

**QRCA**

Where Qualitative Research  
Professionals Thrive

THE QUIRKS EVENT  
DALLAS  
2026

# Exploring revolutionary health tech in the privacy of the home

Presenter: Kelly Heatly, Root Research and Insights



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## About Root Research

- Marketing research consultancy delivering insights to a broad range of industries
- Based in Dallas (Kelly) and Scottsdale (Brooke)
- I'm a qualitative specialist



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## About QRCA

- Leading global association for research professionals who work with qualitative methods
- Passionate community dedicated to excellence and innovation in the field
- Offers annual US conference, biennial worldwide conference, chapters, and special interest groups

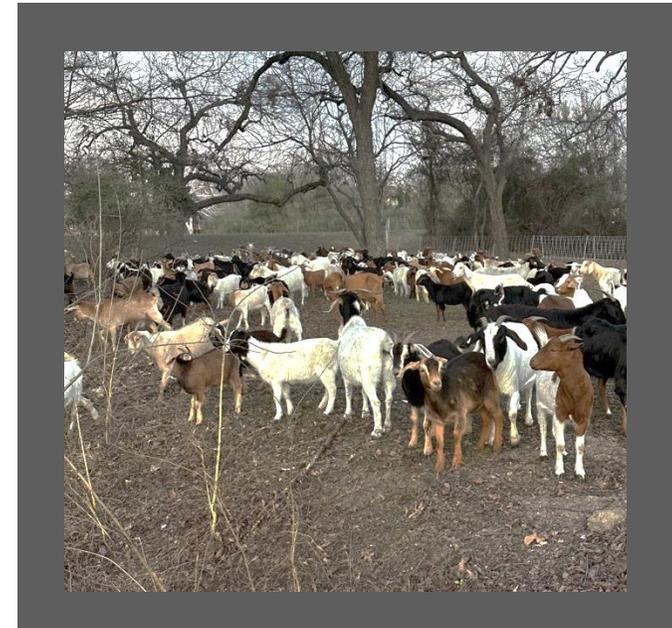
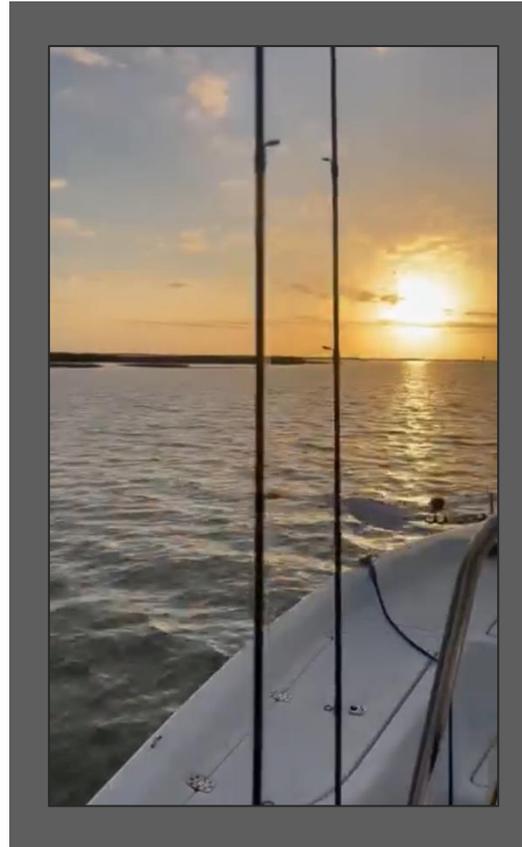
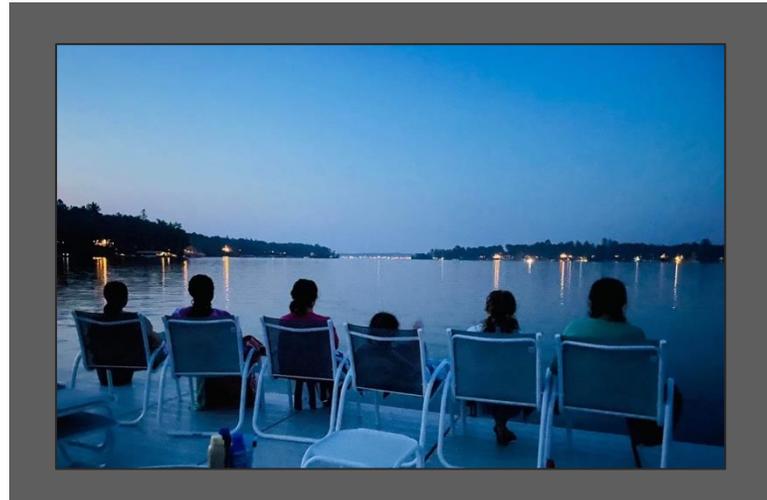
# Agenda

