



Cross Marketing Online Interview Service

Date

2020/09

Company Name

Cross Marketing Inc.



About Online Interview

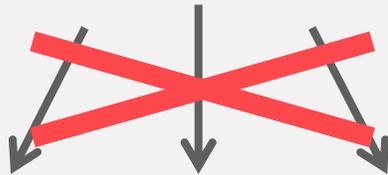
※We use highly stable video conferencing systems that are widely used in business meetings, such as Zoom

F2F

Respondents/Moderator (interview room)



Clients (Back /Observation room)



Clients who can not come on the day



It will be shared at a later date through recording audio/video and transcripts etc..



Online Interview

Respondents(home)



Moderator



Participate in interviews from PCs, tablets, smartphones, etc.

Moderate from PC

Clients who can not come on the day



It is possible to watch it from **anywhere as long as you have an internet connection.**

※Clients need to download the app for watching interview in advance

F2F Interviews vs. Online Interviews

		F2F	online
Environment	Venue	<ul style="list-style-type: none"> ✓ Designated venue 	<ul style="list-style-type: none"> ✓ Online participation from your home or desired location ✓ Participate in interviews from PCs, tablets, smartphones, etc.
		<ul style="list-style-type: none"> ✓ Same environment and conditions. Less noise. ✗ Different from the respondent's usual environment. 	<ul style="list-style-type: none"> ✗ All respondents are in different environments and conditions. Respondents may receive other stimuli during the interview (e.g., phone calls, visitors, care of family members, etc.) ✓ Respondent's usual living environment can be observed
	Monitoring	<ul style="list-style-type: none"> ✓ Through one way mirror. Even the gestures of respondents can be observed. ▲ Sometimes it's hard to see through the mirrors. 	<ul style="list-style-type: none"> ✓ Browse from anywhere with a PC, phone or tablet ▲ Only the upper half of the body is shown in the video, and although the expressions are easy to see, it is difficult to observe the gestures.
Limitations of the respondents	Limitations of the digital environment	<ul style="list-style-type: none"> ✓ Nothing 	<ul style="list-style-type: none"> ✗ Only those who can access to internet and devices
	Physical Constraints	<ul style="list-style-type: none"> ✗ need time to move(travel)to a venue ✗ "Moving and assembling" increases the risk of concentrated contact. 	<ul style="list-style-type: none"> ✓ No regional restrictions and no travel time required ✓ Low risk of concentrated contact (during an infectious epidemic)
Cost and Schedule ✗ It is case by case.		<ul style="list-style-type: none"> ✗ It takes days to travel between cities. (ex. Tokyo-Osaka 1day etc..) 	<ul style="list-style-type: none"> ✗ Additional costs are required to test the network conditions of each respondent ✓ It DOES NOT take days to travel between cities.
Other		<ul style="list-style-type: none"> ✓ It's easier to control the evaluation by showing a specified product. 	<ul style="list-style-type: none"> ✗ It's difficult to control the evaluation by showing an actual product. ✓ Respondents can show you what is in their home (rooms, using products etc.)

4 Pros of online interview

1. Can interview respondents in an environment that is close to their real life

2. Able to reach respondents/targets nationwide

3. Able to reach respondents/targets who are hard-to-approach

4. Monitoring of an interview from multiple locations

Online interviews may be less suitable than offline interviews in the following cases

1 . **【Design】**

Not suitable for surveys with large number of participants or with long length, as this methodology may disrupt concentration. In contrast to offline interviews, respondents need to face their screens for long periods of time during online interviews. **Conducting a large number of people and for long periods of time makes it easy to lose focus.**

Therefore, online interviews are more effective when conducted by **reducing the number of respondents and interview time.**

- Sample size: (F2F)6ss⇒(Online)Maximum 4ss
- Lol: (F2F)120mins⇒ (Online)Maximum 90mins

2 . **【Security】 Careful handling of confidential information and pre-marketing information is required.**

Because it is possible for respondents to take screenshots during the interview or record it.

3 . **【Object】**

It is not suitable for tasting, tasting, trial, etc., where the respondents are asked to experience and evaluate their impressions on the spot.

Tasting, testing, and trialing are not suitable for online interviews because it is difficult to prepare staffs which use in an interview and control FW .Also it is quite challenging to hear the impression evaluation on the spot.

4 . **【Environment during an interview】**

Unexpected interruptions during fieldwork may occur due to phone calls, visitors, or caring for family members.

As online interviews are conducted at home, respondents may be interrupted by phone calls, visitors or even by family members requiring care. This kind of situations may arise and unexpectedly interrupt fieldwork.

Flow for Online interview

1.SC

2. Confirmation call

3. Mailing invitation

4. Network Connecting test

5. Sending URL(ID) by email

6. Confirmation call

7. Fieldwork

What to do in addition to the operation of the offline interviews(Red)

- Include a description of the online interview in requests for participation
- Additional question **to confirm the communication environment and devices.**
- Asking for schedule availability and setting a date for the confirmation call
- Confirmation of network-connection & devices (PC/phone/tablet)
- **Schedule for Network connecting test**
- Invitation Letter and **Network connecting Manual (PC Version/Smartphone and Tablet Version)**
- Checking network
- Test performed in the same environment they will actually join the interview
- Asking to show their some kind of ID on camera to confirm their identify
- Change their display name (ID + Family name). Ex, 001_Cross
- (Depends on the platform) Issuing interview links, IDs, passwords and send them via email.
- Confirm that the interview links, IDs, passwords have been properly received
- A Fieldwork staff verifies respondent's name while approving them to join the platform.

★NOTE
Because of the increase in these processes, the schedule needs to be longer

Case study

※From March.2020~

	Method	Fieldwork date	Area	Sample size	Device ※All used their personal Wi-Fi	Title	Remarks
1	IDI	April.2020	Greater Tokyo	10ss	PC : 8ss Smartphones: 2ss	Apps	Interview while sharing the respondent's computer screen
2		May.2020	Greater Tokyo	24ss	PC: 14ss Smartphones : 9ss Tablet : 1ss	Online shopping	Those who have small kid(s)
3		May.2020	Greater Tokyo	7ss	PC:6ss Tablet : 1ss	Creative workers	Pre-Task + Taking video of the room that day.
4		June.2020	Nationwide	12ss	PC: 8ss Smartphones : 2ss Tablet : 2ss	Work Styles	Interview by Webex
5		June.2020	Nationwide	5ss	PC :3ss Smartphones : 2ss	Electric toothbrush	Have a workshop of tooth brushing with their kid(s)
6		June.2020	Nationwide	10ss	PC : 7ss Smartphones : 3ss	Automobile	For seniors in rural areas/metropolitan areas
7		June.2020	Nationwide	5ss	PC :4ss Smartphones : 1ss	Lifestyle	Those who identify as LGBT
8	FGD	May.2020	Greater Tokyo	16ss (4GX4ss)	PC : 7ss Smartphones : 9ss Tablet : 2ss	Game	Those who like a certain game
9		June.2020	Greater Tokyo	9ss (3GX3ss)	PC : 6ss Smartphones : 3ss	Cooking(meal)	With pre-task
10		July.2020	Greater Tokyo	8ss (2GX4ss)	PC : 6ss Smartphones : 2ss	Skin care	Using test product in advance