a web interface for providing an answer. At the top, it says 'Your Answer:'. Below this is a rich text editor with a toolbar containing icons for bold, italic, underline, link, unlink, text color, background color, bulleted list, numbered list, indent, outdent, and a text size dropdown. The text area is empty. At the bottom right of the form is a 'SAVE' button and a circular arrow icon.

# Multimedia Content

The platform allows using **all types of media content**:

- Photo and video uploads
- Quick links
- Gifs



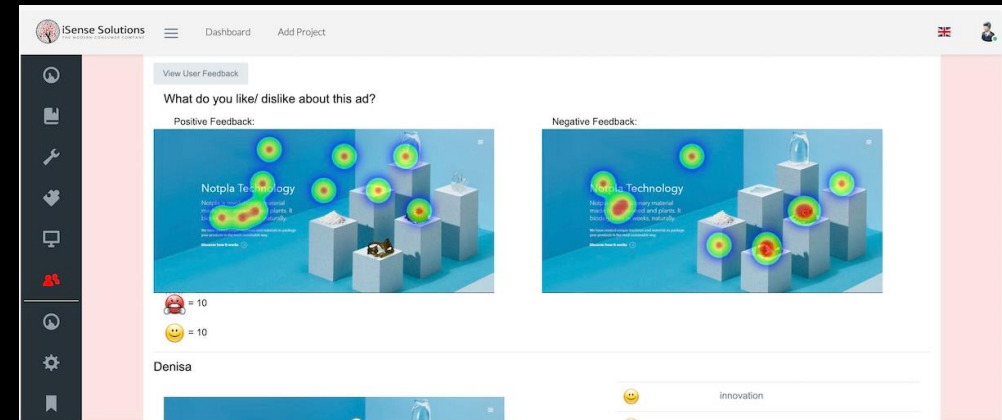
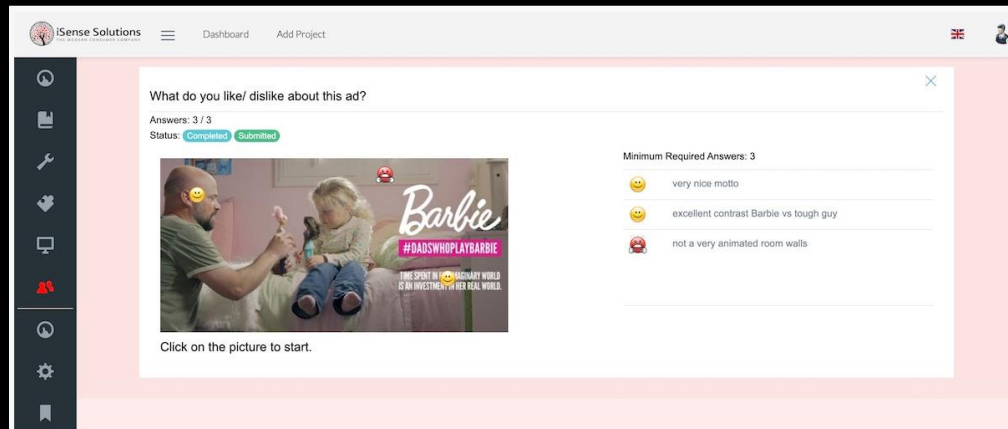
This serves as **added value for more complex types of research**:

- Ethnographies – where participants can upload any relevant media materials
- Diary entries – U&A diaries that participants submit
- Visuals Testing Research (Ads, concepts, packagings etc.) – where clients can test and find

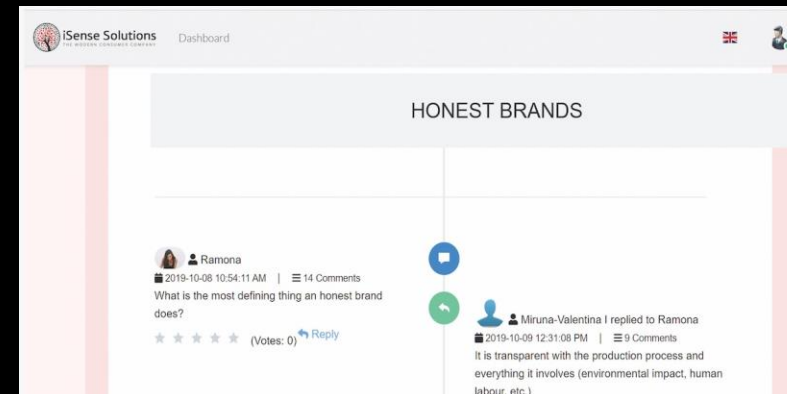
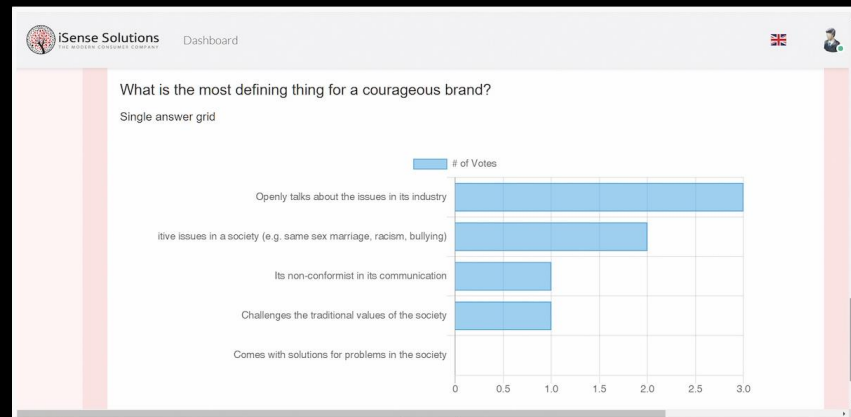


