

baba

Mobile Research Tools



www.babaconsulting.com

Index



MOBILE RESEARCH

1

2

RESEARCH OPPORTUNITIES

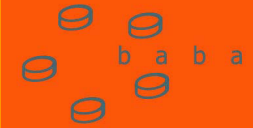
PORTABLE DEVICES

3

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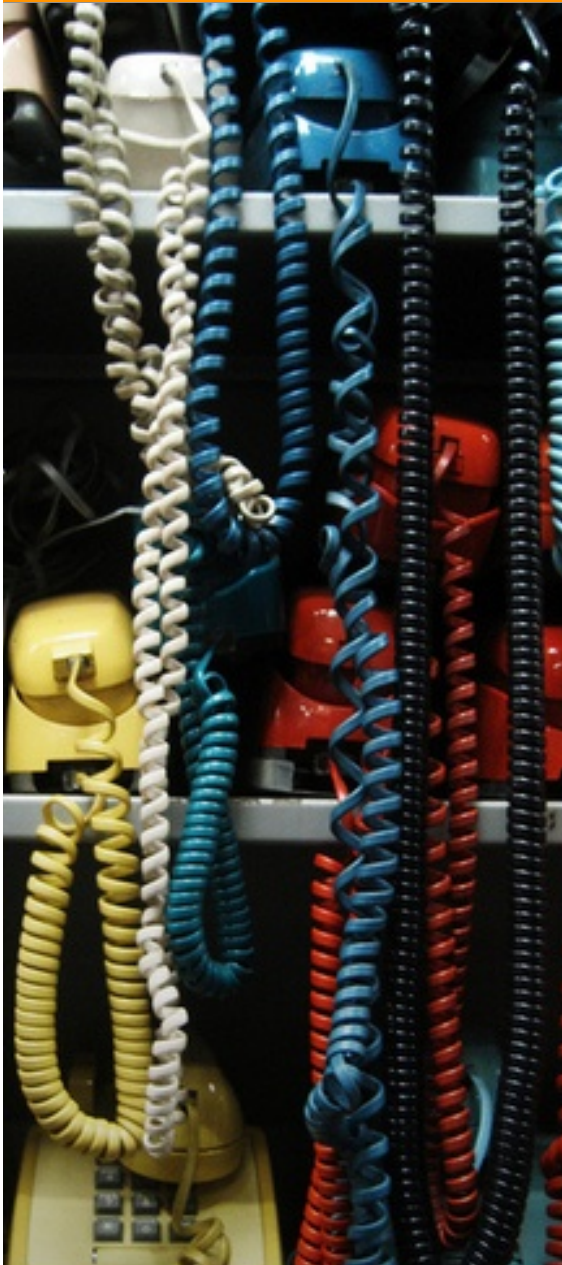
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1. Mobile research /1



- **PERVASIVE TECHNOLOGY** → THE EVOLUTION OF MOBILE DEVICES CHANGED CONSUMPTION DYNAMICS AND CONSUMERS PARTICIPATION TO MARKET RESEARCHES AS WELL
- **ALWAYS ON AND ALWAYS CONNECTED** → MOBILE DEVICES GO FAR BEYOND VOCAL COMMUNICATION, OPENING THE DOOR TO NEW BUSINESS AND RESEARCH OPPORTUNITIES
- **ON THE GO** → MOBILE DEVICES OFFER THE CHANCE TO PARTICIPATE, REPLY AND MONITOR RESPONDENTS REACTIONS, WHEREVER AND WHENEVER THEY OCCUR

1. Mobile research /2



➤ **MOBILE PENETRATION** → 6,6 BILLION OF MOBILE SUBSCRIBERS OUT OF 7,1 BILLION OF TOTAL WORLD POPULATION (93%)

➤ **INTERNET PENETRATION** → 2,5 BILLION OF INTERNET USERS OUT OF 7,1 BILLION OF TOTAL WORLD POPULATION (35%)

➤ **SOCIAL NETWORKS PENETRATION** → 1,9 BILLION OF SOCIALLY CONNECTED PEOPLE OUT OF 7,1 BILLION OF TOTAL WORLD POPULATION (26%)

