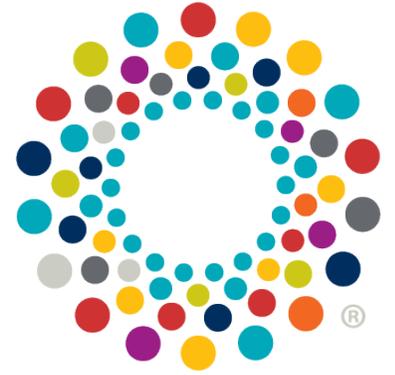


Case Study: Non-intrusive Ethnography with Kinemedita

itracks



The Client:



Kinemedia Market Solutions

- Provider of qualitative research focused on medical device manufacturers
- Moderated numerous projects using itracks technology
- 17 years of market research experience with diagnostics, implants, surgical tools and disposables, capital equipment, and hardware/software

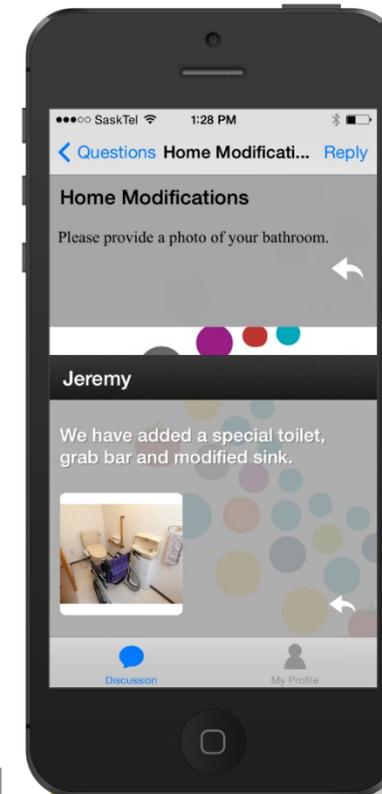
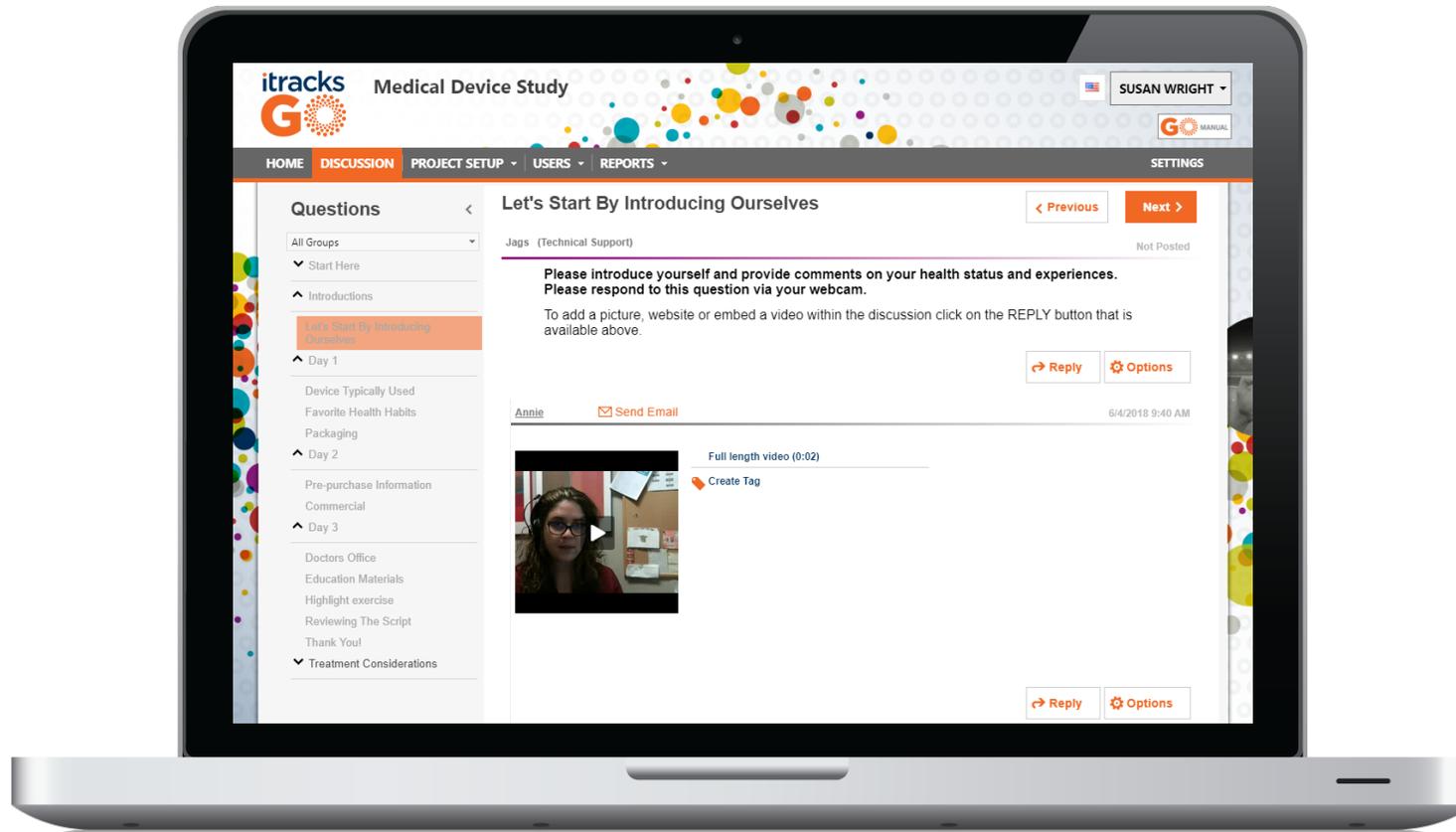
The Challenge