- ❑ Introduction
- ❑ Mobile “living” insights
- ❑ Case study: new health tracking technology
- ❑ What worked



# What is happening in these photos/videos? Why these?

From



What would you want to know?

What would you want to see?

# If you could shadow a consumer...



**At point of purchase**

- Motivation/unmet needs
- Selection process
- Media/other influences



**While using a product for first time**

- Learning curve/ease of setup
- Pain points and delights
- Applications and derived value



**While using product 30 days later**

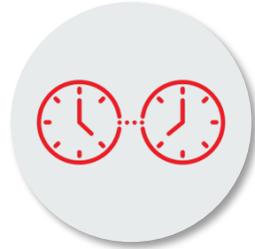
- Expectations met/not met?
- Pain points and delights
- Wish list/optimization ideas



**Recap...**

- Re-purchase potential?
- Do's and Don'ts?
- Ultimate value received?

# Online Qualitative Methodologies



## Asynchronous vs. Live

Asynchronous:  
discussion boards, one-on-one or group



Live:  
video interviews and groups

Hybrid:  
posted questions during live experience, like texting someone



## General vs. In the Moment

General:  
sharing past experiences and future goals and aspirations



In-the-moment:  
“show and tell” experiences

- Video diaries (respondent-led)
- Mobile ethnography (researcher-led, observational)
- Website and app navigation
- Point of purchase
- Product usage

“

Understand the people behind the pie charts, the emotion behind the analytics, and why's behind the what's. Experience what they experience...

- [Indeemo.com](https://indeemo.com)

”



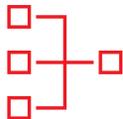
# Case Study: Beta Launch User Test

Root Research conducted an In-Home Use Test (IHUT) among consumers who heavily use health and wellness tracking technology, focused on hydration and nutrition



## Objectives:

- Explore a new device and app including ease of set-up, usefulness, and value
- Determine product-market fit
- Understand engagement and outcomes of usage
- Identify points of optimization



## 3-phased qualitative approach (6 weeks):

- Phase 1 Exploratory Foundation – video IDIs
- Phase 2 User Experience – mobile ethnography
- Phase 3 Exploratory Recap – video IDIs

# Case Study: Recruiting Participants

60 consumers recruited by The Social Question for the 6-week study



## Who We Needed

- **Behaviors:** super focused on health, nutrition, and fitness; own/use health or fitness tracking devices and apps
- **Adventurous mindset:** signing up to test a product they know little about (“gray area”); willing to share personal health and usage information
- **Efficient communicators:** willing to communicate in multiple ways (email, text, video) and keep scheduled commitments over 6 weeks

## Study Expectations

- Product not market-ready
- Very tight IP consent forms
- Qualified consumers
- Willing product testers

## Social Media Recruiting

- Paid ads, direct outreach, and collaborations
- All participants vetted through video interview



# Case Study: Phase 1 Exploratory Foundation

Live video in-depth interviews to evaluate first impressions of the product and confirm the 4-week usage assignment is understood

Used Zoom and Calendly for flexible scheduling and ease of use

30-minutes each

Scheduled once test product received in mail

Outcome

- Build rapport and trust
- Secure 4-week commitment
- Clarify instructions and set expectations
- Tutorial about data collection app (Indeemo)
- First impressions of product (unboxing)



# Case Study: Phase 2 Mobile Ethnography

App-based video diaries to explore in-home, in-the-moment experiences while using a new device and app



4-week online survey and product usage diary using Indeemo app

Questions (tasks) covered moments of product set-up, usage, focusing on specific elements, overall experience, and recommendations.

