

# Insight Labs

ONLINE QUALITATIVE RESEARCH FOR NONPROFITS

**Key dates**

- Monday — Introductions and Activities ✓
- Tuesday — Video review
- Wednesday — Journal experiences
- Thursday — LiveChat exercise
- Friday — Discussions

**Recently online**

- Lylah\_M 3 days ago
- Ricky\_C 5 days ago
- Allen\_T 5 days ago

**Welcome Sam!**

This week you have three group activities planned

Jun 29–Jun 30 • 7 (66%)

**Your activities**

- Home journal (Jun 29–Jun 30 • 7 8)
- Video review (Jun 29–Jun 30 • 5)
- Real-time chat (April 8 @ 5:30–6:30 PM • 0)

**Discussions**

- Family Time 2 ★ (Experiences 100 Last post April 4, 2020)
- Homelessness ★ (Experiences 100 Last post April 1, 2020)
- Social Mobility

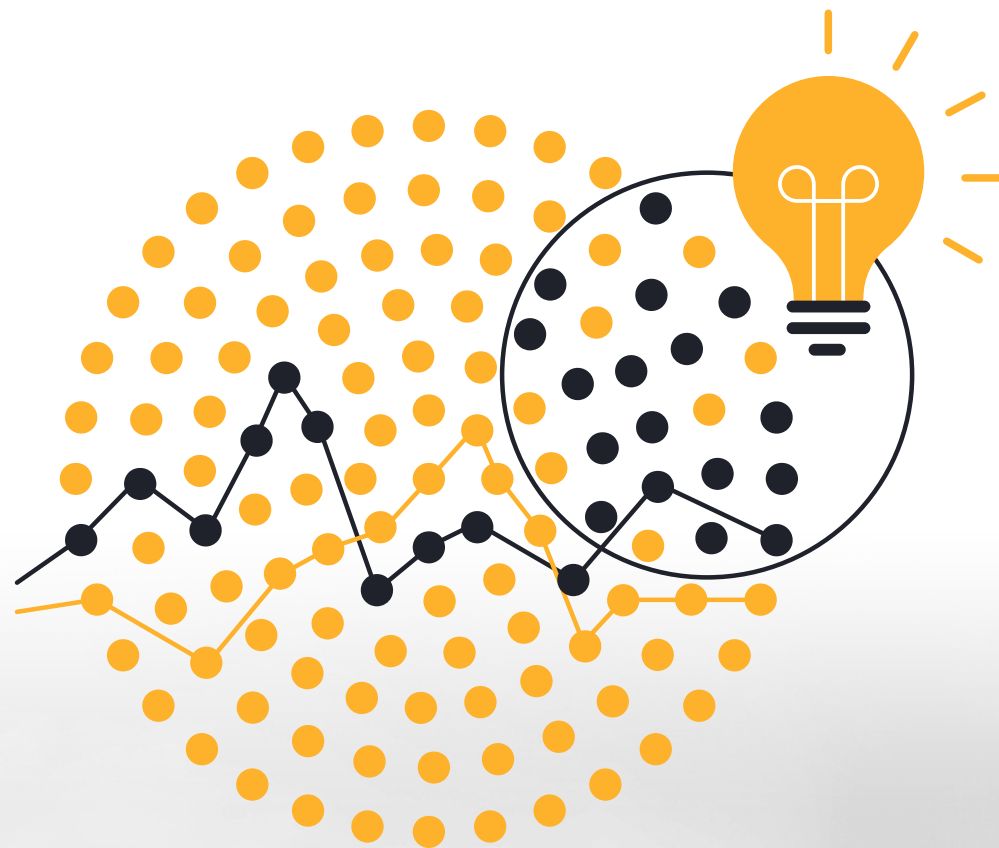
**Video Player:** Angela and Kardinell. I like gaming, DJ-ing.

WHAT WE OFFER

# Our research solutions

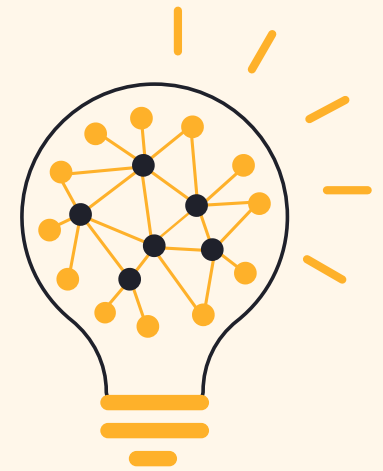
We believe that the better you understand the audiences you need to engage – what they **think**, what they've **experienced**, and what will **motivate** them – the more successful you will be.

