

FPG's new rapid response mobile survey app




NEW!
Video
Stimuli

Improve response and engagement.





FPG's new mobile survey app allows you to capture rapid feedback on new concepts, ideas, and designs.

It's easy, simple, and rewarding.










Participants simply download the Gauge app and respond to surveys – and are instantly rewarded.

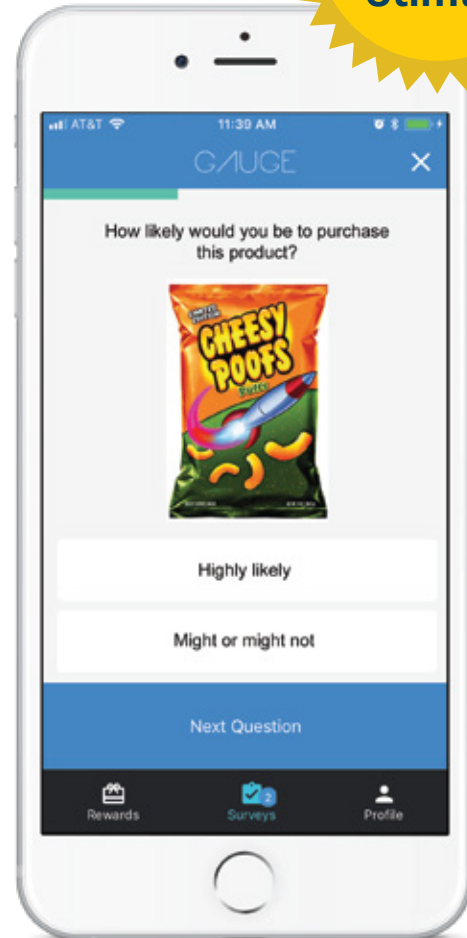
-  Target your sample based on your specifications
-  High response rates - Gauge panelists find it fun, easy, and rewarding
-  Set-up to topline can be as little as 8 hours

Multiple testing options available.

-  Include structured and open-end questions
-  Single or multiple choice - either text or image
-  Test images, text, video
-  Added functionality allows for ranking, max/diff and slider scales

Rapid response testing applications.

-  Concept testing
-  Taglines
-  Ad testing
-  Copy
-  Packaging
-  Promotions
-  Logos
-  Quick polls
-  Product design



A cost-effective and efficient method for culling down ideas prior to detailed quantitative surveys or in-depth qualitative research.

Or, use as a stand-alone method for fast and cost-effective decision making.

Two-Stage Research for Beverage Flavor Colors:

Our client scheduled focus groups with us to gather input on what colors to use for a series of beverage flavors. With over ten color options for the different flavors under consideration, we suggested Gauge to narrow down the choices prior to the focus groups. In order to make sure all options were represented equally, we programmed the Gauge study in stages, with the objective of narrowing it down to 4-5 flavor color alternatives to take to the more detailed in-person qualitative research phase.

A two stage Gauge study was created to allow for winners from the first round to be shown against new alternatives in the second round.

Stage 1 was conducted among 150 participants who qualified based on category usage. The two winning options were then pitted against 3 new flavor color alternatives in Phase 2. Over 150 Gauge panelists provided feedback that identified four clear alternatives for the in-person qualitative phase. An additional flavor color alternative was added to the in-person research as the Gauge demographic analysis showed a slight difference in preference between older and younger age groups.



Cull Down Concepts Prior to In-Depth Research:

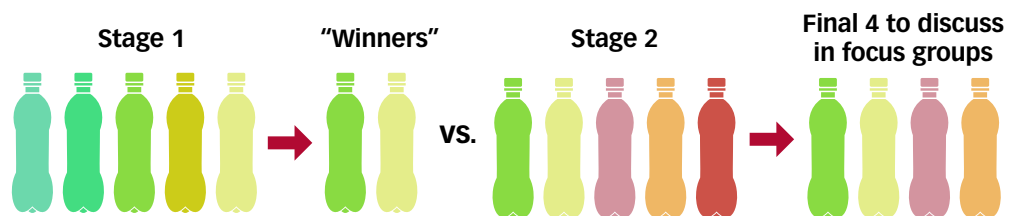
A client was dealing with a large number of new packaging concepts for a major product relaunch. They realized they could not include all of the concepts in their upcoming quant study without exceeding their budget. Plus, they did not want to waste in-depth research time on concepts that would have little or no appeal.

The client turned to Gauge to help cull down the packaging concept options in a fast and cost effective manner. Gauge panelists were screened for category and brand usage through the qualifying questions option within the platform.

Twelve different designs were shown to qualified Gauge panelists to help understand which options had the greatest appeal. Data was collected over a 48 hour period and four designs clearly rose to the top. These four options were included as part of the follow up quantitative study.

Using Gauge prior to in-depth quantitative research allowed this client to focus on the follow up research.

Gauge is a perfect choice for culling down options, as a stand-alone or in combination with more in-depth research.





3. Confirm Previous Research Quickly with Gauge:

A client was seeking direction on background colors for a new Wi-Fi thermostat soon to be introduced to the public. They had data from previous research on color choice but wanted additional consumer feedback before making a final decision. The budget did not allow for a full-blown quantitative survey, so they turned to Gauge to quickly gather feedback and confirm their initial research findings.

The client was only interested in talking with homeowners and those open to the idea of purchasing a Wi-Fi thermostat. These two qualifying questions were included in the Gauge survey which was launched within hours of receiving the final images. Over 200 responses were collected within 24 hours, clearly substantiating the previously conducted research.

Color choices were consistent across key demographics, and the client confidently recommended the preferred color choice for production.



4. Quick Decision Without Breaking the Budget:

An online retailer designed several icons to represent “custom ordering” on their website. Their intent was to test each icon on their website to determine which one best informed purchasers that the product was customizable. However, testing all four alternatives one at a time would take too long, and a decision had to be made quickly. The client needed to narrow down the options and determine which one did the best job of communicating customization.

With a small budget to work with, we suggested Gauge to quickly narrow down the options in a cost-effective manner. Gauge panelists were asked to select which icon best represented customization, and also which icon was the worst representation.

Data collection was completed within 72 hours.

Results showed an interesting dichotomy, as the icon selected “best” was also selected most frequently as the “worst.” Additional demographic analysis revealed a clear distinction between males and females. Men considered it “best” due to its mechanical representation, while women were turned off by this same design element.

The icon was then redesigned to appeal to both men and women. Using Gauge allowed the client to narrow down options and gain additional insight to optimize the final design.