Included combination of

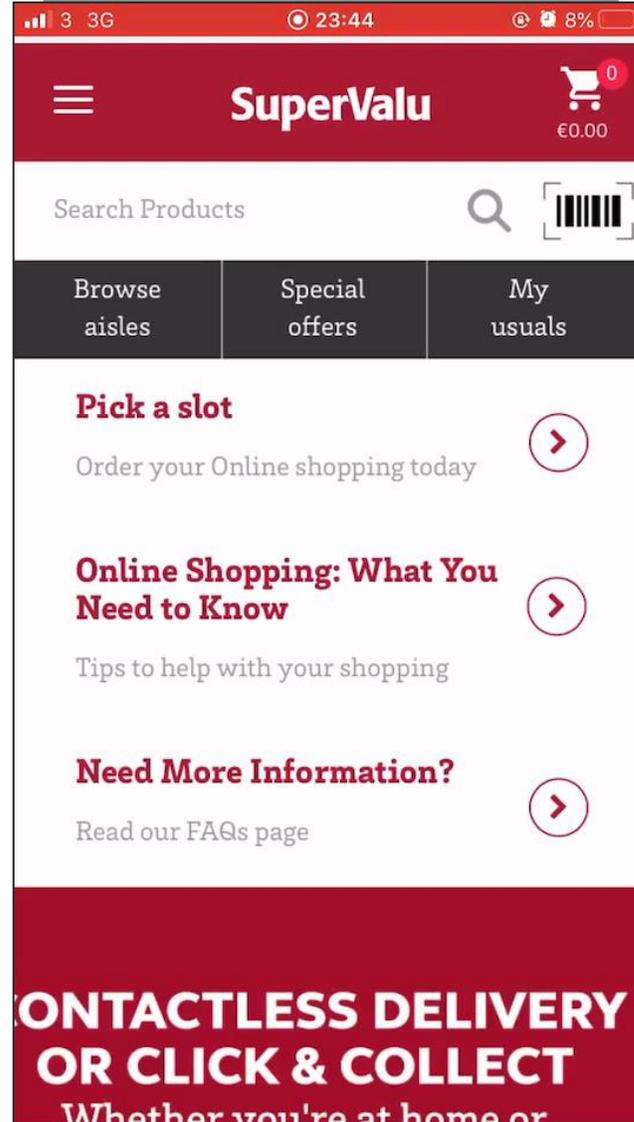
- Asynchronous open-end text questions
- Photo/video upload
- Screen recording of app usage
- Imbedded survey questions, open and closed-ended