That's why audience research underpins everything we do at Eden Stanley, whether as standalone projects or as part of bigger strategy or creative development programmes.



## WHAT WE OFFER

We offer **four research solutions** that we can deploy individually or in mixed-method research projects, to deliver insights that shape audience-centred strategies and inspire cut-through creative.



### Trackers

Specialist brand and issue tracking, and audience segmentation

- Track your brand with bespoke audience segments or the general population, and rank against your comparators.
- In-depth surveys with large sample size of 1,000 per month.
- Add your own bespoke questions to track your issues, cause, creative recall, or brand attributes.
- Online, interactive dashboards for bespoke reporting.

#### BEST FOR

Long-term tracking and sophisticated audience segmentation.

### Insight Labs

Online qualitative research

- Conduct studies of any size or length from a few days to months or even years.
- Methodologies include diary keeping, chat rooms, card sorting, video interviews, and more.
- Create your own research panel to inform or evaluate your strategies.
- Observe how respondents change over time as they grow familiar with your topics.

#### BEST FOR

Reaching diverse participants in any location, or running dynamic, longitudinal studies.

### Teledepths

One-to-one telephone interviews

- Reach geographically dispersed respondents for detailed insights.
- Access opinions and knowledge of time-poor professionals.
- Discuss sensitive or personal topics in confidence, or overcome accessibility barriers.
- Interview format can gather highly structured, standardised data if appropriate.

#### BEST FOR

Investigating audiences with pre-existing knowledge who will have a lot to say.

### Focus groups

Face-to-face focus groups

- Explore topics in target audience groups with our expert researchers.
- Address complex issues and dig deeper to uncover underlying attitudes and motivations.
- Use projective techniques to explore sensitive topics.
- Observe how participants influence each other and reach consensus, or find differences to inform segmentations.

#### BEST FOR

Researching subjects where audiences need the stimulus of group discussion.