# Output Examples

Complex tools for insightful research experience



Real time results with individual & aggregated answers.  
Real time dashboards for clients



# Engaging Features for the Participants

Edit Account

Home

Name

Profile Picture

Ramona

Username

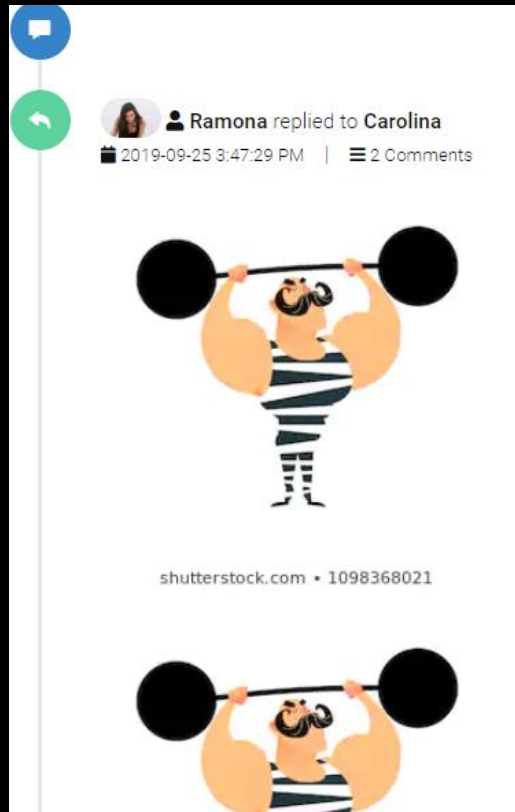
ramona.belan@isensesolutions.ro

Password

Phone Number

Description

**B** *I* U ~~S~~ <sup>14</sup>



Participants can **personalize their profiles** by adding profile pictures/avatars, writing personal descriptions etc.

They can **create new topics of discussion** in the free discussion area (forum area)

The platform uses a **gamification system** – a comprehensive incentive system based on points allocation according to task completion, user generated content and other general assignments

Participants can **vote the answers/comments** of fellow participants in the community