# Examples of Video Diary Output – Video & Image Tasks

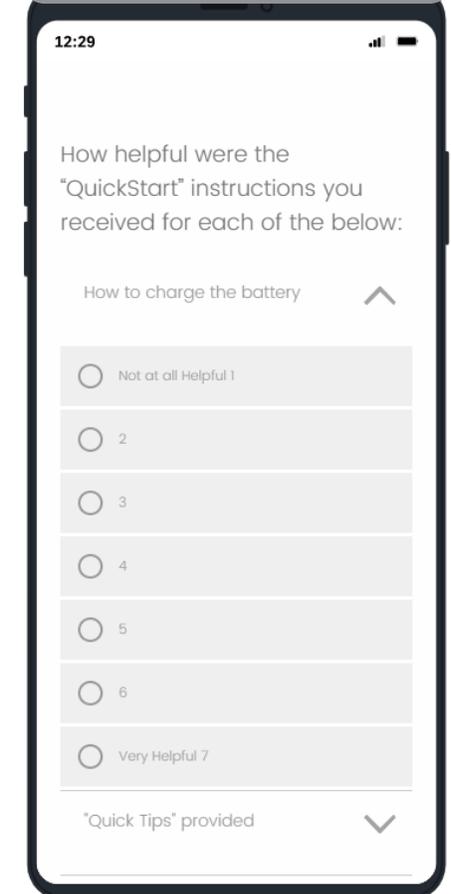
Selfie Video



Screen Recording



Imbedded Survey Questions



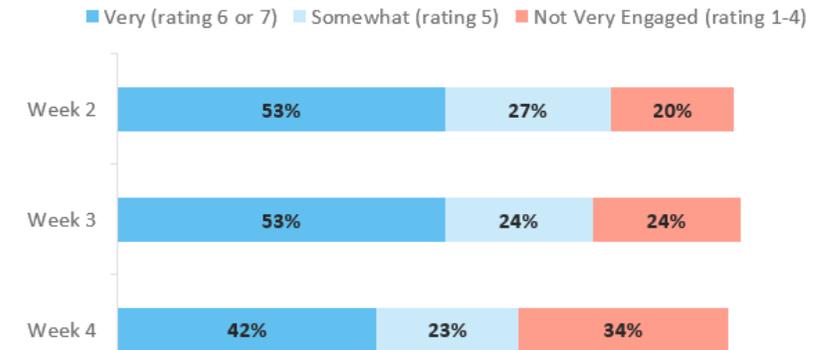
# Examples of Video Diary Output

## Video and Image Tasks

The screenshot shows a video player on the left with a play button and a progress bar. On the right, there is a 'Caption & Comments' section with a text input field and a 'Download' button. Below the input field, there are two example comments from users, one dated 2 Jul 2024 and another dated 3 Jul 2024.

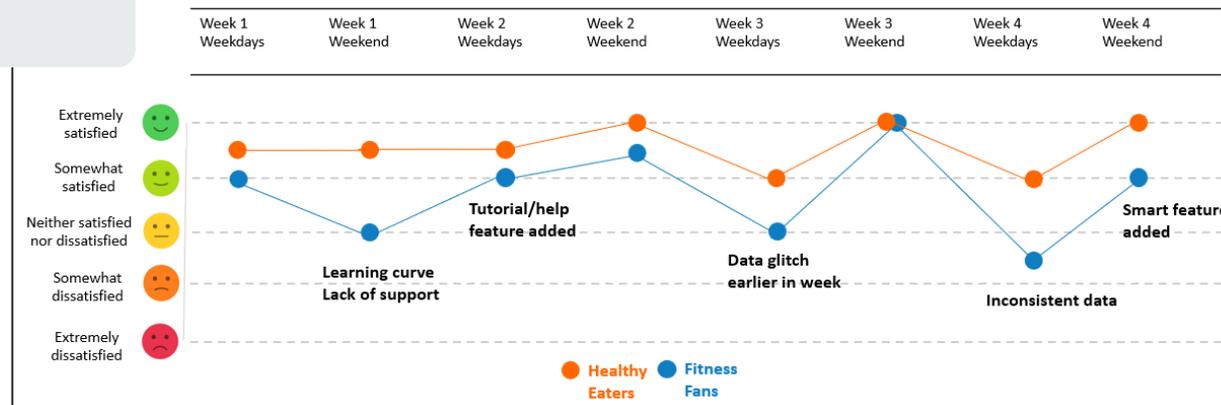
## Imbedded Survey Questions

### Self Reported Engagement with the App



## User Journey Feature

### Satisfaction with App



# Case Study: Phase 3 Exploratory Recap

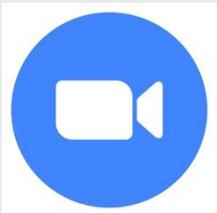


Final video in-depth interviews to summarize the device and app experience and arrange return shipment

