



The death & rebirth
OF
QUALITATIVE
RESEARCH
... as we know it!

Including Qual PROJECT BRIEF



NEED ▶▶

On the back of the Potato Chip landscape study MDI conducted across APAC, Kellanova wanted more insight, specifically a qualitative follow-up into a prioritized snacking moment.



Kellanova

Imran Khan, APAC Insights & Analytics Leader

Clients' REALITY



Stakeholders often have so many small questions ... it's very difficult to research them all...

There isn't always time or budget for qualitative research

You often have to choose between **no research at all** or have a 'budget friendly' option to deliver some results but with **significant gaps**...





**IS THERE
A SOLUTION?**

HESITATIONS



Is it 'smart' enough? Does it have enough SQ to run a conversation, taking the lead from a participant?



Can it actually answer the questions that we want – and deliver on those questions in enough detail?

Will it be comprehensive enough?

Will it actually work?

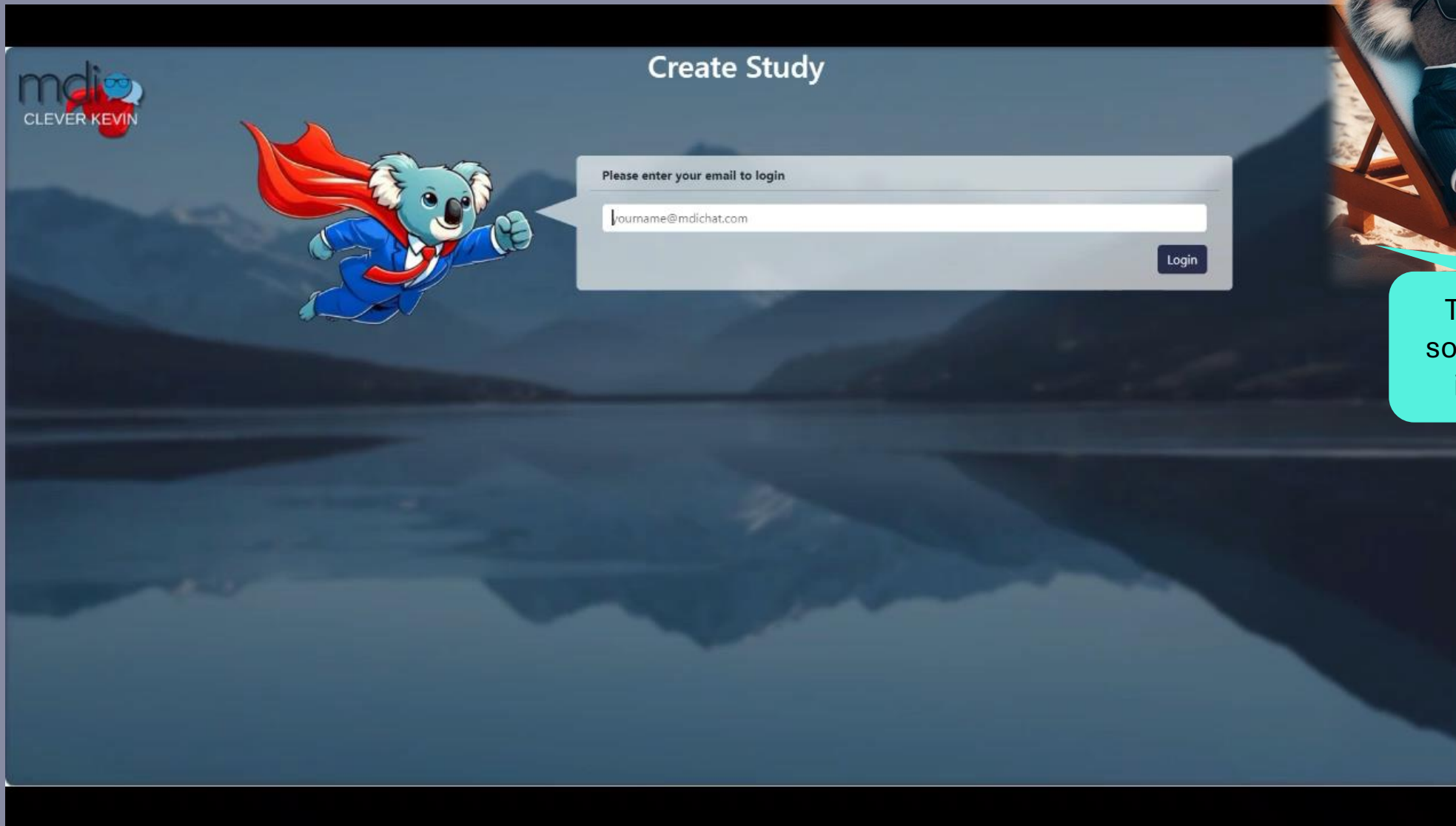


