

Quarantined Virtual Insights Conference

(please stand by; we'll begin in a few)



Winning with Online Qualitative: Tips, Tricks & Best Practices for Clients and Suppliers

Aug 2020
Quarantined
Virtual Insights
Conference
hosted by:



BILL McDOWELL
COO
Accelerant Research



QVIC GROUND RULES

- At the mercy of the tech
- Be respectful
- Network/Engage/Interact

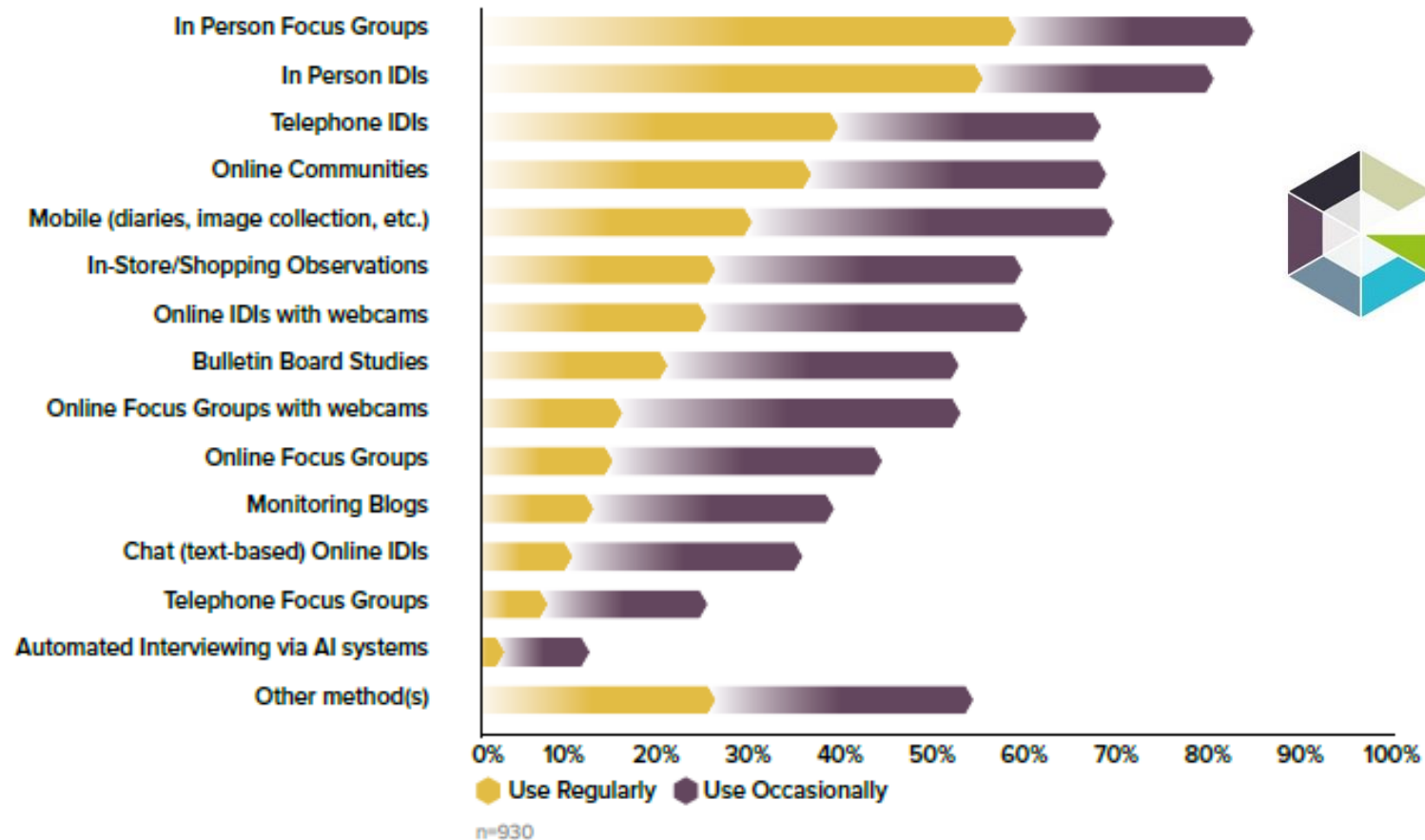
#QVIC2020



QUALITATIVE DATA COLLECTION OPTIONS

The survey asked all of those who used qualitative methods to indicate which they used regularly and which occasionally. Chart below shows the usage patterns.