** January 2014 – Sources: US Census bureau, InternetWorldStats, CNNIG, Tencent, Facebook, V Kontakte, ITU, CIA*



1. Mobile research /3



RESEARCH ACTIVITIES UPGRADE → MOBILE DEVICES
PROVIDE SEVERAL SIGNIFICANT ADVANTAGES FOR
RESEARCH ACTIVITIES:

- COVERAGE
- REPRESENTATIVENESS
- ACCESSIBILITY
- RELEVANCE
- PERTINENCE
- CONTEXTUALIZATION
- ENGAGEMENT

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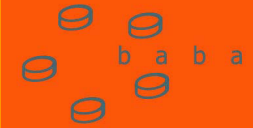
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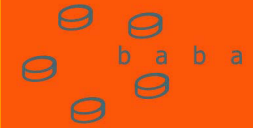
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2. Research opportunities /1



- **TRACK EVERYTHING** → TO MONITOR CONSUMER BEHAVIORS BY GATHERING INFORMATION, THEREFORE GETTING ACCURATE READINGS ABOUT THEIR USAGE AND CONSUMPTION HABITS
- **KEY MOMENTS** → GETTING A DEEP AND ACCURATE OUTLOOK OF THE USAGE BEHAVIOR, MARKED BY SINGLE KEY ELEMENTS WITHIN THE WHOLE ACTION FLOW
- **NEW CAPABILITIES** → INTEGRATE NEW TOOLS WITHIN THE RESEARCH DESIGN, IN ORDER TO SUPPORT THE FIELDWORK, THANKS TO THE CONSTANT DEVELOPMENT OF THE MOBILE TOOLS (BARCODE SCANNING, LOCATION TRACKING, RICH MEDIA CAPTURING, ...)

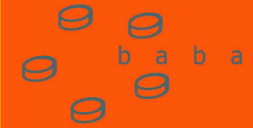
2. Research opportunities /2



➤ **UBIQUITOUS RESEARCH** → PARTICIPATION ANYWHERE AND AT ANY TIME

- ✓ EASE OF INTEGRATION: UPLOADING OF AUDIO , VIDEO AND MULTIMEDIA FILE
- ✓ HIGH REDEMPTION RATES IN THE DATA AND PROFILES MANAGEMENT
- ✓ GEOLOCATION AND RESPECTIVE ACCURATE SAMPLING
- ✓ IMPLEMENTATION OF NEW TOOLS AND TAILOR-MADE RESEARCH DESIGNS
- ✓ CONTEXT RELEVANCE (TIME, SPACE)

2. Research opportunities /3



➤ **ENRICHED FIELDWORKS** → TO DESIGN EVOLUTIVE RESEARCH PATHS

- ✓ NON-BIASED STYLE-LIFE IDENTIFICATIONS
- ✓ NETNOGRAPHY AND VISUAL ETHNOGRAPHY
- ✓ SOCIAL MEDIA LISTENING
- ✓ GAMIFICATION
- ✓ ON-LINE COMMUNITIES & PANELS
- ✓ VISUAL MERCHANDISING MONITORING
- ✓ CUSTOMER JOURNEY MEASUREMENT
- ✓ IN STORE SHOPPING EXPERIENCE
- ✓ PURCHASE, USAGE AND CONSUMPTION BEHAVIORS MONITORING
- ✓ MEDIA HABITS
- ✓ CUSTOMER SATISFACTION SURVEYS
- ✓ PACK AND COMMUNICATION TESTS

2. Research opportunities /4

PORTABLE DEVICES

1. WEARABLE CAMERA



CONTENT SHARING

THROUGH GEOLOCATED PICTURES / VIDEOS UPLOADING:

- RETAIL SAFARI: SPACE ANALYSIS (**SPACE LAB®**)
- URBAN SAFARI: GAMIFIED METROPOLITAN EXPLORATION (**BACTING®**)
- EXHIBITION SAFARI: PERMANENT / TEMPORARY SPACE EXPLORATION
- LIFESTYLE SAFARI: CONSUMERS BEHAVIOUR ANALYSIS
- TREND SAFARI: TREND WATCHING & EXPLORATION

2. SMARTPHONE / TABLET



CONTENT SHARING

THROUGH:

- PICTURES / VIDEOS UPLOADING
- FORUMS / BULLETIN BOARDS
- DIARIES
- VIDEO CHAT/VIDEO INTERVIEWS
- GAMIFIED PROTOCOLS (**BACTING®**)
- INSTANT POLLING

DIGITAL RESEARCH

THROUGH:

- ONLINE SURVEYS
- QR CODE BASED SURVEYS
- GEOLOCATION
- GEO-FENCING
- PASSIVE METERING

babanet®

INSIGHTS DEPLOYMENT

- SCENARIO ANALYSIS
- SEMIOTIC INTERPRETATION
- BRANDED & CO-CREATION COMMUNITIES PROFILING & SEGMENTATION

CROWDSOURCING & DATA ANALYTICS

- NETNOGRAPHY
- SOCIAL LISTENING (BUZZ, SENTIMENT, ENGAGEMENT)
- DATA DRILLING & DASHBOARD

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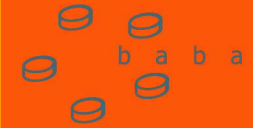
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3. Portable devices /1



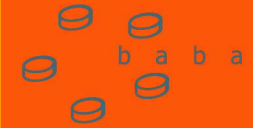
➤ **A VARIETY OF MOBILE DEVICES** → PROVIDING THE CHANCE TO GRASP AS MANY AS POSSIBLE EVERYDAY LIFE INSIGHTS, GATHERING GESTURES, ROUTES AND VIEWS IN A NON-BIASED WAY AND TURNING RESEARCH INTO SPONTANEOUS NARRATION

✓ **1. WEARABLE CAMERA** → A CUTTING EDGE TECHNOLOGY DEVICE, ENABLING USERS TO ENJOY EXPERIENCES WITHOUT HAVING TO PAUSE FOR PHOTOS

✓ **2. SMARTPHONE / TABLET** → A DEDICATED APP ALLOWING USERS:

- BEING SOCIALLY CONNECTED
- JOINING AN ONLINE COMMUNITY OF CULTURALLY RESPONSIVE PEOPLE
- BECOMING KEY PLAYERS ACTIVELY INVOLVED IN SELF-RELEVANT TASKS

3. Portable devices /Autographer



➤ **AUTOGRAPHER** → AN INTELLIGENT WEARABLE DEVICE FOR CAPTURING AS MANY AS DESIRED PICTURES IN A DAY

✓ DUE TO THE AUTO FOCUS LENS, THE CAMERA ACTS AS CONSUMER'S EYE RETURNING HIS OWN PERSONAL WIEPOINT THROUGH:

- A 136° CUSTOM WIDE-ANGLE, WHICH ENCOMPASSES THE WHOLE CONTEXT OF FRUITION
- FIVE ON-BOARD SENSORS TO CHOOSE THE PERFECT TIME TO TAKE A PICTURE
- A GPS TO GEOTAG IMAGES AND PATHS COVERED

3. Portable devices /babanet® App



➤ **babanet® APP** → TO TAKE ADVANTAGE OF AND FULLY EXPLOIT THE ON THE GO RESEARCH POTENTIAL ON ONE'S OWN SMARTPHONE

- ✓ TO INVOLVE CONSUMERS INTO A SHARED EXPERIENCE, ALLOWING TO GET IMMEDIATE FEEDBACKS ON THEIR TASKS STATUS AND CONFRONT THEM WITH THE OTHER INVOLVED RESPONDENTS
- ✓ TO SHARE LIVE ONE'S OWN IMPRESSIONS AND HABITS WITHIN A TAILORED ONLINE COMMUNITY

3. Portable devices /4



HENCE, PORTABLE DEVICES OPEN UP THE OPPORTUNITY TO COMPOSE A RICH SPREAD OF RESEARCH APPROACHES AIMED AT DIFFERENT BUT CONVERGING PURPOSES

➤ **SAFARI** → IN ORDER TO EXPLORE **PERCEPTIVE** TRENDS AND **STYLES** WITHIN THEIR VERY CONTEXTS, WHERE THEY ARISE, WITHOUT MEDIATIONS

