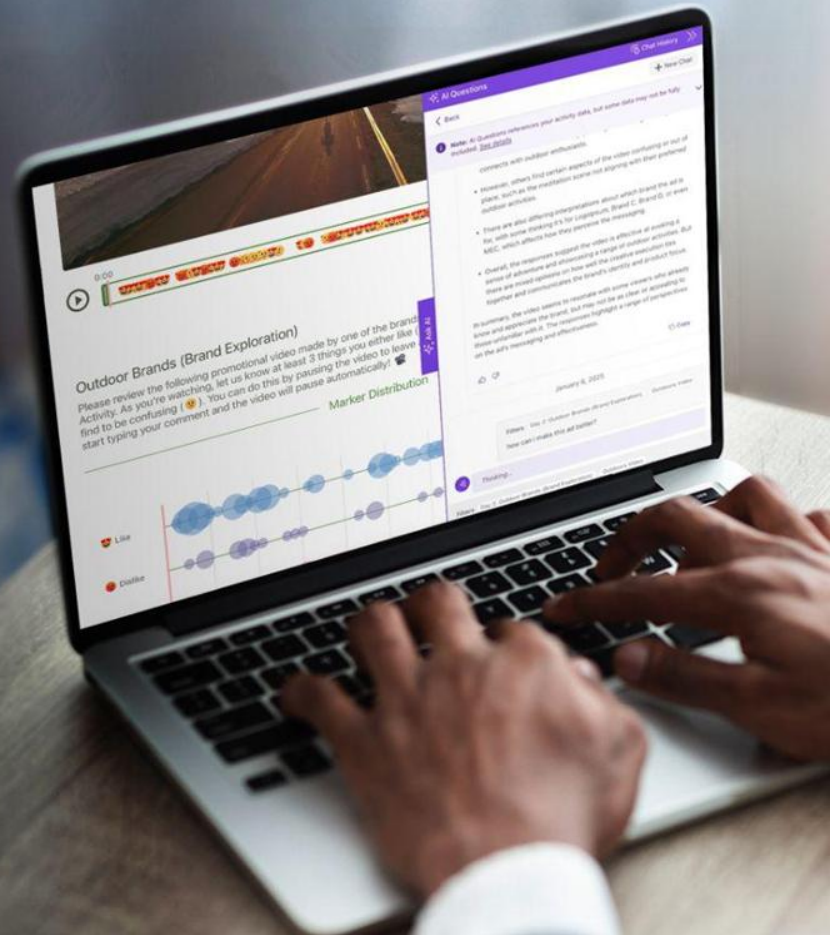


# Beyond one-size-fits-all: Innovative approaches to community-building





Admin

Home

Activities

Discussions

Summary

Welcome Mark ▾

Page Options ▾

## Get Actionable Insights From Engaged Communities

### Meet the Recollective Team



Laura



Dana



Jason

### Your To-Do List

Remember to join the [Discussions](#)!



Community Building



All Task Types (Standard Activity)

Up Next:

recollective



### Join the Discussions!

You must submit at least one idea in the Creative Zone by (insert date). The Conversation Zone is for fun!

Designing New Features/ Functionality ★

Creative Zone

New Research Tools, Brands & Applications

Conversation Zone

Interesting/ Unique Research Experiences

Ask AI



# Meet Your Panelists



The Insight  
Alchemist



The Human  
Truth Detective



The  
Wizard



The Swiss  
Army Knife

To kick things off I would like for you to find and upload an Avatar type image that best represents you and your role as an insights leader at your company.



## Community

The word "Community" is used frequently in the insight industry but it can mean different things to different people.

When you hear the word "community" what does that mean/ look like to you?

*Upload 1-3 images and use the comments box to elaborate on why you selected those images.*




Add a total of **1 to 3 items**



Add Photo

1 to 3 photos



**Meet Alexis!**

Hi Digital Explorers and welcome!

I'm so excited to have you here and participating in this community. From time to time, you're going to see me popping in and out asking you questions about all of the latest news, trends and cool things happening. You guys and girls are our eyes and ears and I want to learn everything I can from you.