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Projects Archive

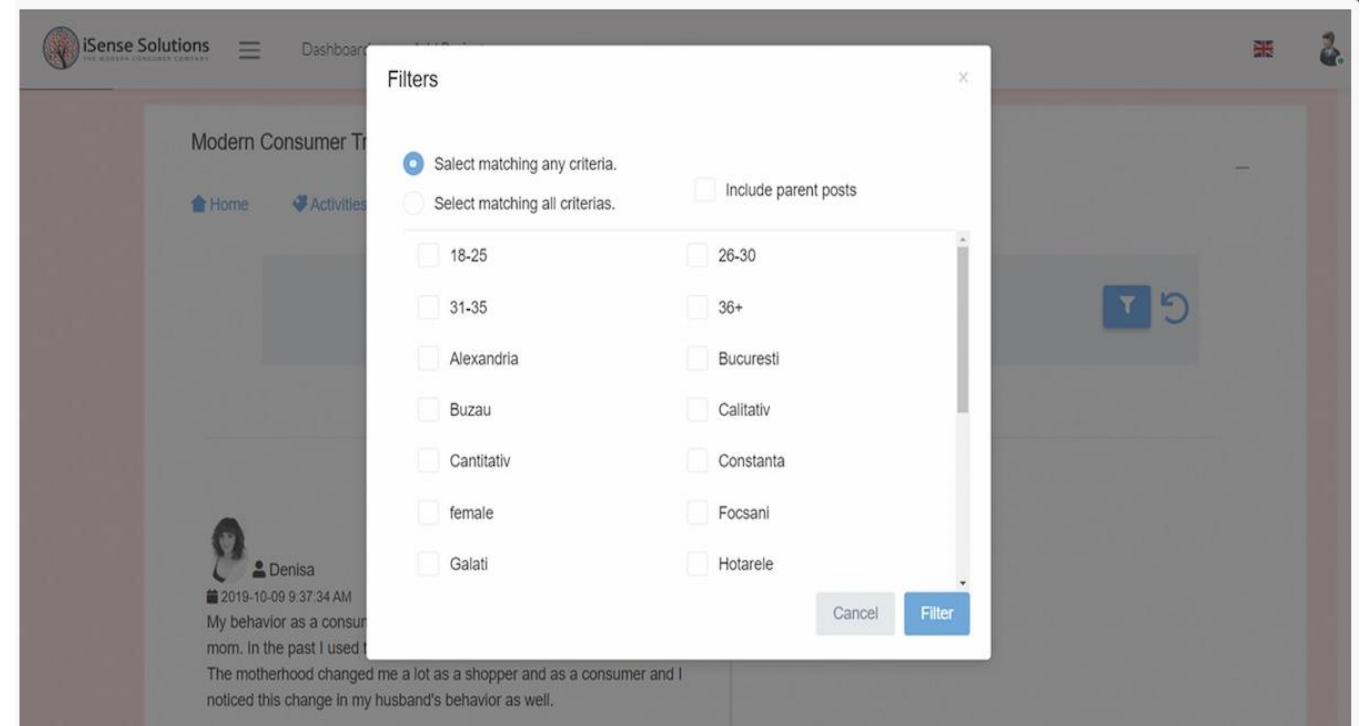
Project Users

Show 100 entries

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

# Segmentation

The platform offers the possibility to **filter the participants, according to different criteria**, for relevant & fast analysis.

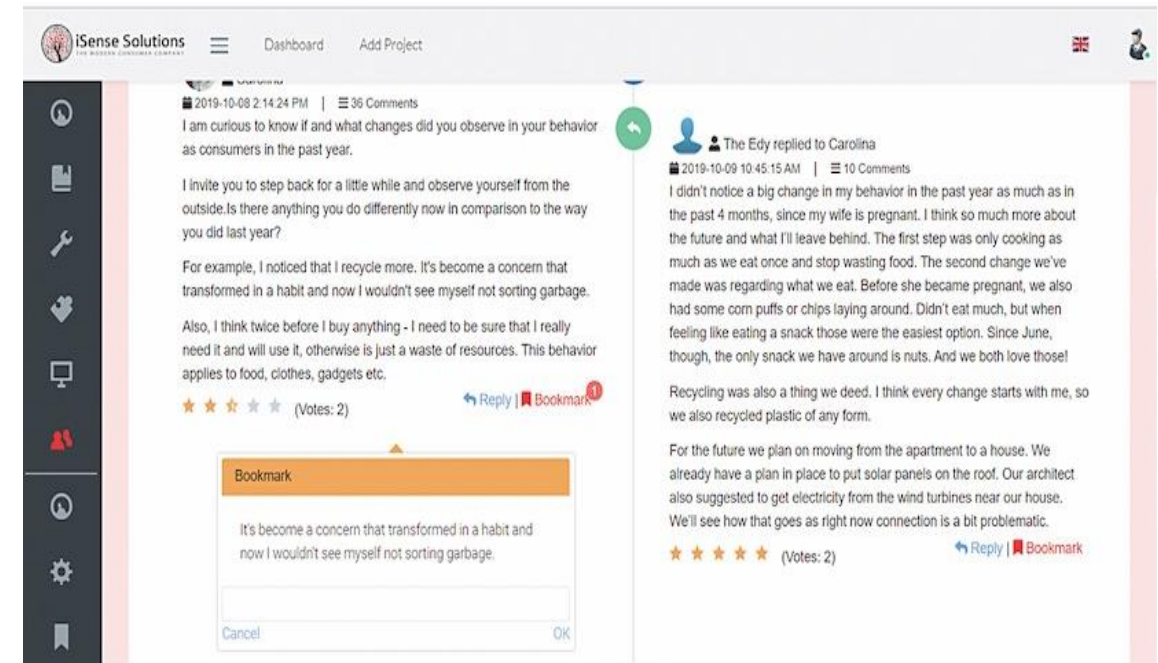


# Observational Accounts For Clients

## Clients will have access to:

- **Online real time dashboards with participants' answers**, as well as moderator's notes done in the platform backroom are available.
- **Backroom conversations between themselves and the moderator** that are not visible to participants.

Therefore, you will receive real time insights from the participants and real time analysis from the moderator.



# Main Team & Study Costs



# 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

# Price list

<b>Qualitative online community</b>	
1 simple task (1-3 questions)	800 EUR/week
1 complex task (4-6 questions)	1500 EUR/week



**Thank you!**