



The Online Qual Platform
for the Brightest Strategic Minds
Create Engaging Online Research Studies

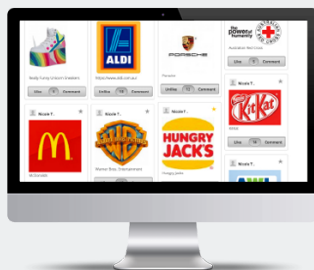
Online Qual Research & Consulting Services

The experienced Aha! team provides study design, project management, recruiting and analytic consulting, plus hands-on training and tech support. You can do it yourself, or we can do it all for you.

Platform Optimization

Study Design

Programming



Project Management

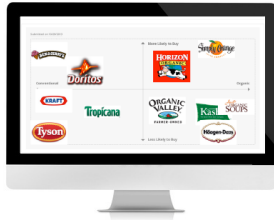
Recruiting

Analysis

Call Ray Fischer for a Demo or More Information
810.599.9440

Aha! Online Qualitative Research Activities that Engage

Aha! is the strategic online qual platform designed with pre-built and customized activities that truly engage respondents with a human touch.



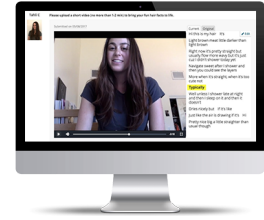
Dynamic Canvas™

Aha!'s multi-faceted Dynamic Canvas™ tool allows researchers to create custom visual exercises using flexible text fields, image upload zones, stimulus manipulation, and markup tools for perceptual and brand mapping, concept testing, and buyer journey decisions/path-to-purchase. This unique combination of tools gives researchers the freedom to create a myriad of approaches to virtually any qualitative task. You are only limited to your imagination.



Projective Techniques

From the intuitive collage tool to our unique storytelling and fill-in-the-blank activities, Aha!'s proprietary suite of projective techniques allow market researchers to elicit emotive responses from respondents in more engaging ways and reveal a deeper insight into how respondents think, feel, and act.



Video

Times have changed dramatically in the respondent video upload arena. Aha! has eliminated multiple steps in the video capture and upload process, making mobile apps obsolete. Our video upload technology has made the video-to-platform sharing process smoother, faster, and easier for respondents. Plus, we have automated transcripts that accompany the video within 2 minutes of the upload, making your analysis much more efficient.



Concept Testing

The Aha! concept testing feature allows you to share your concepts and ideas with respondents in any format including video, print, animatics, words on a page, logos, or other stimuli. Our unique Multi-Day Concept Rotation feature uses an algorithm to rotate ideas equally over multiple days. You can add quant questions as well.



Mobile

Our mobile-friendly activities enable respondents to spontaneously provide information as it occurs — anytime, anywhere — while giving you the ability to capture real, in-the-moment experiences. It is ideal for getting video and images as well as open-and-closed end responses from respondents in-store, at home, or on-the-go.



Social

We are proponents of strategic sharing and collaboration between respondents. Our 3 tools (Pinboard, Wishing Wall and Newsfeed) mimic commonly used social media functionality to give your community a fun place to share, like and comment on each other's thoughts and ideas. These tools are great for getting respondents to engage with one another, eliciting feedback on specific topics or energizing an innovation initiative.

How to Use Aha! For Your Research Studies

Using our comprehensive and flexible projective, social, video and mobile tools, the Aha! platform allows insight teams and market researchers to design amazing qualitative consumer and B2B online studies.

Here are just a few examples of what you can do with Aha!

Digital Ethnography ■ Journaling & Product Usage Diaries

Multi-day Attitudinal & Behavioral Studies ■ Mobile Missions/Store Trips

Concept Testing ■ Pre-Focus Group Homework ■ Home Use Tests

Longitudinal Community Studies ■ Innovation & Product Development

Internal Company Brainstorms ■ Custom Methodology ■ Trend Identification Research