Digital Tools & Website Research Experience

METHODOLOGY

In person interviews User experience interviews among mall shoppers	Bulletin Board Focus Group among a mix of branded/ unbranded health Insurance decision-makers age 18-64	Online study among female consumers 18-64 who seek online recipes and participate in grocery shopping	Online survey among readers of the tablet version of a CRM magazine	In-person Focus Groups among members of an aesthetics company rewards program

Mall App User Test

Insurance Company Facebook Page

Impact of Digital Coupons Recipes

CRM Digital Magazine App

Loyalty Program Evaluation

OBJECTIVES

To evaluate /observe shoppers' experiences to identify most useful features, pain points and assess impact on the shopping experience	**Assess reactions to FB site, identify strengths and weaknesses, as well as areas of confusion or complication.**	To learn of attitudes and behaviors toward coupon use, saving money, online coupon and recipe information gathering	Understand the profile of the tablet reader, obtain feedback re: the tablet version, identify priorities for future issues	To understand how members use digital tools to track rewards, and to identify ways to encourage members to digitally engage with the program more often

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METHODOLOGY

Longitudinal study among college students through their Spring semester, using email, TDIs and webcam groups.	Iterative webcam interviews with members of a health plan	Online bulletin board with women who are decision-makers about financial planning	Webcam interviews with physicians, nurse practitioners, and physician assistants in small group practices	Telephone interviews with insurance agents and brokers
Digital Homework Tool Usage Study	**Member Digital Experience Research**	**Website Evaluation for HNW Women**	**Disability Insurance Calculator Tool**	**Quoting Tools with Agents and Brokers**
To learn the usage journey of the homework tool over the semester and its impact on academic success and learning approach/preference	To evaluate iterative improvements to the organization's website and determine best practices from a usability perspective	To understand reactions to a website enhancement, including digital tools related to retirement planning	To evaluate reactions to a new potential digital tool for disability insurance needs	To determine the potential increase in quoting behavior if new proprietary tools are available in the future

OBJECTIVES

Digital Product Research Experience

METHODOLOGY

Bulletin Board Discussion Groups, Live Focus Groups, Telephone In-depth Interviews, Webcam Groups	Focus Groups & Telephone In-dept Interviews with Instructors and a 3-day Bulletin Board Focus Group among college students	In-depth Phone Interviews and Online Quantitative Survey among Instructors in 2yr and 4yr institutions	Teleconferences among students at State Colleges, Ivy Universities and Community Colleges	Online Bulletin Board Discussion Group among GED Instructors
Product Concept Testing	**Digital Humanities Course Material Collection**	**Instructor Drivers & Barriers to Digital Products**	**Audio Study Tools Product Test**	**GED Exam PD Prototype Test**

OBJECTIVES

To obtain design and content feedback for print, digital or web products in nearly every subject including RTI, ESL . SPED, test readiness	To assess the value and impact of a multimedia collection of Humanities course materials on instruction and learning.	Understand instructors' motivations and barriers to the use of digital products in their classes	Determine the value/interest in audio study tools developed for Humanities/Social Science course materials	To obtain reactions to a prototype regarding look/feel, content, strengths/ weaknesses/ improvement suggestions.

ZELDIS
RESEARCH ASSOCIATES

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