The image shows a presentation slide. The top half features a word cloud with terms like 'meesterwerken', 'divers', 'rembrandt', 'groot', 'amsterdam', 'fietspad', 'verbouwd', 'vernieuwd', 'mooie gebouw', and 'nachtwacht'. The bottom half is a dark grey area with white text. On the right, a hand holds a smartphone displaying a list of the same words from the word cloud. A red decorative shape is on the right edge.

Better Focus Groups Thanks to Smartphones

Using a fun, visual and intuitive focus group technique that suits our increasingly visually oriented lifestyle

Margré Nijkamp & Roos Thijssen, Motivaction International



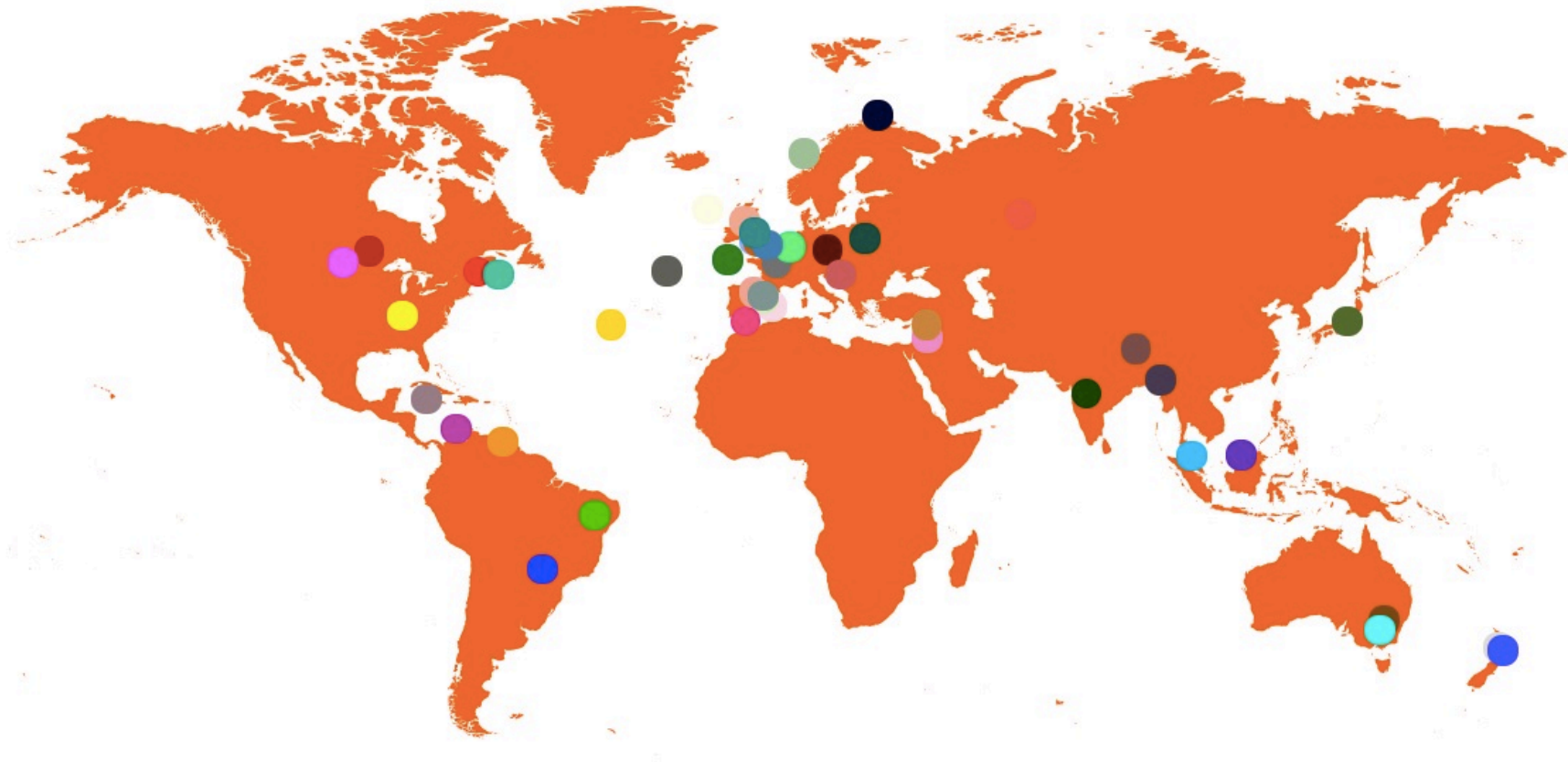


Please turn
~~off~~ **ON** your
phones

(on silent) 



Where do you live?