Can it handle languages properly – not just superficial word translation, but deliver on nuanced conversational elements, particularly for a difficult language like Thai?

ภาษาไทยเป็นหนึ่งในภาษาที่ซับซ้อนที่สุดในโลก



THE SET-UP



The screenshot shows a web interface for 'mdichat CLEVER KEVIN'. On the left, a cartoon koala superhero character is flying. The main heading is 'Create Study'. Below it, a login form prompts the user to 'Please enter your email to login'. The email input field contains the placeholder text 'yourname@mdichat.com'. A 'Login' button is located to the right of the input field. The background of the page is a scenic image of a lake and mountains.

mdichat
CLEVER KEVIN

Create Study

Please enter your email to login

Login



The online wizard set-up is so quick and easy that there is more time for relaxing...

Don't get me wrong... you still need to think about the topics and wording... but that's pretty much the hard part over!

THE INTERVIEWS



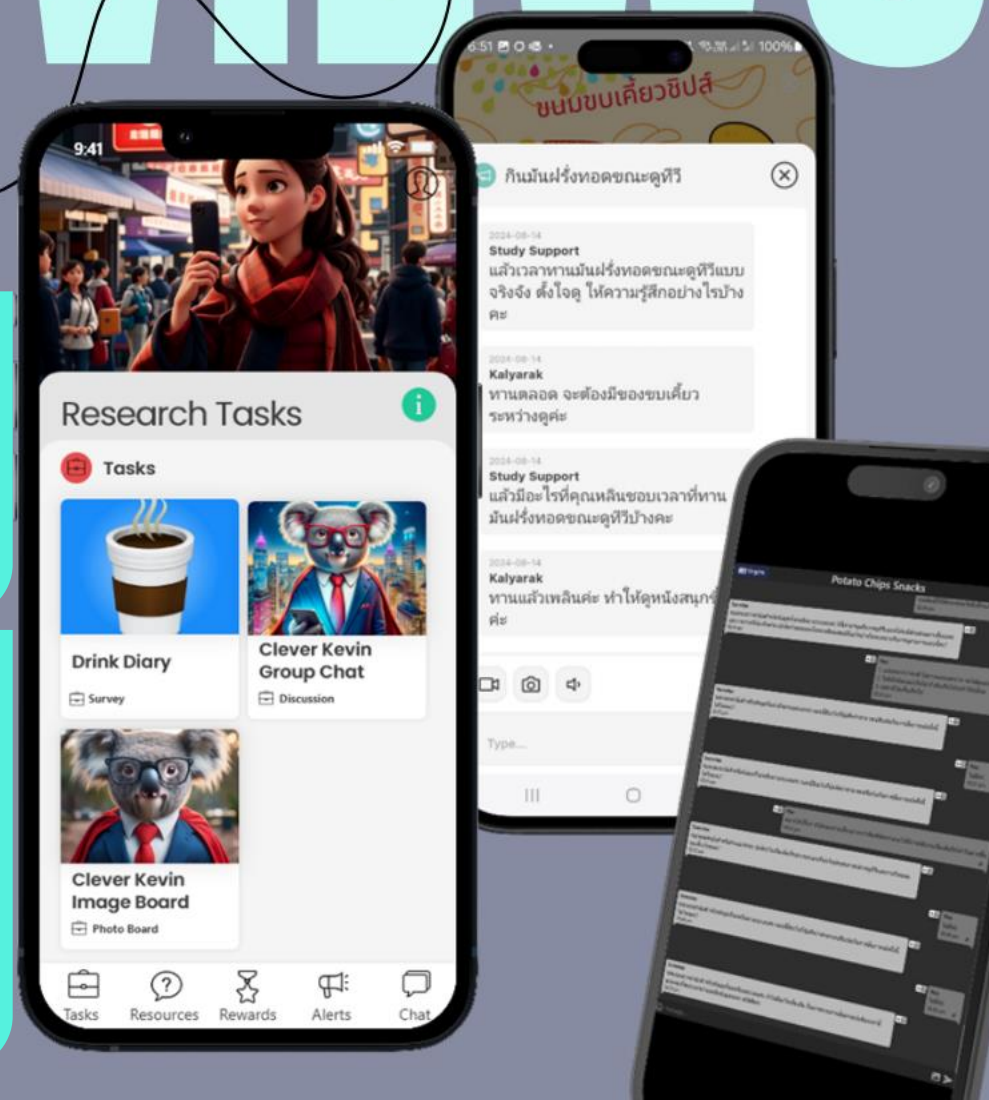
People can complete the chat any time that is convenient to them

