

## **Minimising the Experiential Gap - the Importance of a Holistic Approach**

### **Alex Johnson & Guy Rolfe, Kantar Operations**

This paper highlights the growing gap between the experience of respondents in the wider digital world and their experience in market research.

It's important for the market research industry to look to experts to help improve the respondent experience and to think broadly about what constitutes engagement. The authors will touch on the 'drag and drop' fallacy that the engagement problem can be solved with interactive tools, believing instead that this is just one of a number of important dimensions. Copywriters, usability experts, designers and gaming industry gurus – all have a unique perspective on the dynamic between effort and reward, and can contribute to a holistic approach. Of course the respondents themselves are the true experts, and usability testing with panellists should be the cornerstone of survey development. Interactivity is, nevertheless an important component, and the authors will describe how the integration of multimedia software with their survey engine and a workshop with an eclectic mix of experts led to the development of an antidote to the image grid.

Finally, the authors will talk about the increasingly bite-sized time segments the respondent is willing to commit, the inexorable rise of mobile and the work they have been doing to ensure the opportunities are taken and challenges met in this area. The opportunities will be illustrated by demonstrating the array of metrics and contextual data collection enabled by today's mobile devices. The challenges around technical implementation and the implications for how we design our research will also be discussed.