➤ **LIFELOGGING** → IN ORDER TO GATHER **INSIGHT, GESTURES, ROUTES AND VIEWS** IN A NON-BIASED WAY, TURNING RESEARCH INTO SPONTANEOUS NARRATION

➤ **VISUAL (N)ETHNOGRAPHY** → IN ORDER TO ANALYZE IN-DEPTH AND INTERPRET MARKET RELATIONS, BY MEANS OF THE MOST INNOVATIVE DIGITAL AND ACTIVE TOOLS AND THROUGH A MULTI MEDIA OUTPUT

➤ **DIGITAL RESEARCH** → IN ORDINE TO QUANTITATIVELY ASSESS U&A, REPUTATION, CUSTOMER JOURNEY / SHOPPING EXPERIENCE AND FURTHER ADDITIONAL TOPICS ON A REPRESENTATIVE SAMPLE BASE



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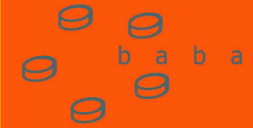
PORTABLE DEVICES

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babanet®

4. babanet[®] /1



JOINTLY WITH THEIR COLLECTION VIA MOBILE DEVICES, ALL THE VISUAL AND TEXTUAL PROVIDED MATERIALS CONSTANTLY FEED THE ONLINE INTERACTIONS AMONGST CONSUMERS WITHIN **babanet[®]** PLATFORM

➤ **A PROTECTED ENVIRONMENT** → ENABLING TO CREATE CUSTOM-MADE PROTECTED CONVERSATIONS (WEAVING TOGETHER BLOGS, DIARIES, FORUMS, QUESTIONNAIRES) TO OPERATE THE RESEARCH IN THE FORM OF A **COMMUNITY**:

- ✓ EITHER AT HOME (I.E. DESKTOP) OR **IN MOBILITY** (I.E. TABLET OR SMARTPHONE)
- ✓ IN THE PARTICIPANTS NATIVE LANGUAGE
- ✓ WITH PARTICIPANTS ABSOLUTE FREEDOM TO INTERACT AMONG THEMSELVES AND WITH BABA'S MODERATOR
- ✓ WITH AS MUCH FLEXIBILITY AS POSSIBLE (I.E. INTERVENING, POSTING AND UPLOADING AUDIO-VIDEO FILES AND CONTENTS, ALWAYS AVAILABLE FOR INSTANT CONSULTATION AND DOWNLOAD)