Multiple interviews can be conducted simultaneously

The chats can be integrated into the App, or can be shared as links separately

People are notified when the chat is available

The system automatically adapts to the language of your phone



THE ANALYSIS



Translated transcripts & summary available instantaneously

‘Chat-to-report’ allows ongoing exploration of results

Welcome to Clever Kevin Client Portal



Endless ways to cut & explore data with ease

Change the method of analysis - follow the mental breadcrumbs, seek the detail

Easily gather quotes

Potato Chips Snacks	
Type:	single
Status:	open
Description:	Gather information on participant's opinions on chips in different TV show scenarios.
Summary:	<div><div>!</div><div><p>Summary</p><p>Topics Summary:</p><p>Relaxed viewing</p><p>Participants discussed their experience of eating chips while watching relaxing TV content like movies or series that require minimal involvement. They highlighted how the sensory experience of chips, including texture and taste, enhances the enjoyment of relaxed viewing. Ideal characteristics for chips during these sessions include convenient packaging, easy eating without distraction, and familiar, preferred flavors. Pringles was noted as a preferred choice due to its unique packaging and variety of flavors.</p><p>Engaged viewing</p><p>Participants shared their experience of eating chips while watching engaging TV content that requires more involvement. They emphasized how the chips' flavors and textures complement and enhance the viewing experience during intense or absorbing programs. For these engaging sessions, participants valued chips that are flavorful yet easy to eat without taking attention away from the content. The importance of convenient packaging was highlighted, with Pringles again mentioned as a popular choice for its ease of use during focused viewing.</p></div></div>

Reports (8)

WHAT DID WE DO FOR IMRAN?



