



「CROP」

JAM

CROP'S IDEATION PROTOCOL

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Let the public and consumers “jam” on your ideas!

In collaboration with French and American partners¹, CROP has developed this research protocol allowing the unification of the following aspects in one procedure:

- A spontaneous qualitative investigation
- A quasi-conversational interaction between respondents, allowing them to react to the points of view expressed by other respondents
- And a quantification representative of the results that can be inferred about the reference population

Based on an extremely sophisticated probabilistic mathematical procedure, this protocol simulates a virtual conversation and quantifies the prevalence of certain points of view in the study population. The method is based on the administration of open questions in which we invite respondents to give their opinion about a product, an offer, an issue... in other words, any idea that we would like to investigate. Once the subject is launched, all respondents are encouraged to share their views on the issue of the study and, at a specific point after the beginning of the process, determined by the mathematical algorithms underlying the procedure, the respondents are invited to comment on the opinions suggested by prior respondents.

Ultimately, this procedure allows us to simulate a virtual conversation, an exchange that, if it was integrated in a survey based on a large sample, would allow us to collect all the comments that each of the respondents made in response to the opinions of all the other participants in the study! We know that such an exercise is, in fact, impossible to achieve, but the probabilistic model that underlies this procedure is able, with great accuracy, to reproduce some of the techniques of group discussion, while generating, in the end, precise measures that were not previously permitted except by quantitative investigation. The procedure allows us to quantify and estimate in the reference population the proportion of that population who would agree with each point of view. In a nutshell: we simulate huge virtual conversations whose results are measurable in the study populations.

So here we have the best of both worlds, the exploratory depth of qualitative investigation – with all the wealth and opportunities authorized by such conversations – combined with a scientific method that bypasses the effects of chance associated with qualitative approaches, enabling us to quantify and estimate the prevalence of each of the expressed views in the reference population.

This approach can be incorporated into any online study and can be used to study subjects in an extremely flexible manner. For example, we may ask participants to give their opinions about one or more brands by asking them to express all the attributes and characteristics that the brand or brands cause to arise in their minds. Obviously, the method can also be applied to products, services and concepts for new products, by integrating a description of the innovation concepts, tests for advertisements etc.

Also, the very nature of the internet platform used allows displaying videos, pictures, storyboards, photos for casting and anything else that could help people visualize your idea and enable them to give you "live" comments, suggestions and anything that the study inspires in them.

In addition, for each of the ideas expressed by the respondents, we ask them to quantify, on a scale of -5 to +5, to what extent the comments made were positive or negative. This quantification has its relevance when we invite people to describe their impressions or to express certain attributes that the subjects of the study inspire in them. However, in procedures regarding innovation or when asking respondents to describe the ideal product in a category, a quantitative measure can be used to ask them to express, on a scale of 1 to 5 or of 1 to 10, how much each of the ideal characteristics is important to them regarding innovation or the product.

Moreover, as comprehensive as the results of this procedure may be, it is also possible to add a second level of iteration. If, for example, a respondent's comment is taken up by many others, a second level of investigation may then be added to ask respondents to further specify their thoughts when they declare themselves in agreement with a view that was previously expressed. So, as with the first level, each participant is led to the second level to specify why he or she agrees with the views previously expressed by others.

As you may imagine, this procedure allows us to generate an extremely large amount of ideas, comments and reactions spontaneously suggested by respondents, data which is then quantified. Furthermore, this protocol allows us to achieve a synthesis, an overview highlighting the most important points of view.

Finally, whether dealing with concept tests, evaluations of existing brands, whether guiding innovation ideas or suggesting avenues of innovation, this procedure that combines qualitative research and quantitative investigation is highly promising and offers excellent strategic opportunities for users who incorporate it into their research process.