4. babanet® /2



MOBILE APP

Logout

User: admin

Research: VM monitoring 13-53

| Admin panel | Contents management

Blog



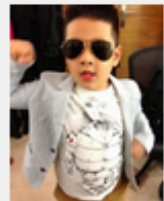
Yangyang's blog

Topics: 2
Total answers: 0



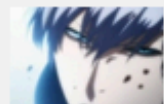
Guxiaoming's blog

Topics: 1
Total answers: 0



Wangyejun's blog

Topics: 1
Total answers: 0



Guxunding's blog

Topics: 1
Total answers: 0



Gupei's blog

Topics: 1

Forum



Brand Visual
Identity | 20th of
January - 7.30
p.m



Brand Visual
Identity



Brand V
Identity



Brand Visual
Identity | 22nd of
January - 6.00
p.m

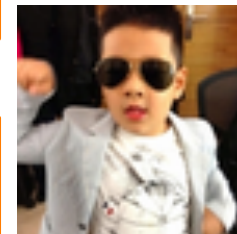


Brand Visual
Identity | 23rd of
January - 6.00

Questionnaires



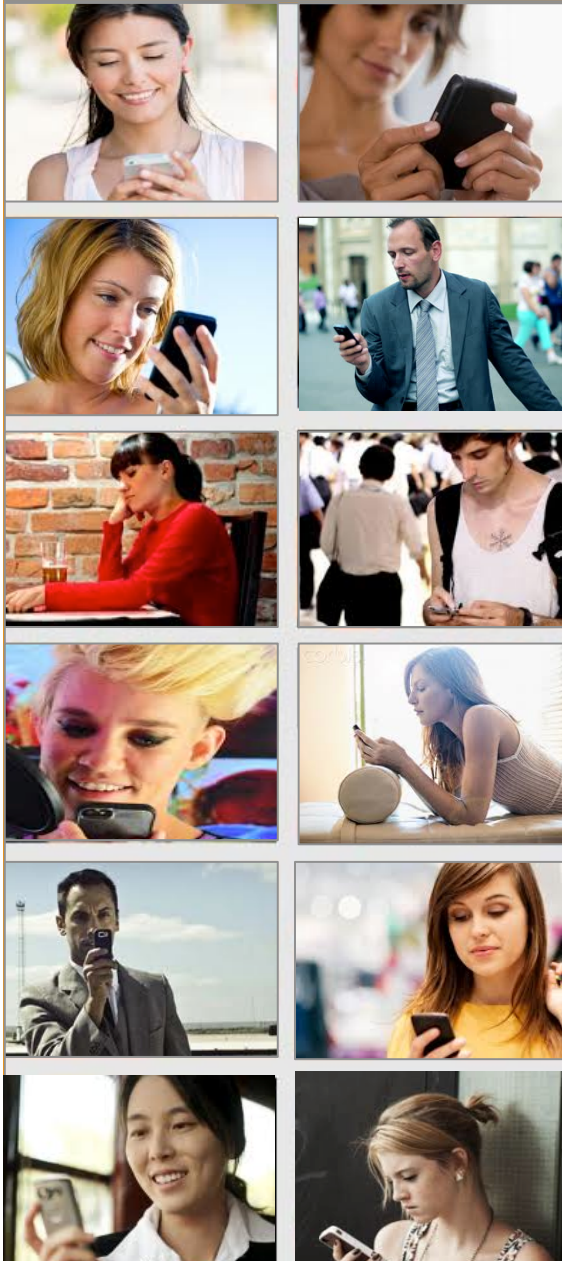
Brand Presence



from 10th to 25th
of February
(New York)

Brand Presence
(EYEWEAR) -
from 10th to 25th
of February
(Shanghai)

4. babanet® /3



➤ **A WIDE SPAN OF POSSIBILITIES** → A WIDE SPAN OF ONLINE COMMUNITIES POSSIBILITIES, AIMED AT DIFFERENT PURPOSES AND RESEARCH DESIGNS:

- ✓ **BRANDED** COMMUNITIES FOR **CO-CREATION**
- ✓ **BLIND** COMMUNITIES FOR **COMPETITIVE BENCHMARKING**
- ✓ **MULTI-MIXED** COMMUNITIES, MATCHING DIFFERENT TARGETS AND/OR SEGMENTS

➤ **SAMPLED THROUGH TO MAXIMUM FLEXIBILITY** → BASING ON DIFFERENT SOURCING METHODOLOGIES ACCORDING TO RELEVANT SPECIFIC NEEDS:

- ✓ **AD-HOC OFFLINE/ONLINE RECRUITING**
- ✓ **AD-HOC PANELS**
- ✓ **ESTABLISHED ACCESS PANELS**

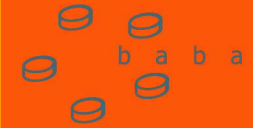
4. babanet[®] /4



➤ **A COMPREHNSIVE MANAGEMENT TOOL** → ENCOMPASSING THE WHOLE SET OF FUNCTIONALITIES TO UNDERTAKE ANY REQUIRED RESEARCH STUDY

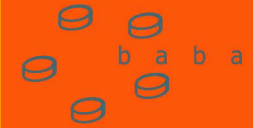
- ✓ **PROJECT SET-UP** → PARTICIPANTS INVITATION, ENGAGEMENT AND SPECIFIC TASK ASSIGNMENT
- ✓ **STUDY CONDUCTION** → FOCUS GROUPS MODERATION, VIDEOINTERVIEWING, DIARIES COLLECTION, QUESTIONNAIRES DISPACTHING
- ✓ **COMMUNITY ANIMATION** → MONITORING TASKS AND ASSIGNEMENTS, PUSHING NOTIFICATIONS, REAL-TIME RETRIEVING OF DATA AND INFORMATION