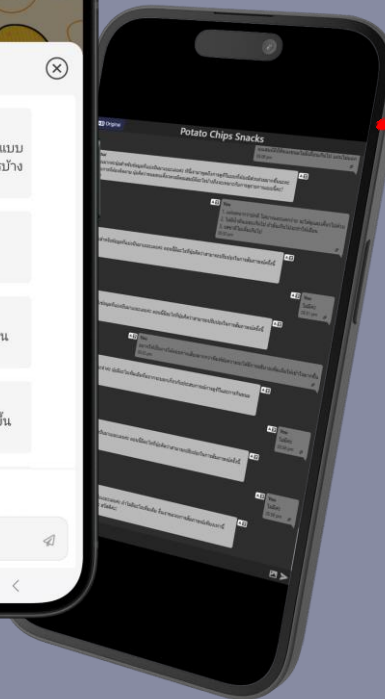
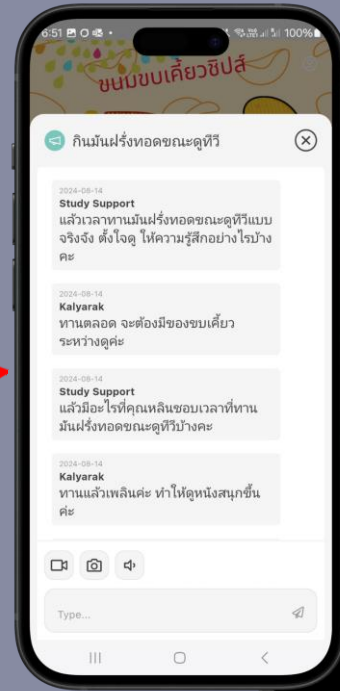
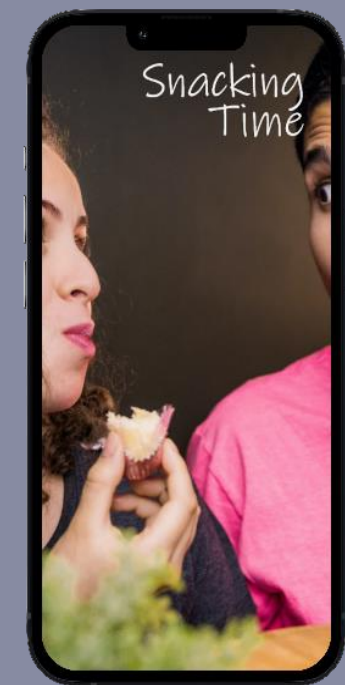
Fast Forward



Approx.
2 days work



USD \$2,266



PASSIVE ENTERTAINMENT MOMENT:
Potato Chips are eaten to enhance this moment - making it more pleasurable and relaxing; they are also selected due to their convenience (widely liked and ready packs).

PCS CONSUMPTION MOTIVATION:

- Having something to snack on can admittedly enhance this moment, making it more pleasurable and relaxing overall.
- The preference for Potato Chips as type of snack to accompany their screen viewing is found to be driven by various motivations. Among them chips characteristics are prominent (taste, crispiness and lightness of texture) allowing consumers to enjoy them for a long time, and eating convenience is also a key driver of PC consumption during this moment. More specifically, consumers note:

- Sensorial enjoyment from eating what they like (having pleasure from both viewing and eating).
- Because chips don't have a very strong taste profile, it makes them suitable to be snacked on for a longer period of time (they are not too overwhelming in taste or not too sweet to cause irritation to throat or ill feeling from eating).
- Crunchy light texture is enjoyable and engaging to munch on (also helps to keep one awake when watching series).
- Does not make one fill full quickly - so can enjoy for a period of time.
- Chip are easy to eat (bite-size and can be picked up with few fingers, also feel less messy than some other snacks that have lots of loose powder seasoning or sticky coating).
- (On some occasions) they are suitable for sharing (bite-size, well-liked by everyone).
- (For some / on some occasions) they can curb hunger:
 - When one spends a long time watching entertainment (more for evening, nighttime or weekend occasion).
 - When one take a quick break during work and want a quick hunger relief fix.
- (For few) they are easy to chew and sticking to teeth like some extruded snack or nuts.

"Actually, I can just watch movies without eating potato chips; but eating potato snack while watching movies puts me into a better mood; it is pleasant, enjoyable, and leisurely. [Because they are] salty and crispy, it is more enjoyable." (Male, Non user)

One-to-one chats with 20 people in Thailand, focused on reasons for snacking on Chips during the key moment of interest



Kellanova

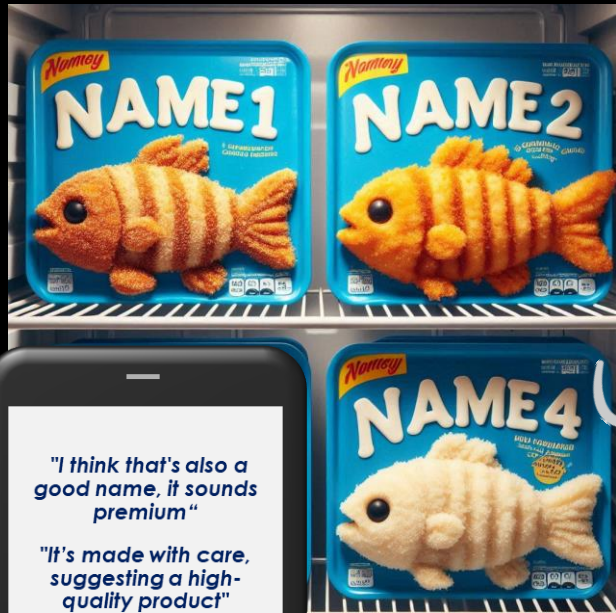
Imran Khan, APAC Insights & Analytics Leader

WHAT APPROACH *Consider* CAN WE TAKE WITH AI-QUAL?