58

users in session

44

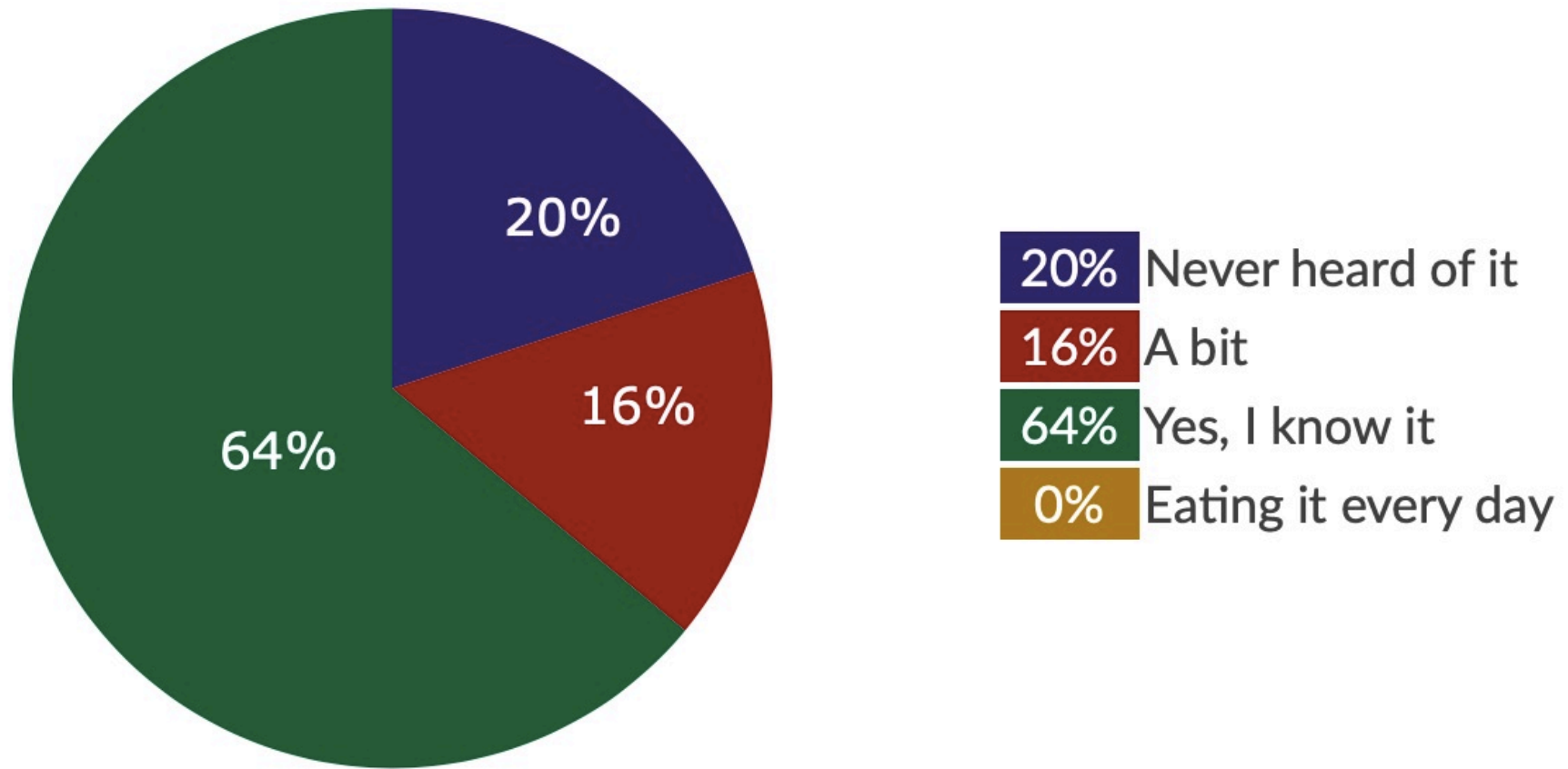
points moved

session5
archive mode





Before today, were you familiar with 'Drop' (Liquorice)?



