Global advisory firm

CASE STUDY

visionslive

No Barriers to Insights

Working with a global advisory firm, that partners with influential organisations and individuals from groundbreaking technology companies and their founders; global businesses and their CEOs; to prominent individuals and renowned institutions on communications and public policy challenges that define their reputations.

Our client is a company that embraces technology and innovation, placing it at the heart of their business and problem-solving approach, with their strategies stemming from data insights and research on the audience that matter, messages that work and communications channels that deliver success.

The VisionsLive platform was used to undertake a project around mobility and mobility vehicles (Project M), due to the nature of the research focus, many of the respondents had long standing disabilities and mobility issues caused by a variety of conditions from spinal cord and brain injuries, cancer treatments to rheumatoid arthritis. The subject for the respondents is of great importance as it affects their daily lives, therefore the priority for our team was to ensure that there were no barriers to insights.

Pre-project, our technical team had meetings to ensure that all eventualities were thought about and covered to ensure that the sessions were inclusive and user-friendly for a smooth experience.

Using Live Captions for people with hearing difficulties, Pan & Zoom Tools for those with impaired vision, colour switch for those who are colour blind and as our tools are browser based, this means that they do not require any third party downloads therefore, no technical expertise is required. Our tech support team were also briefed and trained on the project, the respondents and some of the difficulties they may face daily, ensuring that the team were fully equipped to support participants as they joined the sessions and help them with any concerns that they may have.

The project was completed without any technical difficulties, 33 respondents participated across 6 sessions and from a snapshot of insights, the data gathered will assist our clients' approach to their strategy for Project M, which will have a positive effect on many people's lives across the country.

"Mobility means my independence."

"I can be a normal mum when I get in the car. I have an 18-month-old and we get in the car, and we can go and do things. The world is more open."

"Just being able to be mum and take the kids to their hobbies and do things, there's so much I can't do with them now. If I can still pick them up and take them to places, then I feel that I am still there for them."

Project M by numbers

- 2 Pre-project Meetings
- 1 Technical Adviser per session involved (team of 10 briefed)
- 1 Test Completed
- 33 Respondents across 6 sessions
- 0 Technical Issues inhibiting respondents' responses during 9 hours of insight gathering

Conclusion

The VisionsLive Tech Team were on hand at every stage of the research project, from the planning stage to the very end, working with client to ensure that all the technical features were enabled, guaranteeing that the respondents were not only able to gain access to the session with ease but participate with ease too. Working through this process, the team had a greater understanding of the participants and the difficulties or questions that they may have faced taking part in the session. Planning ahead with the technical team means that there were no barriers to insights.

This is what Jon Tyson our Operations Director had to say about inclusivity of research and insights:

"When we look to enhance and develop our online market research tools, we have a list of features and upgrades that we are working on and implementing all the time, our in-house development team are constantly striving to improve the platform. Therefore, working on projects that focus on disabilities or impairment and may hinder people from being able to give their insights is always invaluable. Not everyone uses our platform the same way so it gives us fresh perspective and feedback on how we could enhance the user interface and journey. Whether it be live captions, language translation features, pan & zoom tools or colour switch for respondents who are colour blind. All these features can make the session easier for the participants and more beneficial for the client ensuring a successful project. As a company, inclusivity is important to us, there should be no barriers to insights and our team works hard with clients to ensure that this is the case from project planning right through to in-session technical support."

Got an online qualitative research project that needs support to gain greater insights into your customer experience? Request a demo of our platform today!

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