DON'T BE RESTRICTED. Be Creative!

Pack Evaluation Survey

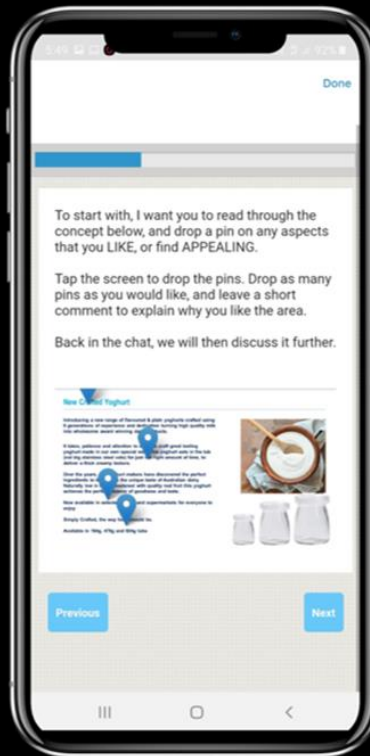


"I think that's also a good name, it sounds premium"

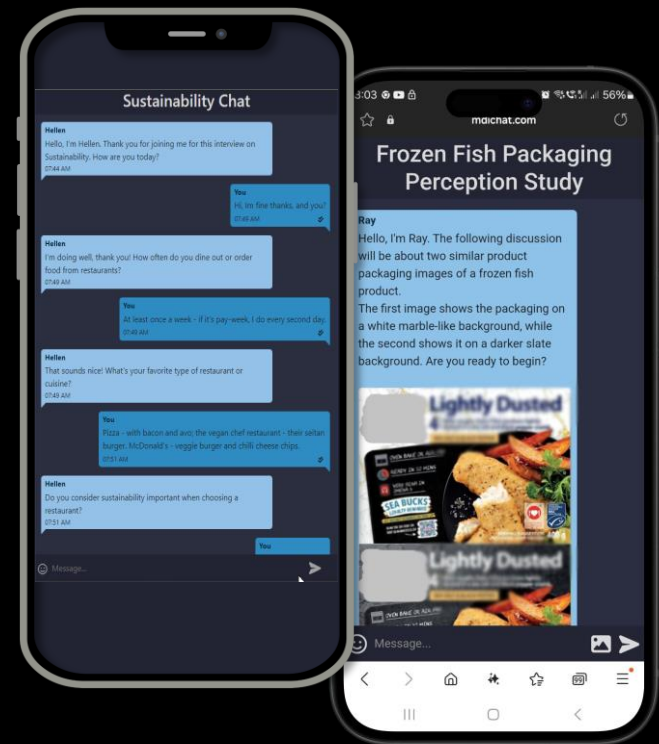
"It's made with care, suggesting a high-quality product"

"Food that is prepared and seasoned just right"

"Makes me believe time was taken to prepare this food, making it tastier"