54

users in session

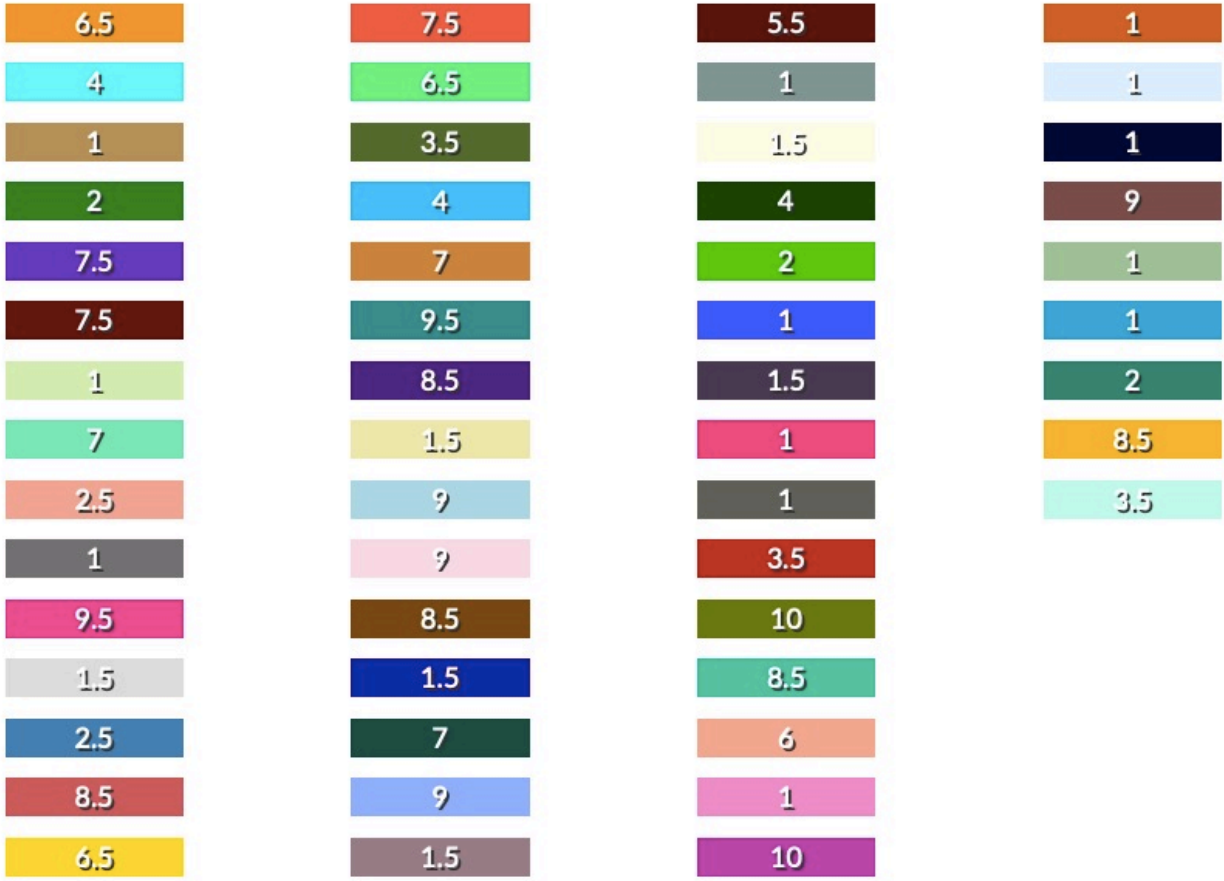
55

users answered

session5
archive mode



How would you grade the taste of 'Drop' (Liquorice)? (1-10)



AVERAGE

4.58

57

users in session

54

users answered

session5
archive mode



Takeaways VisualFocus

- Translating **qualitative insights** into direct 'visual' **data**
- Transforming **smartphones** into **sensors** for qualitative data collection
- More **engagement**, better insights

Client quote: *"I can no longer see myself doing research without using VisualFocus. It instantly connects to respondents' gut feelings, which is exactly what is needed to uncover associations that can subsequently be used for an in-depth discussion. You see changes in group dynamics as well. The mood in the room has improved because it is more fun for respondents. It is definitely a break from the usual drudgery of research".*

