



**BLOGNOG ONLINE
RESEARCH PLATFORM**

Online Qualitative Research – What is BlogNog?

- BlogNog is an online qualitative platform that has a very familiar look and feel for anyone who has ever used social networking sites like Facebook or Twitter.
- BlogNog leverages today's blogging culture to have online conversations with participants, either in a one-on-one conversation stream or in one-to-many discussion forums.
- Designed by research professionals (not IT specialists), the format simulates traditional, F2F qualitative methods while engaging participants at a deeper level than bulletin boards or chat-room research. BlogNog also provides enhanced geographic reach, fast feedback and results, and no travel costs or scheduling challenges.

On-going conversation stream, with most recent posts appearing at the top

Similar to Facebook, click on comment to add a comment or question within the conversation stream

Upload photos, videos, and other files



Writing space for blog entries

Specific Functions and Tools of BlogNog

BlogNog Version 1.0

From its original design in 2008, BlogNog was built to facilitate qualitative marketing and HR research studies. Since then, users now consider BlogNog to be:

- ✓ Far more engaging than bulletin board formats
- ✓ State-of-the-art in its design and functions
- ✓ Intuitive for participants and observers
- ✓ Similar to Facebook, Twitter, and LinkedIn in its use
- ✓ Powerful with virtually unlimited capacity
- ✓ A flexible solution to atypical project needs
- ✓ Best for highly sensitive topics
- ✓ Parallel to traditional, F2F methods
- ✓ Exempt from the need for technical support
- ✓ Convenient
- ✓ Fast loading
- ✓ Able to provide complete transcripts automatically
- ✓ Lower cost
- ✓ Transparently priced
- ✓ Green
- ✓ Fun for consumers and B2B populations

BlogNog DIY

With the release of BlogNog DIY (V 4.0), a sharp reduction in costs and a leap-frog in technology has made BlogNog more advanced than other platforms in the market. Its features include:

- ✓ VADS (Video Analysis Decision System) replacing traditional dial-testing with improved user-interface
- ✓ BlogNog MobileQual™ for customer experience research leveraging smart phone technology
- ✓ (Q³)™ to link qualitative and quantitative phases of integrated research plans
- ✓ Multilingual capability for use among different cultures and consumer segments, globally
- ✓ Multi-dimensional grouping for subgroup analysis
- ✓ Participant Wall analysis for end-to-end view of an individual's inputted data
- ✓ Custom Branding for placement of client organization name, logo, color(s)
- ✓ Drag-n-drop Rank-Ordering/Choose One, Sorting, Perception Mapping, Story-telling
- ✓ Image/Text tracking

Potential Applications

Quantitative Surveys



Mobile, Geofencing, In-the-Moment Surveys



Quick Polls



Bulletin-Board Style Qualitative Studies



Ethnographic Research



MobileQual



Live Text-Based Chat Sessions



Webcam IDIs & Focus Groups



Potential Applications

Homework for Traditional Qualitative



Image & Text Tracking Heat Mapping



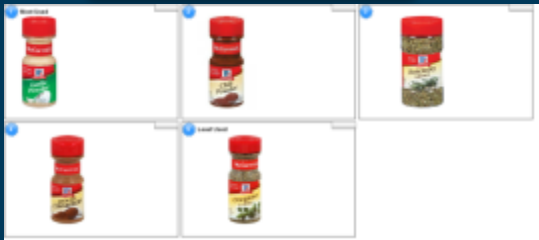
Dial Testing for Video



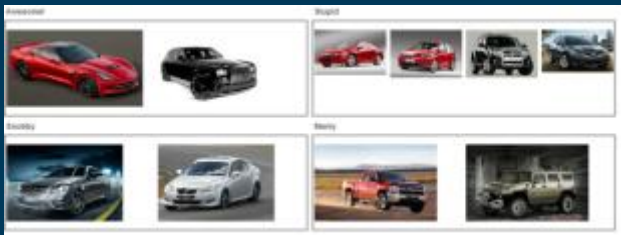
Perception Mapping



Drag-and-Drop Ranking Exercises



Card Sort Exercises



Storytelling Projective Exercises






...strengthening customer ties, faster...

 704-206-8500

 info.BlogNog@AccelerantResearch.com

 facebook.com/BlogNog

 twitter.com/BlogNogResearch