Most importantly, this is a space for you to talk and share things you like (and what you may not like). **Have fun with it!**

**Discussions**

Popular Now: Current Events & News  
[Current Events/News](#) (last post 1 hour ago)

Your Current Favorites: TV  
[TV](#) (last post 14 hours ago)

Popular Now: Video Games  
[Video Games](#) (last post 14 hours ago)

Popular Now: News Items  
[News Items](#) (last post 14 hours ago)

Popular Now: Music  
[Music](#) (last post 14 hours ago)

**Recently Online**





N	M	J	M
Neil 619923 1 hour ago	Melissa 679629 10 hours ago	Jayden 674683 14 hours ago	Mali 674684 14 hours ago
J	P	G	C
Joan 670635 14 hours ago	Phylipha 674687 14 hours ago	Grace 660528 23 hours ago	Carlin 634039 23 hours ago
S	K	R	A
Scarlett 691214 24 hours ago	Kristina 671375 24 hours ago	Rylee 664384 24 hours ago	Arabella 671223 24 hours ago
B	K	L	E
Brian 640097 1 day ago	Kater 609532 1 day ago	Lilly 608776 1 day ago	Emily 601849 1 day ago
D			
David 673349 1 day ago			

**What's new this week???**

**WEEKLY CHECK IN**

Weekly Check-In

Announced Jan 1, 2022

Themes	Theme Categories	Participants	Verbatims
 67,714	 3,371	 1,243	 179,021

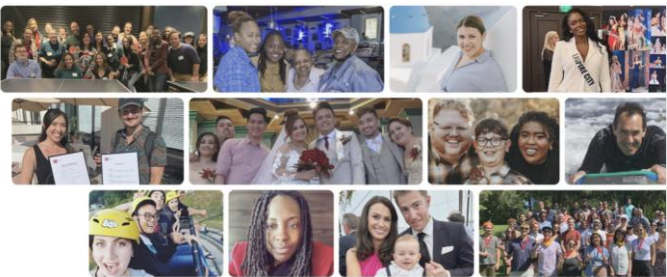
Featured Member of the Month:

[Meet Melanie H!](#)



Mom of 10 year old girl and 8 year old boy

Tell us about the ideal messaging app for your child: My ideal messaging app is something that is both fun and safe for my children to use. I love that they have the ability to keep in touch with friends and cousins that live far away, but it is important to me to know exactly who they are talking to. I also would love to know how much time they spend chatting, and be able to limit it!



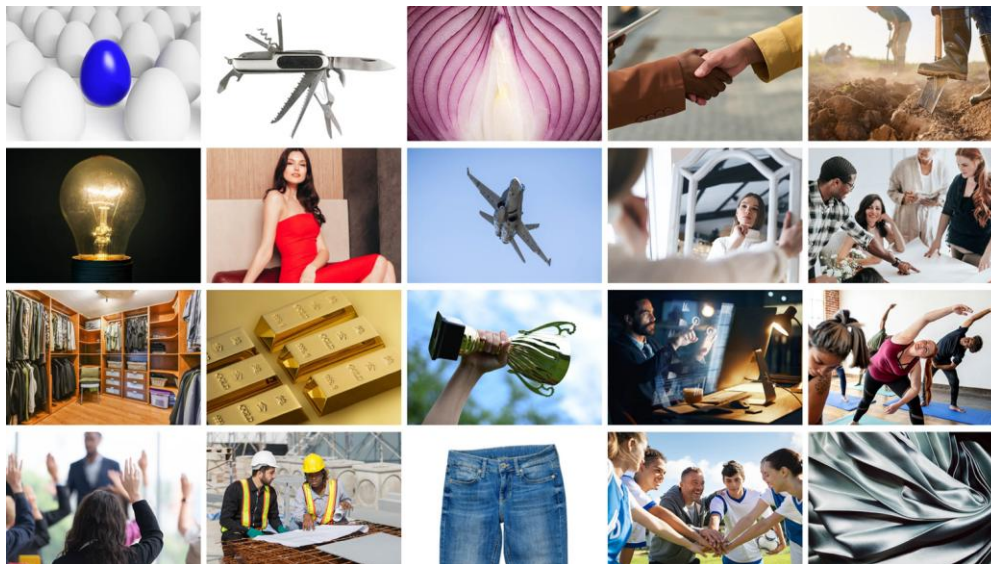


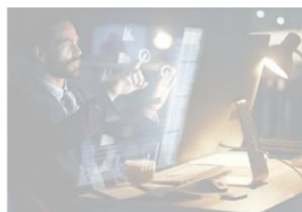
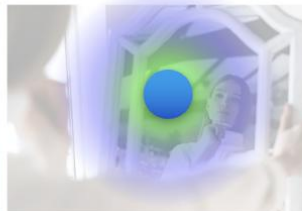
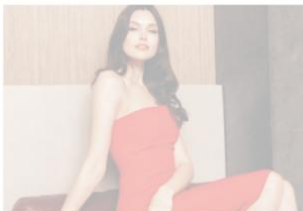
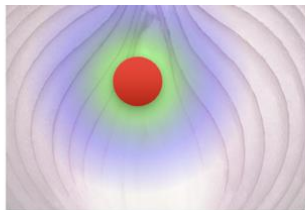
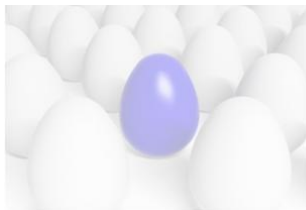