NOTERIK



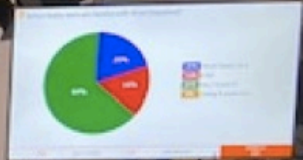
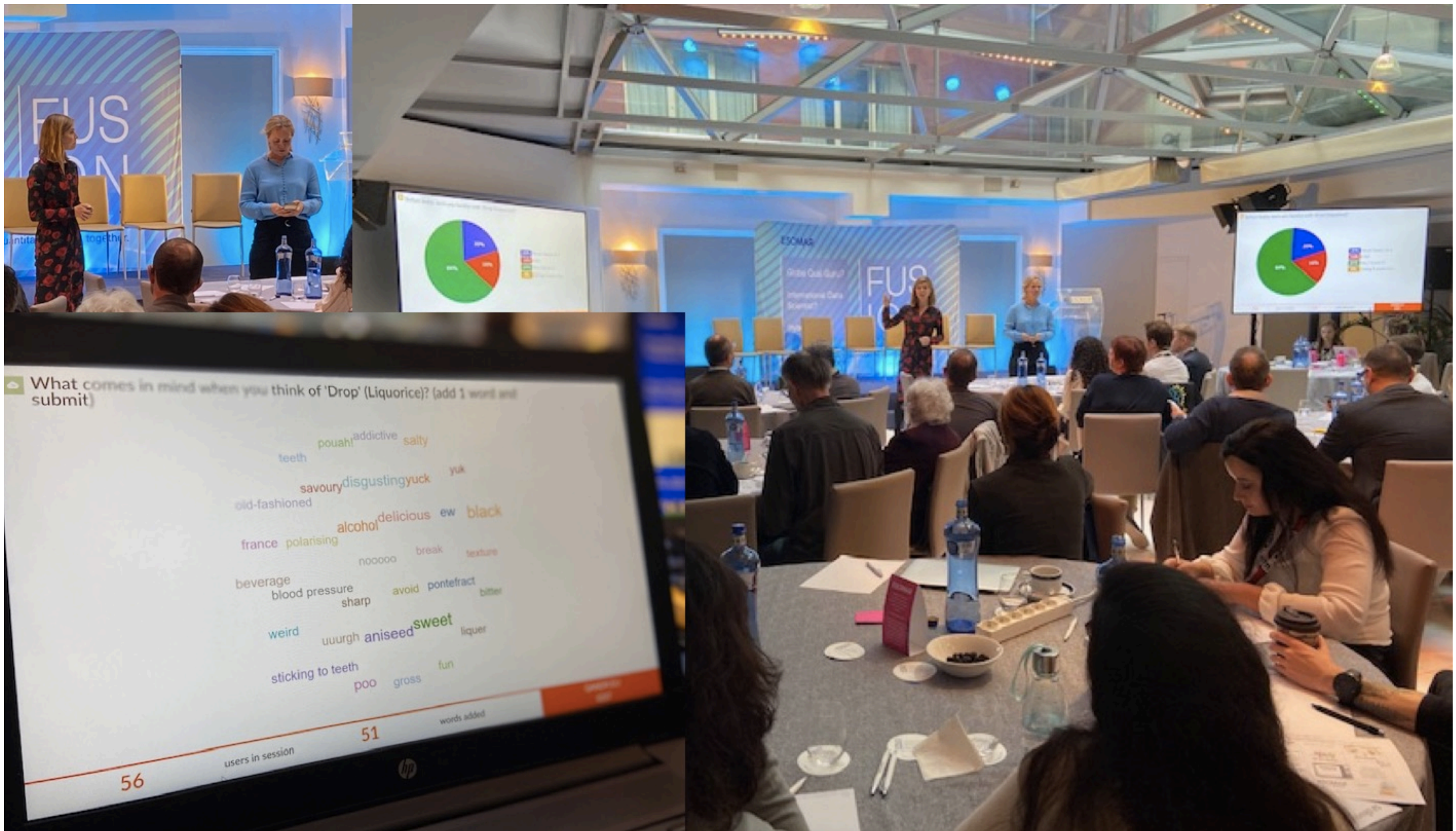
www.qandr.eu



Motivaction International B.V.

info@motivaction.nl

www.motivaction.nl



What comes in mind when you think of 'Drop' (Liquorice)? (add 1 word and submit)

teeth pouah! addictive salty
savory disgusting yuk
old-fashioned
france polarising alcohol delicious ew black
beverage blood pressure sharp avoid pontefract bitter
weird uuurgh aniseed sweet liquor
sticking to teeth poo gross fun

56 users in session 51 words added