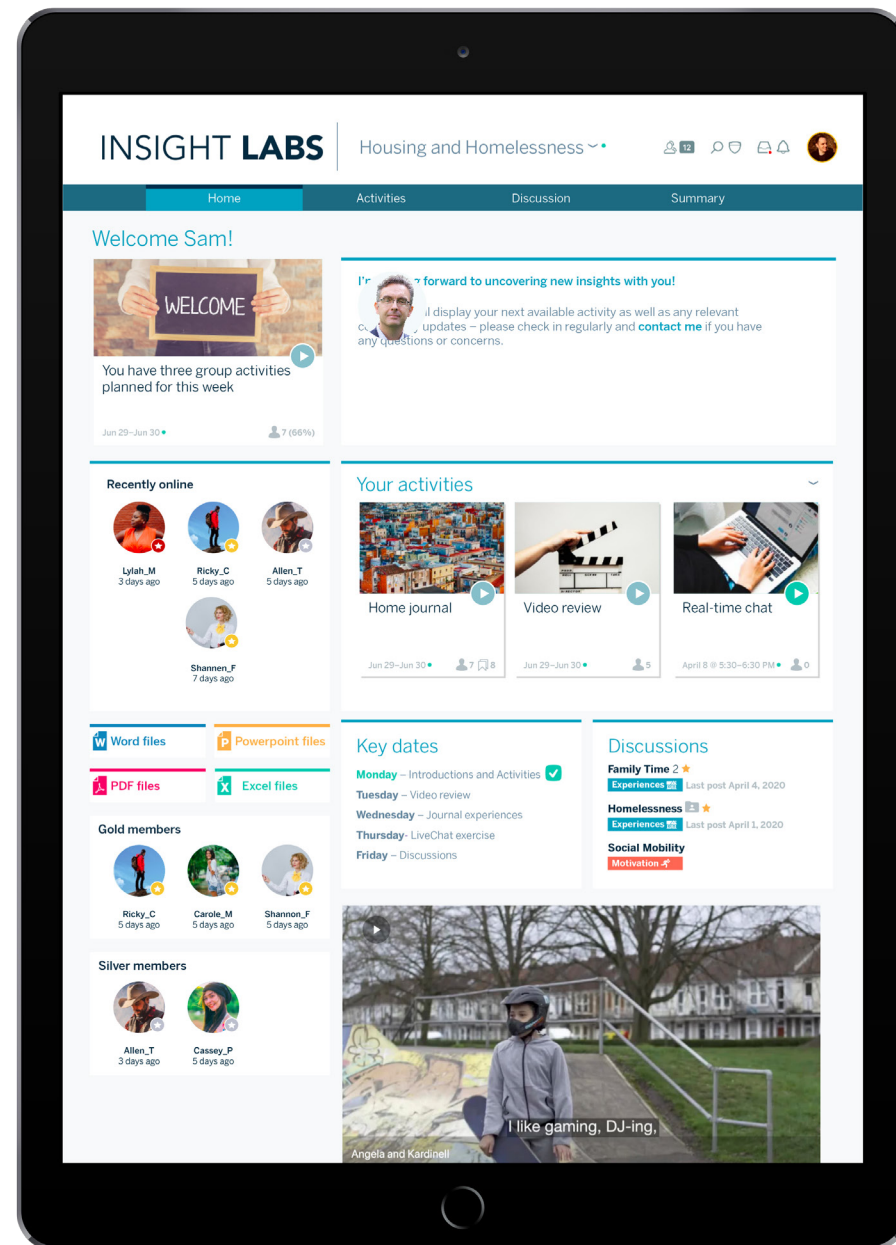


## INTRODUCING INSIGHT LABS

Eden Stanley's Insight Labs use an **industry-leading research platform** to conduct online qualitative studies and develop research insights over a period of time, whether that's a few days, weeks, months or even years.

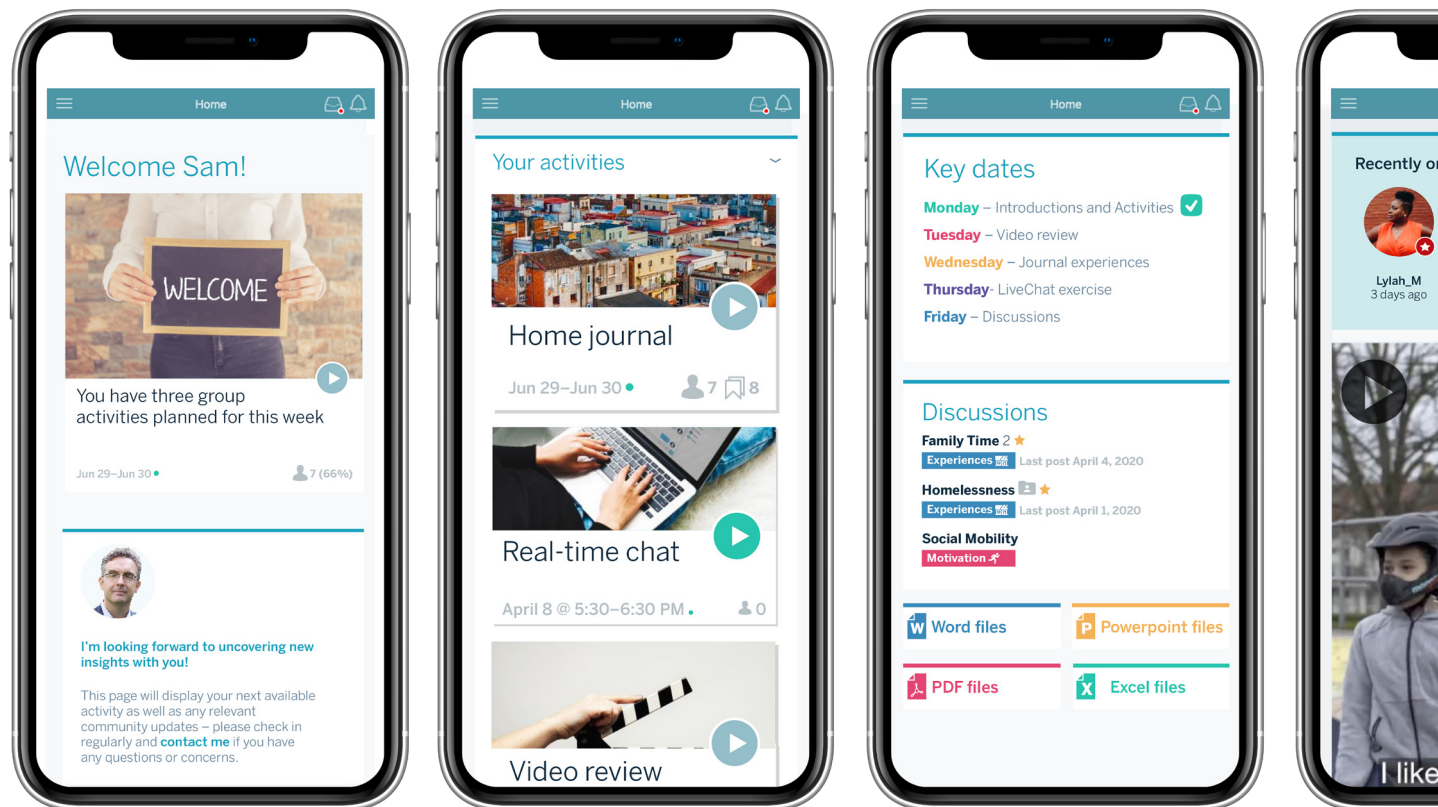
Insight Labs allow you to bring together diverse participants not bound by geography, to undertake tasks, keep diaries, engage in discussions and record videos about key research topics. Because they are online, participants can take part any time that suits them.