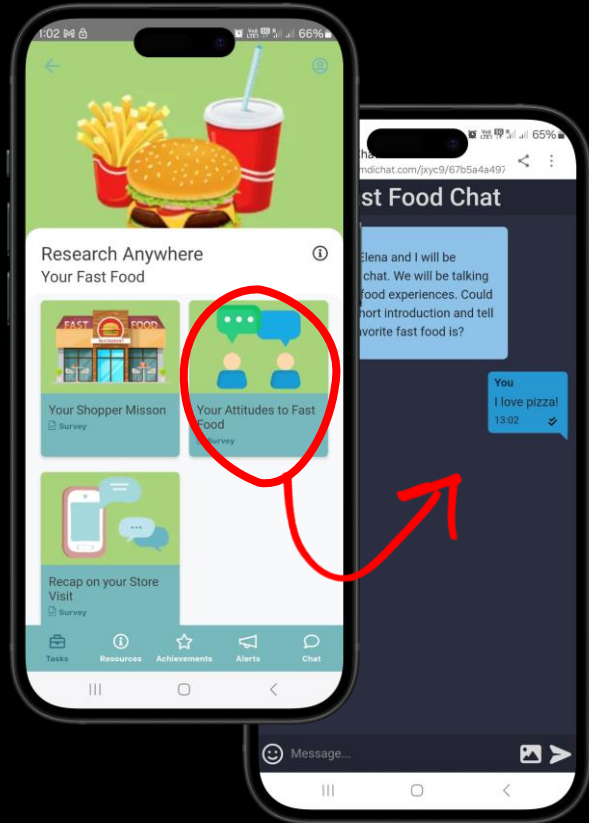


Name Exploration Chat

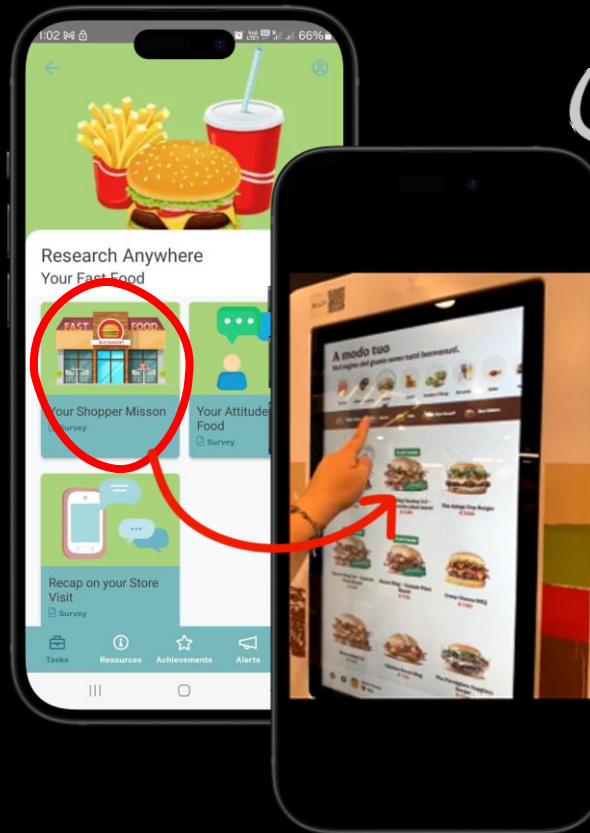


DON'T BE RESTRICTED. Be Creative!