QUALITATIVE METHODS USED REGULARLY OR OCCASIONALLY
(BUYERS AND SUPPLIERS WHO USE QUAL METHODS)



GreenBook
GRIT REPORT

METHODS & EXAMPLES

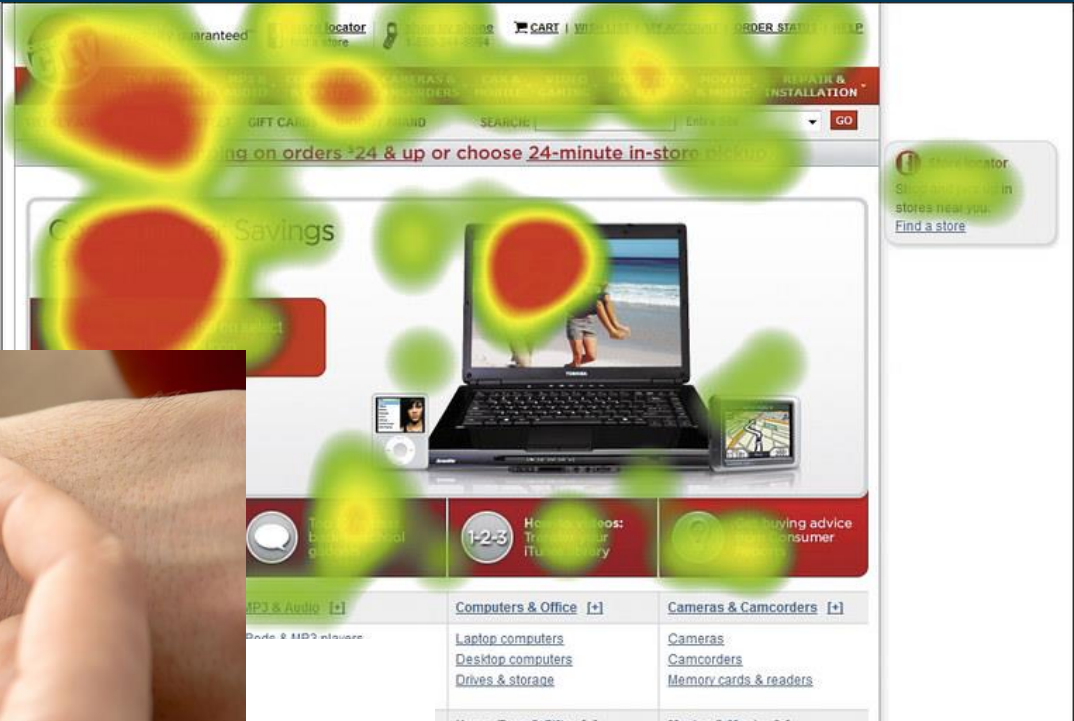
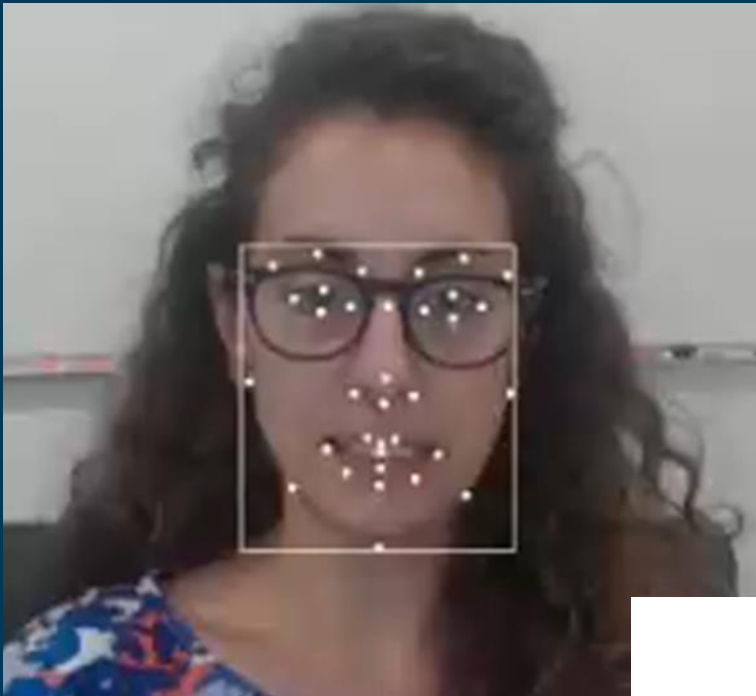






PLATFORM SELECTION





CLIENT OBSERVERS & END USERS



PARTICIPANT RECRUITING



Questions



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