## Successful Community

In this exercise, I would like for you to place markers on the images that best represent what a successful research community looks like for the **researcher**, **stakeholder** and **participants**.

*After you place a marker, describe why you chose that particular image in the comment box that appears.*





Researcher ●

Stakeholder



Participant





## Words of Wisdom

### Let's get a little creative!

Write a letter to either a fellow researcher or your former self and provide your words of wisdom when it comes to running insight communities.

In the letter be sure to talk about the lessons you learned along the way and things you wish you did differently or avoided.

**What would you have liked to know back then that you know now? What should other researchers know so that they can avoid common pitfalls or mistakes when running communities in the future?**

*You can physically write the letter by using text, create a short video or even just create audio recording if you wish!*



✦ Ask AI





## "Wow" Activity ▾

☐ Excerpt Mode

Options ▾



Task 6 of 9

Hide Description

As researchers, we all love to hear **success stories** and **real life examples** of activities or tasks that participants have enjoyed (and the research team loved!).

**Create a video recording telling us something cool, fun or engaging you had your community members do that the audience might find interesting. Keep it short ~1-2 minutes.**

*Feel free to upload any images to help bring your example to life.*



2: Alexis W ▾



☐ Reviewed

☒ All Videos

✦ Ask AI





## Crime Scene Investigation

Over the next couple of days, we want you film 3 of the biggest issues or 'crimes' that happen in your home. These could be things like getting out the door, coming home after work, cleaning up, morning madness, getting ready for guests to come over, feeding your pets, your kids toys on the floor, etc..

For each 'crime' you will need to:

- **Document the crime** via video and describe what is happening, how it makes you feel and who is involved
- **Get multiple vantage points** by interviewing others in home who witness/experience the issue (Optional)
- **Provide an incident report** by filming the aftermath of these challenges. What happened as a result? What did prevent you from doing? Who was affected? How did it make you feel?
- **Problem Solution** by filming any potential solutions you have tried. What worked or didn't work? Why? How did it make you feel?

["Wow" Activity >](#)



**Jason J**

6 days ago

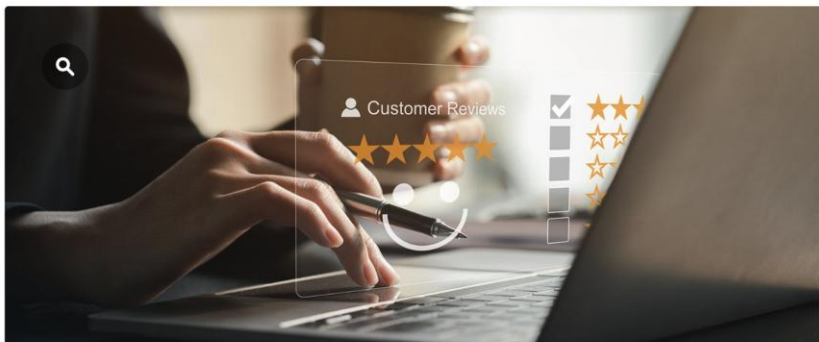
This was one of the most powerful exercises we had participants go through. They documented a crime scene in their home. It was engaging for them, they took on all these roles, it gave us a true glimpse of the day in the life of homeowners. They involved their spouses, kids, and pets. The depth of responses was incredible. I think thinking outside of the box and normal standard questions often leads to unexpected gold.

[Comment](#) • [View Response](#)

## Online Review

Next, we would like for you to create an online review talking about how technology and/ or Recollective have impacted how you do research and run online communities. What should other researchers know?

*When creating your review be sure to mention any features or functionality that you use frequently or find valuable and why.*



Type here



Record Audio



Add Photo



Add Video



Record Screen



“Recollective offers so many robust capabilities that we seldom have to tell clients “no” when they ask if it can support a certain task or need. Our clients have asked for video collection, file embedding, card sorting, image markup, and mobile compatibility, and have been pleasantly surprised to find that they can all be included in the same project.”