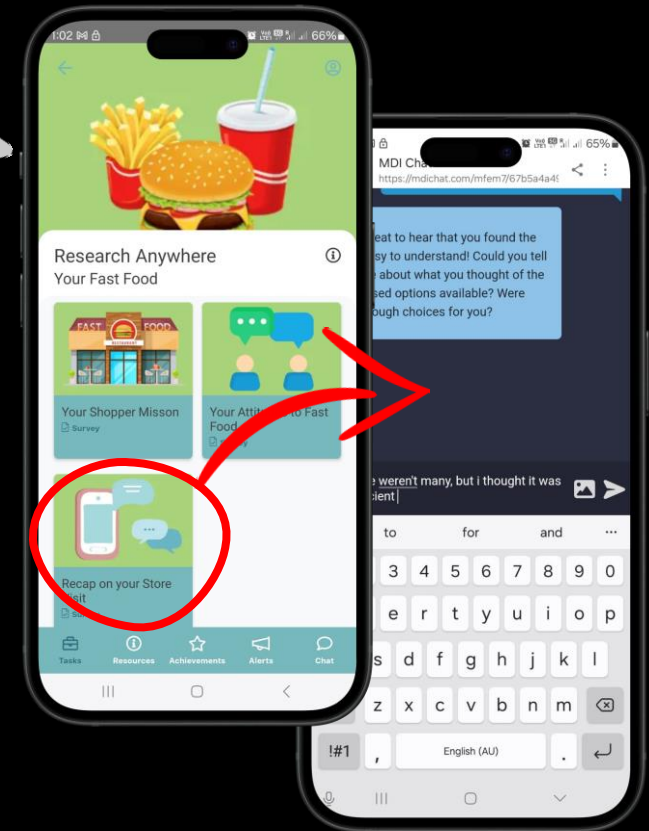
Pre-Store Visit Chat



In-Store Video Mission

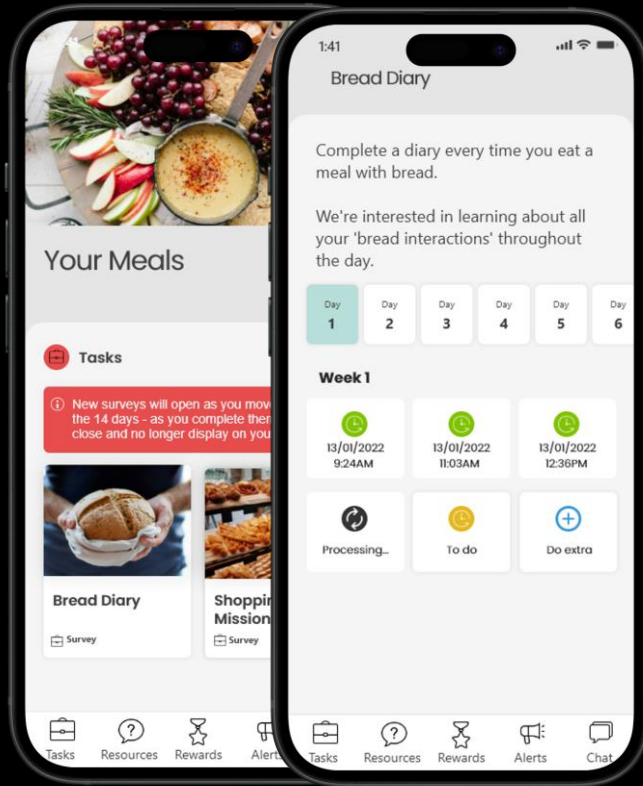


Post-Store Visit Chat



DON'T BE RESTRICTED. Be Creative!

Mobile Bread Diary



AI-Exploratory Chat

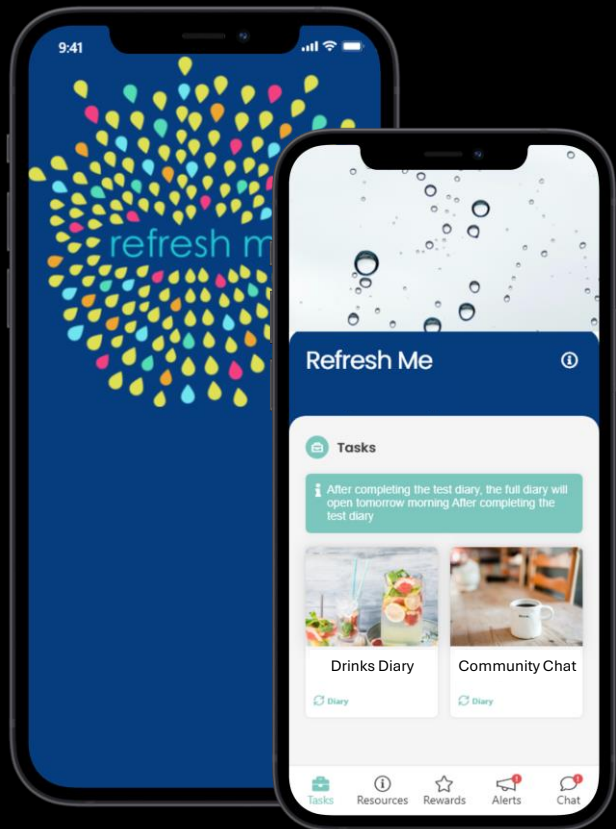


In-Store Photo Mission



DON'T BE RESTRICTED.. Be Creative!

