

# 5 TIPS FOR CAPTURING Mobile-First Qual Insights

## 1 Use video to get video

Video feedback provides richer context on how your customers really think and feel. But the quality of videos you get from research participants will only be as good as the questions you ask and how you ask them. Include video selfies in your surveys or chats to create a more authentic experience and show participants how easy it is to share videos in their responses.



## 2 Build trust

60% of Gen Zs say it's important that brands value their opinions, but these same consumers are slow to trust. To get authentic customer feedback, you need to pierce through that protective layer of doubt. Using conversational language in how you ask questions and being honest and transparent in your research are key steps to building trust.



## 3 Provide a robust security infrastructure

Building on lesson two, you can't earn consumer trust if the market research platform or the services you're using aren't secure. When selecting a vendor or partner to work with, put data security and privacy at the top of your priority list. Working with a company with a robust security platform demonstrates to your customers that you value their data and feedback as much as they do.



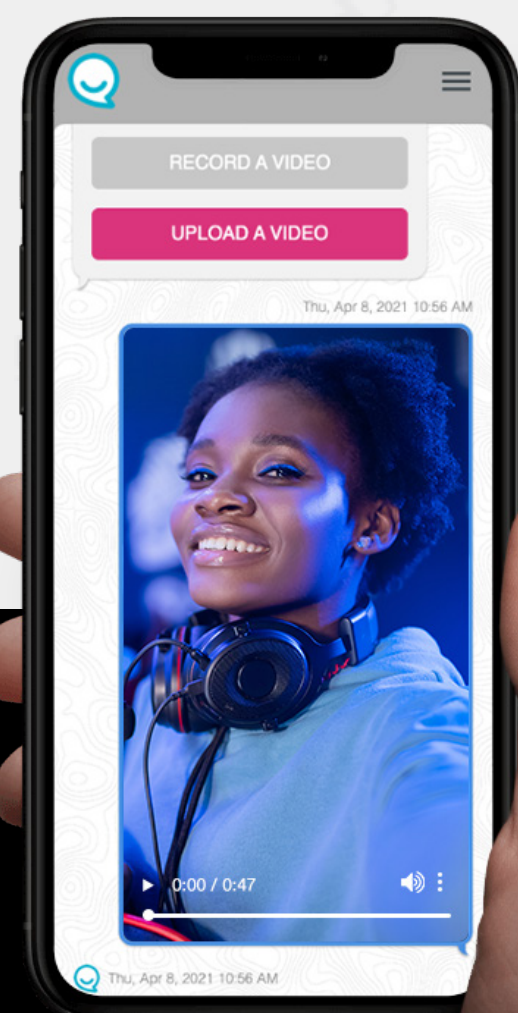
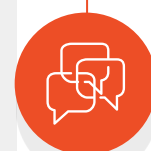
## 4 Offer choices

Not everyone is comfortable responding with a video, especially if it's their first chat! Let your participants decide how they want to answer qualitative questions. Respect their choice by providing options like pictures, text answers, and emojis.



## 5 Get deeper insights with emotional elicitation exercises

A little bit of creativity can deliver richer feedback. For example, emotional-elicitation exercises can encourage participants to think more deeply about your question and say more about it. The idea is simple: rather than directly asking, "how do you feel about X," get participants to first select an image that best represents their feelings or emotions. Once an image is selected, ask them to clarify on their choice. This highly effective tactic is easy and seamless to implement using a mobile-first platform like Rival's.



Getting deeper, real-time insights from today's modern mass consumers has never been easier. Get in touch with our team to learn more about our mobile-based market research platform.

[www.rivaltech.com/demo](http://www.rivaltech.com/demo)