Developing a solution for anti-inflammatory injection devices and alternatives

1. Needed **meaningful feedback from patients** regarding a very personal healthcare activity
2. Needed **meaningful feedback from nurses**, who have schedules and limited free time
3. Needed a solution that would allow for the collection of **qualitative data in the form of video, device demonstration, and media assessment.**



Solution: Online Discussion Board with fully integrated Mobile App



Qualitative



- Client was able to segment the respondents within the same project and expose them to unique discussions tailored to their segment
- Engaging discussions with video, text and polling questions
- Collaboration using a markup exercise



Privacy



- Patients were able to record their feedback from the comfort of their home
- Video was captured easily in the project
- Private questions were only viewable by the moderator



Mobile



- Fully integrated with desktop online software
- Respondents were able to use mobile devices to record and submit feedback and videos
- Allowed time-challenged participants to participate from anytime and anywhere
- Maximized participation rates

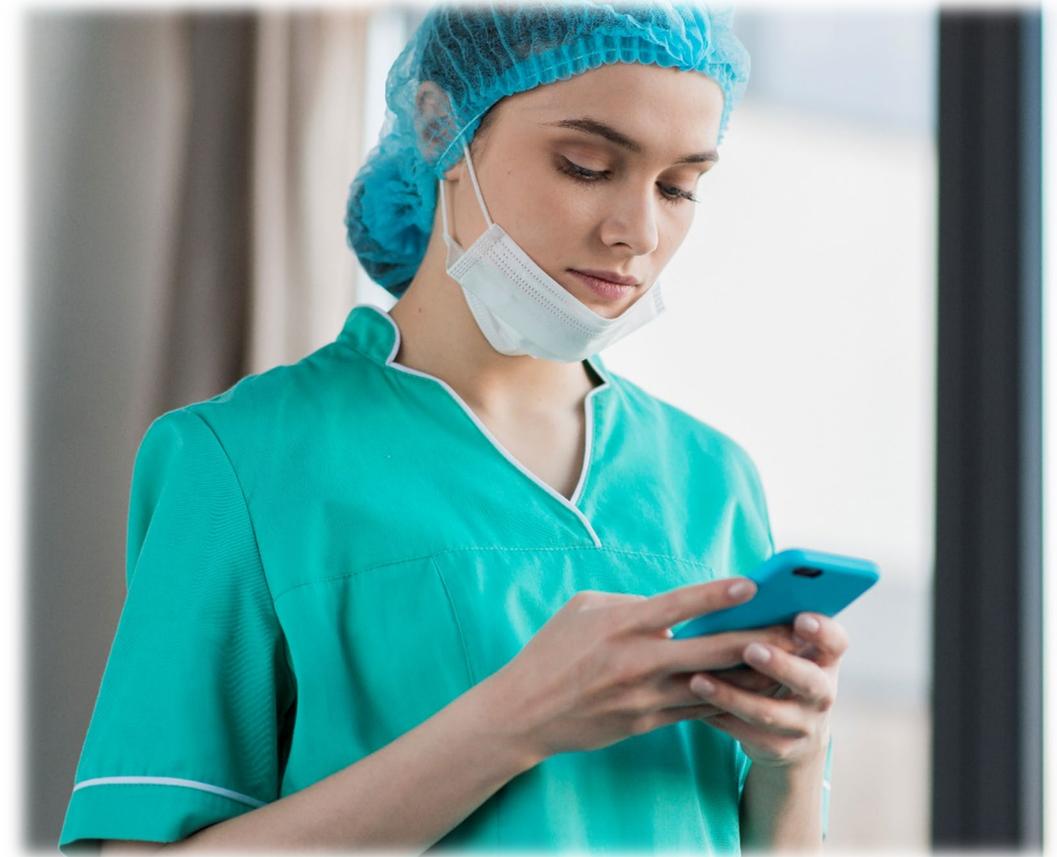
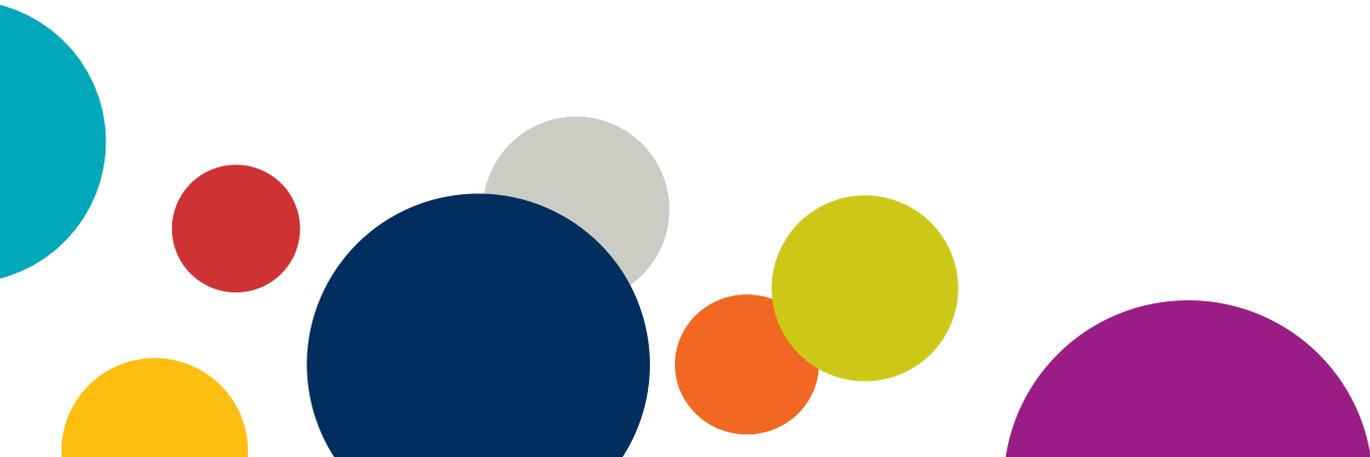


Image from freepik.com





Media Testing



- Feedback was also provided by participants on video content, text content and imagery
- All subgroups were could be filtered using the reporting interface for segmented reporting



The Results

“This was a complicated project with some serious technical challenges, a couple of tough respondent groups and a very tight timeline; the technical support provided by the itracks’ team was excellent and always responsive, even in the middle of the holiday season. As icing on the cake, the respondents actually ENJOYED the interviews, and the visual output had great impact on the decisions our client needed to make. The client got to observe the results in real time, and they asked additional questions throughout the course of the study, either to groups or individuals. It wasn’t just “voice of the customer”, it was **non-intrusive ethnography**, collected from dozens of geographically diverse respondents, in three days.”

- Rebekkah Carney, MIM, Principal, Kinemedita Market Solutions.

