

flex^{MR}



Diary^{MR}

Recurring tasks that capture gradual changes in opinion.



About Diary^{MR}

DiaryMR provides participants with short, structured tasks that can be repeated on a daily, weekly, or monthly basis.

How It Works

When setting up a diary study, researchers are able to add a broad range of question types, including free text, multiple choice and scale questions to participant diaries. Participants are then asked to use these questions to document their journey and experience as they complete assigned tasks.

“Diaries are great for tracking consumer behaviour in a way that focuses on what’s important to participants.”

Mayra Munguia, Insight Manager at FlexMR

Vox-pop video submissions and image upload facilities can also be added to connect decision makers with the real people their decisions will affect. These options allow researchers to better understand their participants, see their experiences first hand and gain contextual insight.

Diary studies can be set up to ask for daily, weekly or monthly submissions. When a submission is due, participants are reminded via email or push notifications to add an entry (if the InsightHub app upgrade has been purchased).

Diaries are fully mobile-optimised and can be completed anytime, anywhere. This degree of flexibility makes it possible to create activity-led diaries in addition to reflective ones.

Key Benefits & Advantages

An important aspect of DiaryMR is the fact that both qualitative and quantitative questions are available to add to any study. This means researchers are able to collect balanced feedback, understanding both opinion and the reasons behind it.

Diaries also offer a uniquely personal space where participants can express thoughts that they may not wish to share in the predominantly group-based activities of a community or panel.

Further, a built-in image and video gallery provides both participants and researchers with a place to reflect on previous entries and opinions. This longitudinal nature provides the ideal balance of insightful moments, combined with an underlying narrative that allows researchers to accurately chart changes in opinion and identify drivers of change.

While both parties have access to this, there is little interaction between researchers and participants, leading to highly personal feedback in a safe, comfortable environment.

Noteworthy Use Cases

- In-Situ Shopper Diaries: mobile diaries offer the opportunity to gather in-the-moment, contextual feedback on the shopping process to gain rich insight into the consumer journey.

- Product Testing: diaries that are added to each time participants use a product, build a clear picture of how that product is perceived in its intended environment.

Want to find out how our enterprise-grade research platform and flexible services could help your organisation make informed decisions at speed? Call our friendly team on +44 (0)15395 65455 or send an email to enquiry@flexmr.net for more information.

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