Mobile Community



Communications Evaluation using AI



INTEGRATING AI-QUAL INTO QUANT

The SMART Question



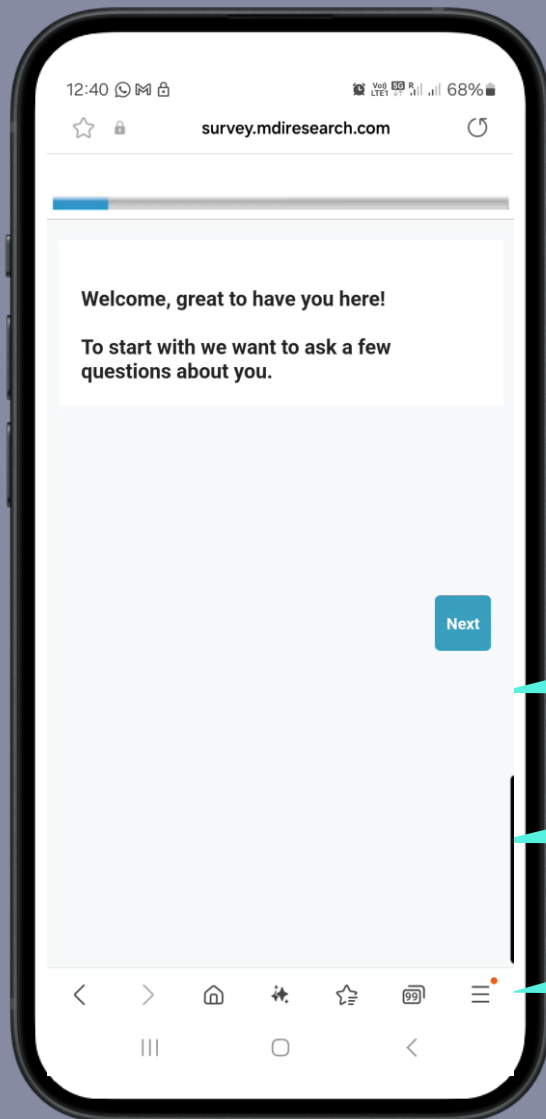
Qual at scale

A real 'open-ended question'

Probes to make sure we get a deeper understanding

Revealing (sometimes surprising!) "human insights"

Bring to life the survey with interesting quotes



KEY The Good BENEFITS



- ▶▶ CLEVER KEVIN CAN SPEAK ANY LANGUAGES (EVEN THAI!) LIKE A NATIVE
- ▶▶ CONSUMERS CAN CHAT WITH KEVIN ANY TIME THAT SUITS THEM
- ▶▶ THE AI ANALYSIS TOOL ALLOWS FOR DEEPER & MORE FLEXIBLE INTERROGATION OF RESULTS - LIKE TALKING TO A MODERATOR
- ▶▶ THE AI METHODOLOGY IS ABOUT HALF THE COST & AT LEAST TWICE AS FAST AS THE HUMAN-APPROACH

KEY The Bad PITFALLS



- ▶▶ DESPITE STREAMLINED SET-UP, THERE REMAINS A NEED FOR CONSIDERED INPUT - (LIKE ANY QUAL) YOU WILL ONLY GET OUT WHAT YOU PUT IN!
- ▶▶ ONCE KEVIN HAS STARTED INTERVIEWING YOU CAN'T CHANGE HIS DISCUSSION
- ▶▶ KEVIN'S AUTOMATED SUMMARY IS GOOD FOR GUIDANCE BUT YOU NEED TO GO DEEPER
- ▶▶ YOU NEED TO ASK THE RIGHT QUESTIONS TO GET THE INTERESTING INSIGHTS ...ASK FOR QUOTES TO MAKE IT COME ALIVE



AI IS NOT KILLING QUAL...

**It is breaking down some of
the traditional barriers.**

AI IS DRIVING A REBIRTH OF QUAL...

**It is making it accessible,
flexible, and more
affordable.**



THANK YOU

For Listening



Presentation by: Hellen Sillis (MDI) & Fiona Buchanan (MDI) - and Imran Khan (Kellanova) cameo