

A photograph of a crowd of people at a concert or festival. The scene is filled with many hands raised in the air, some clapping and some pointing. The lighting is warm and golden, creating a sense of energy and excitement. The background is slightly hazy, focusing attention on the foreground actions.

Market research online communities

dobney.com

Market Research Online Communities

Market Research Online Communities —panels of customers or consumers that can be used to see what customers are thinking, or to act as a sounding board.

What business problem does it solve?

What do customers currently think about us and our competitors? How do we ensure we listen to consumers or identify field-issues early? How do we get quick feedback on new ideas or involve customers or consumers in building new products or services?



How does it work?

Customers are recruited (actively or passively) to the community where they can discuss issues or share opinions among themselves. These customers can also be actively contacted or surveyed to provide feedback directly to specific points.

Types and versions

Simple forum or discussion boards used for online groups, to larger more varied communities with guest posters, access to privileged information and more complex interactions.

Challenges

Once recruited, sufficient activity is needed to keep individuals coming back. Over time the panel needs to be refreshed and up-dated as panellists' views may shift away from the general market view because participation changes their views.

Potential business impact	★★★★★★
Sophistication	★★★★
Use in forecasting	★★★★
Ease of design	★★★
Expertise required	★★★★★