Insight Labs are a great way to explore issues and test ideas iteratively and collaboratively with your audiences, either as a standalone research project, or an ongoing consultation panel.



## KEY FEATURES

- Studies of **any duration or size**
- **User-friendly platform** for mobile and desktop
- **Diverse participants** from any location, opening up hard-to-reach groups
- Participants can take part at a **time that suits** them
- Activities **targeted** to individual audience **segments**
- Mix of **independent activities** like diary keeping, and **group discussions**
- Participants can **upload videos**, photos and screen recordings
- Time for **considered, in-depth** research responses
- Responsive to **world events** and **real-time insights**
- Studies are designed, moderated and analysed by our **expert researchers**



## KEY FEATURES



### Your own observation room

We know that your busy life in the nonprofit sector can make it difficult to engage in qualitative research projects.

With Insight Labs **you can observe participants or collaborate with our researchers any time you like.** Just log in when you find a moment and get closer to your audiences without ever leaving your desk.



### More than just a platform

Every research study is designed in collaboration with you. **Our expert researchers will build your study to your needs,** from respondent recruitment to research design, moderation, analysis and reporting.

Throughout the study they are interacting with participants, prompting discussion and probing deeper to unearth **vital insights** that could shape your strategy.



### From insight to action

**We close each project with an in-depth report,** including material from the research, with our analysis and clear, actionable, recommendations. Your report will be nicely designed, in your branding or ours, and our team will present it to you in a planning workshop or Q&A session.

**If you need us to build on the recommendations to develop your engagement strategy, just ask. We do that too.**

## RESEARCH STAGES

Our **five-stage process** is designed around you and allows your research study to **evolve** as new insights emerge.



### Research brief

Your project will start with a research brief and objectives, which we develop collaboratively with you



### Respondent recruitment

We can recruit from anywhere in the world, or invite your contacts into the study



### Research design

We then create a detailed plan, produce the stimulus, and design all the tasks and discussion guides



### Fieldwork

We moderate your Insight Lab while you observe, and develop new tasks as needed



### Analysis & reporting

Our research team analyses the material and draws out key insights in a full report

ABOUT US

Eden Stanley is an **audience-centred external engagement agency** for the non-profit sector, with a track record of achieving game-changing results for our clients.

We have provided specialist insight, strategy and creative to more than 100 charities, NGOs, and arts and culture organisations, helping find their audiences and building strategies around them.



# Want to find out more? We'd love to hear from you.

020 3176 6746

hello@edenstanley.co.uk

Studio 217

The Screenworks

22 Highbury Grove

London N5 2ER

Registered company no: 7893256

[www.edenstanley.co.uk](http://www.edenstanley.co.uk)