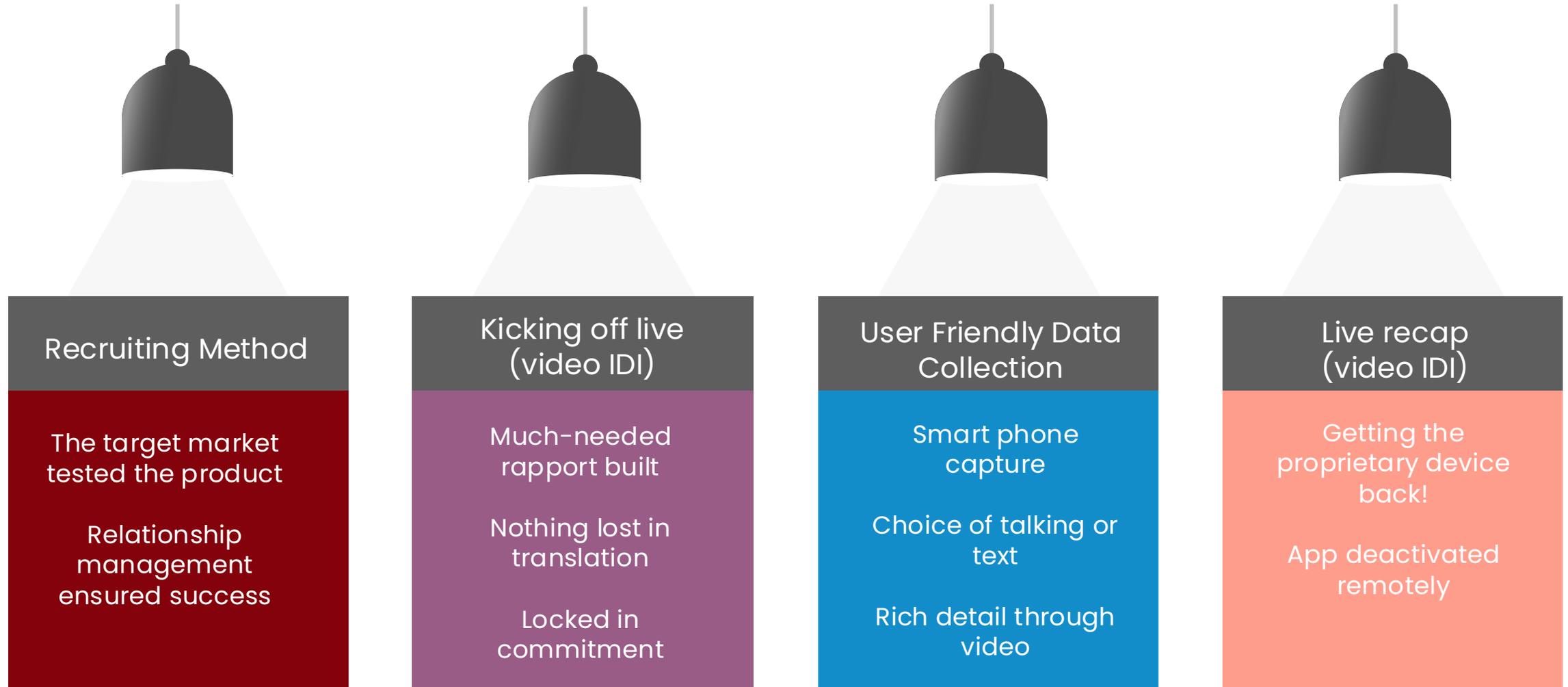
Used Zoom and Calendly for flexible scheduling and ease of use  
30-minutes each  
Scheduled once 4-week video diary completed

## Outcome

- Summarize what was liked/disliked
- Wish list ideas for improvement
- Catch any new feedback
- Observe boxing up product for return shipment



# Method worked. Client was able to optimize product for launch.



# Outcome



- Points of optimization to device and app needed for full value
  - Some elements added and changed along the way
  - Plus other product development features needed
- Pricing direction and purchase intent
- Opportunities and barriers to purchase and engagement identified

# Thank you! Questions?



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