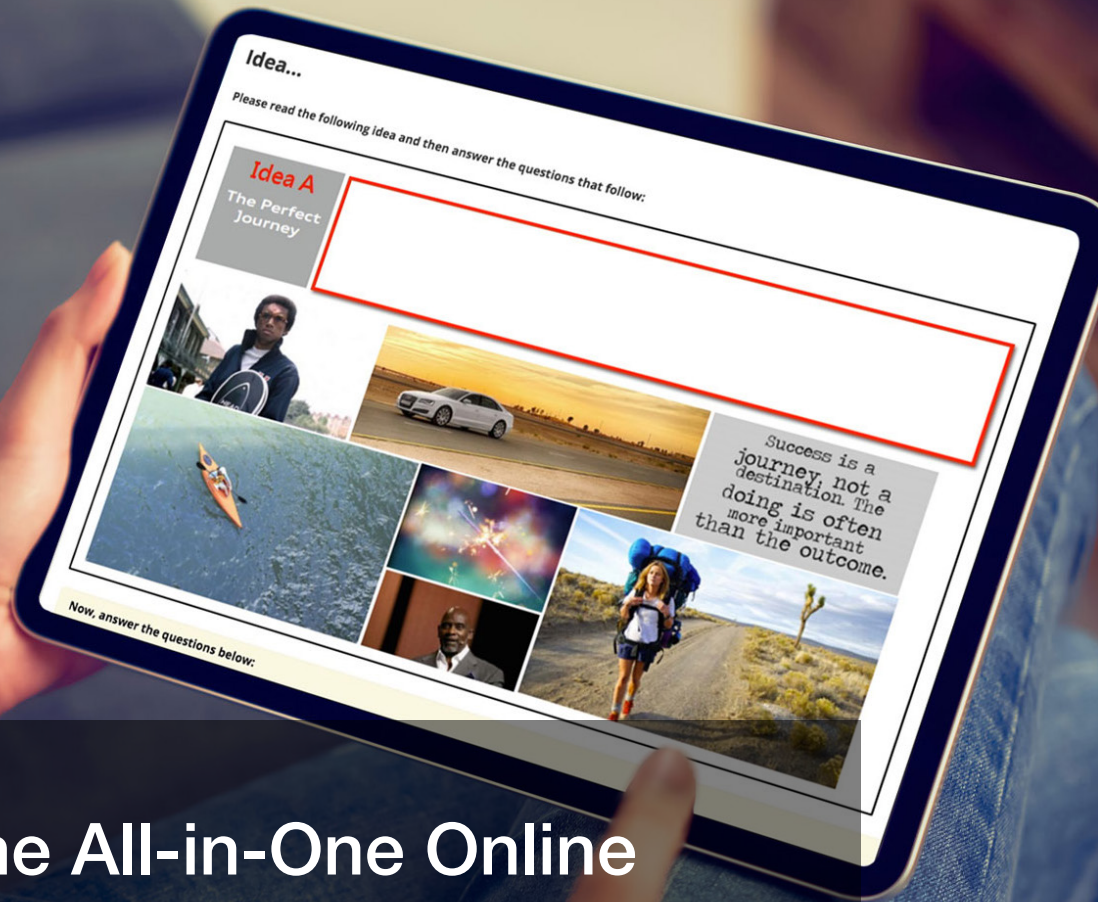




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When to Use Aha!

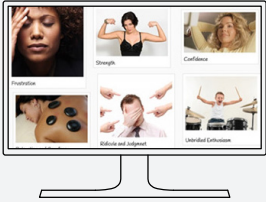
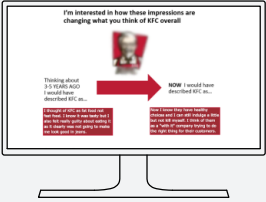
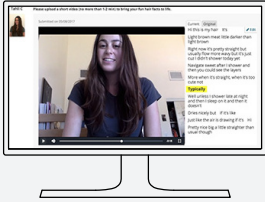


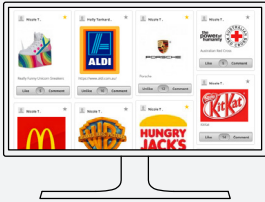
The Aha! platform's comprehensive and flexible insight tools allow market researchers to easily design and deploy amazing consumer and B2B online studies.

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

Digital Ethnography		Consumer Experience Insights (CX)
QuickSprint™ Studies		Mobile Missions/Store Trips
Attitudinal & Behavioral Studies		Longitudinal Community Studies
TruRotation™ Ad/Concept Testing		Global Studies
Home Use Tests		Innovation & Product Development
Journaling & Usage Diaries		Custom Methodologies

Dynamic Activities that Engage

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

 <p>Projective Techniques</p>	 <p>Dynamic Canvas™</p>	 <p>Webcam IDIs</p>
 <p>Mobile Integration</p>	 <p>TruRotation™ Concept Testing</p>	 <p>Social Community Activities</p>

Custom 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.