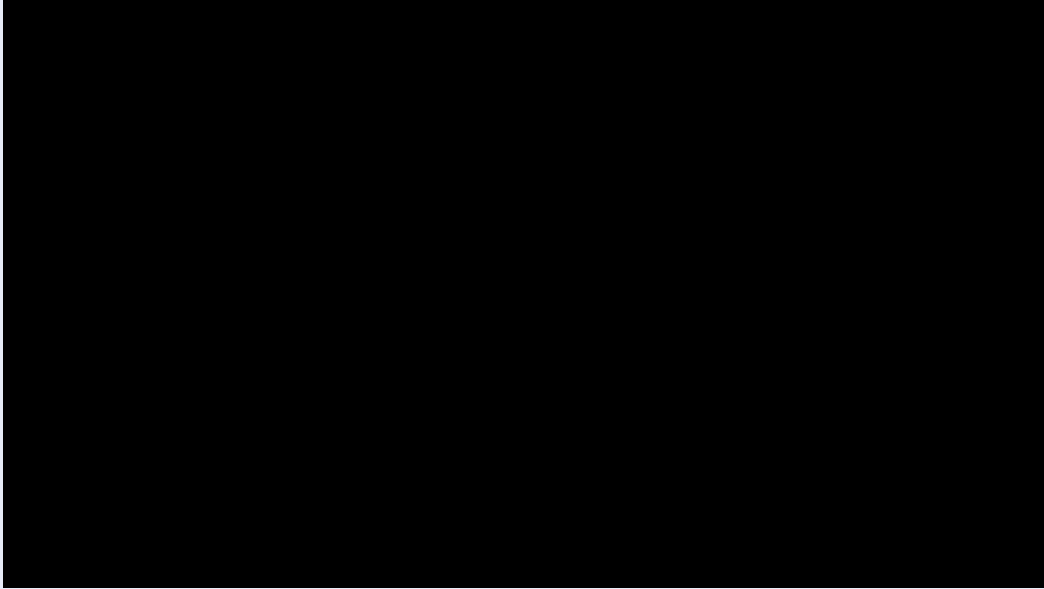
Alexis Warnick

“5 out of 5 stars...

AI summation has helped streamline the analysis process, and auto-translation allows the entire team (not just the in-language moderator) to analyze responses in real time—regardless of language.”



Danie Hemsley



“One our most powerful communities has been on periodic check in with Millennial Moms. We wanted to understand what motherhood means to them so we can design homes to meet their needs. This is a powerful, visceral, and emotional video captured through authentic means in Recollective and one we have played for many stakeholders.”



Jason Jacobson





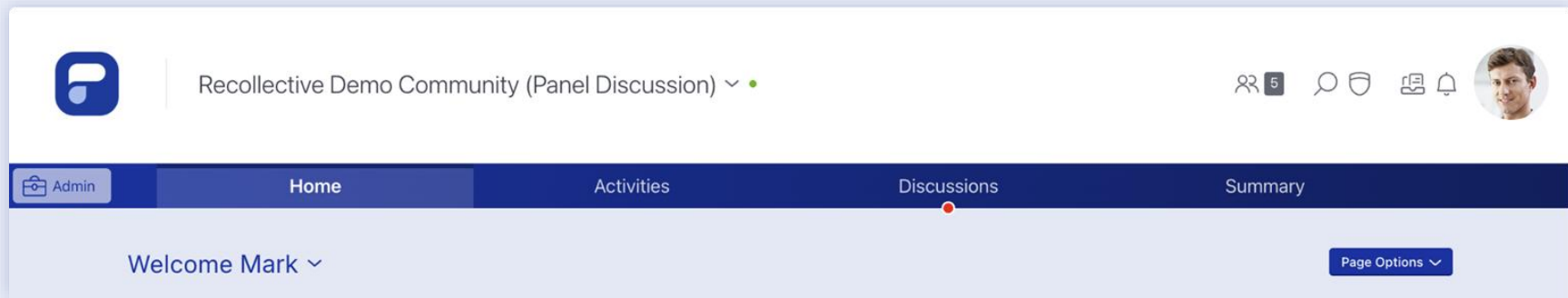
## Final Thoughts



Finally, is there anything else you want to share with the audience that has been impactful or really highlights how communities help you gain insights that wouldn't have been possible otherwise?

# Want to Join the Community?

Scan the code to get started and visit us at [booth 504!](#)



# Q&A



# Thank you!