4. babanet[®] /5



- **WITH TAILORABLE FEATURES** → SCALABLE WITH A RANGE OF DIFFERENT QUALITATIVE OR QUANTITATIVE STUDIES
 - ✓ FROM 20 TO LARGER SAMPLE OF STORYTELLERS
 - ✓ CHANCE TO “ACTIVATE” ONLY THE REQUIRED PARTICIPANTS ACCORDING TO THE SPECIFIC TASK (THEREFORE OPTIMIZING THE INTERACTION)
 - ✓ TOTAL FREEDOM OF MOVING, UPLOADING, INTERVENE WHENEVER NEEDED (ACCORDING TO THE RESEARCH DESIGN)
 - ✓ POST, LINK, VIDEO AND AUDIO FILES CREATED IMMEDIATELY AVAILABLE

4. babanet[®] /6



➤ **FOR ACTIONABLE DECISIONS** → THROUGH

- ✓ SCENARIO ANALYSIS BASED ON TREND SCOUTING AND WATCHING (TREND MONITOR[®] ANNUAL REPORT)
- ✓ SEMIOTIC EXPERTISE FOR BOOSTED INTERPRETATION
- ✓ VISUAL (N)ETNOGRAPHY APPROACH (TAGGING AND PROFILING)
- ✓ SOCIAL LISTENING & WEB MONITORING
- ✓ DATA MINING & ANALYTICS
- ✓ DRILL DOWN DASHBOARD FOR DATA NAVIGATION

4. babanet® /7



TO FULLY SERVICING CLIENTS ON THE OCCASION OF SPECIFIC RESEARCH TOPICS OR PROJECTS NEEDING ADD-ON RESEARCH MODULES, THE AVAILABLE BEST IN CLASS TECHNOLOGICAL TOOLS CAN BE ACCESSED AND INCORPORATED IN baba's MOBILE PROPRIETARY TOOLKIT, FOR COMPLEMENTING ITS OWN NATIVE OFFERING



A VISUAL ANALYSIS TOOL

FOR CAPTURING INSIGHTS VIA
TEXTUAL SEARCH ENGINE



A PASSIVE METERING TOOL

FOR CONSUMERS BEHAVIOUR
TRACKING, THROUGH DIGITAL
SYSTEM INTERACTIONS



A CROWDSOURCING TOOL

FOR SOCIAL CONVERSATION
MONITORING AND ANALYSIS

baba



baba designs and develops qualitative and quantitative market research, and scenario analyses for strategic marketing applications

It offers a comprehensive system of research and consulting services that results from an integrated approach with marketing-oriented semiotics and anthropology of consumption; it operates in Italy and abroad via a network of international partners

It caters for ongoing monitoring of international trends, ad hoc scenarios, market strategy and research aimed at assessing and positioning products and communication, brand equity, pre/post testing, naming, website evaluation and creation of new concepts

Trusted by: Amadori, Alberto Cremona, Alcantara, Alfa Romeo, Allaxia, Alitalia, Altroconsumo, Amadori, Arclinea, Armando Testa, Artsana, Avantgrade, Ballantine's, Barilla, Beiersdorf, Binda, Bolton, Bormioli, Bottega Verde, British American Tobacco, Bud, Candia Italia, Carré Noir, Chiquita, Citifin, Clergerie, Colombo, Costa Crociere, DeaKids, Deborah Italia, Disaronno, Ebay, Edizioni S. Paolo, EGL, Enel, Entremont, Essenza, Esselunga, Ferrero, Fiat, Frette, Futurebrand, Giò Rossi Associati, Geox, Grey Worldwide, Gruppo Afin, Gruppo Coin, Gruppo Sigma Tau, Hachette, Heineken Italia, Hilti Italia, H3G, IFM, Il Sole 24 Ore, Ikea, Intesa Sanpaolo, La7, Lodigrana, L'Oréal, LG, Lovable, Luxottica, Maico, Manifatture Bianchetti, Mc Kinsey, Mediaset, Metro, Modafil, MTV, Nespresso, Nestlé, Novartis, Oticon, , Panzani, Pasquali, Pernod, Philip Morris, Pirelli RE, Playtex, Peroni, Playstation, Playtex, Pinko, Publicis, Pupa, Rai, Recordati, Renault, Sammontana, Sistema Moda Italia, Spirale Arte, Star, Stock, Telecom, TotalErg, Unicredit, Unilever, Zambon, Zucchi.



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