

Customer Digital Experience: A Longitudinal Approach

January

February

March

April

May

- Identify/invite participants
- Personal outreach from moderator to discuss research objectives and commitment



Answer 2-3 questions via email per week



Webcam one-on-one with moderator; participants screen-shared computer to discuss experiences with program



Webcam one-on-one with moderator; participants screen-shared computer to walk through individual program features



Webcam focus groups; participants share, compare, and contrast experiences with each other



- ✓ Obtain baseline information (expected use of product, demographics, etc.)
- ✓ Research contact (moderator) introduction to establish rapport/connection
- ✓ Obtain commitment for duration of research

- ✓ Understand purchase experiences/channel, onboarding experiences

- ✓ Explore early experiences/challenges

- ✓ Where/how/how often use occurs; primary likes/dislikes

- ✓ Gauge reactions to specific features

- ✓ Open conversation for users to share with and learn from each other
- ✓ Future plans/Likelihood to recommend

Longitudinal relationship reveals user challenges and feedback that may not emerge during a point-in-time snapshot
 Deliverables include direct quotes as well as video testimonials of experiences
 Can be modified depending on product-type, timeline, respondent-type, etc.