

A photograph of two students, a girl and a boy, sitting on the ground and working on a project. The girl is pointing at a document held by the boy, who is writing with a pen. The image is overlaid with a dark teal filter.

Activity templates

Helping you to do better research

Introduction



Further's Activity Library is a collection of online qual research activity templates that have been designed by a team of research experts to unlock game-changing insights across a range of the most common research projects and use cases, including Brand Insight & Brand Perceptions, Innovation and NPD, and Communication Testing.

Each activity has been designed by Further's highly experienced research directors. The approach has been tried and tested across hundreds of projects for brands that include Google, BUPA, the BBC, Unicef, Unilever, Mondelez, Jaguar Land Rover and P&G.

Activities are designed to simplify the process for researchers and help them answer critical business challenges, and make decisions with confidence.

As a client of Further, you have unlimited access to Further's Activity Library, giving you:

- Richer insight attained with less effort
- Agile research, so you can adapt your approach quickly and easily
- Learning best practice from experts and industry veterans
- Greater participant engagement through well-designed, thought-provoking activities
- Less time spent seeking project support

Our activity templates are designed to support *ad hoc*, online qualitative research communities lasting around one-week. From extensive experience, this enables you to explore issues in-depth with participants spending 20 minutes each day - over a week, that's 140 minutes of data per person.

The tasks and activities have a specific flow; a clear participant journey is followed which unlocks greater insight and makes for a better participant experience. We have designed these activities for use on Further's online qual research platform, Together.

Finally, we recognise there are many ways to approach a brief. For this reason, these templates are not designed to provide all the answers and do all the work for you. They should act as a starting point and as inspiration. You can copy and paste, chop and change these to suit your needs.

If you would like to speak to our expert team about the activities and how to maximise the potential of your individual project, email hello@go-further.co.

Communications testing



It's not easy to create a task plan that will enable you to deliver genuine insights. To help you, we have created a range of activities that would help answer a typical brief pertaining to communications testing.

Let's imagine you received the following client brief from 'Too Good' - a fictitious fast food company - who want to know what types of adverts would resonate positively amongst their target audiences and to get feedback on some ad concepts.

We suggest a three-staged approach.

Stage One- Explore:

This stage involves several activities exploring food within a range of contexts - it is key to unearth the factors that contribute to how an individual experiences a brand, product and ads. This is why we tend to use a set diary task across the first phase, which (while not entirely naturalistic) allows for a sustained exploration of the ads that are spontaneously recognised by your participants.

Stage Two- Contextualise:

In this stage, we suggest gathering a range of competitor ads and putting them to the test. Before gathering feedback into your client's adverts, it is vital to create a benchmark. People are typically better at reacting to stimulus than providing a clear comparative reasoning behind their responses. You must create the ideal testing situation and ensure that you understand what resonates with your audience, and why, before introducing them to the content you want to really focus on (which can often gather the strongest emotional response once participants are aware that this is the key part of the project).

Stage Three- Evaluate:

This section starts with a spontaneous recall test (using some online tools) to gauge what ads people actually remember - without prompting. By now, you should have no problems quickly identifying what will work with this audience and what won't. The plan ends with an empowerment exercise which encourages the participant to take the lead and set out their own ad 'must haves' and communications strategy: an excellent way to quickly sum up days of work.

As a final note, aim to gather your stimuli and to upload them as soon as you can, to avoid last minute stresses. If you would like to chat about your project, please get in touch!

Day one



Activity title	Content	Why	Platform settings
1.1 Getting to know you	<p>Welcome all foodies! We can't wait to hear your thoughts on delicious food but before we get into that conversation, we'd like to find out a little about you. Please introduce yourself to everyone in the community by sharing:</p> <ul style="list-style-type: none">- Your first name- Your age- Who you live with- What you do for a living- Your favourite hobbies- Your favourite Friday night takeaway option <p>Make time to read what others are posting and do comment or put a 'like' if you feel like it. Enjoy.</p>	<ol style="list-style-type: none">1. A good ice breaker!2. Sets the tone for the community: the approach will be different from a survey or an interview3. Creates a sense of a community where members interact with each other	<p>Activity Type: Blog</p> <p>Stimulus: None</p> <p>Segment: All</p> <p>Social setting: Social unbiased</p>

Day one



Activity title	Content	Why	Platform settings
1.2 Food ads diary	<p>Food is everywhere and all different types of companies want to serve it to you! Over the course of the week, we'd like you to keep a diary of all the food ads you come across that are advertising a meal to you (e.g. a supermarket ad for a ready-made meal, an ad for a takeaway, or an ad for a new restaurant, etc). Any and all types of ads advertising a full meal counts. Please stay alert: we want you to notice meal ads wherever they are: on TV, radio, social media, billboards, at bus stops, in magazines, etc.</p> <p>When you see an ad that is marketing a meal, we'd like you to:</p> <ol style="list-style-type: none"> 1. Upload a quick picture or a short video of the ad 2. Caption the picture or video with a one line description of what it's about and where you saw it (e.g. on TV, on the bus, in a newspaper, etc). 3. Did you like it, and why? 4. How did it make you feel? 5. Does it tempt you to try this option? Why? Why not? 6. Anything else you want to share! 	<ol style="list-style-type: none"> 1. See what ads participants are naturally coming across in their lives and where 2. Understand which ads are resonating the most and why <p>This question will be repeated everyday during the community, to give you a range of insights.</p>	<p>Activity Type: Diary</p> <p>Stimulus: None</p> <p>Segment: All</p> <p>Social setting: Private</p>

Day one



Activity title	Content	Why	Platform settings
1.3 Food and me	<p>Question 1: Single Choice</p> <p>Let's start with a fun question: When it comes to food, I would describe myself as (select the statement that best describes you):</p> <p>a) Adventurous trendsetter: I love to try new things and I'm a bit of a food connoisseur</p> <p>b) Health-conscious: My main preoccupation is to eat well and stay healthy</p> <p>c) Homemaker: I love to do grocery shopping and prepare food from scratch to feed the family</p> <p>d) Picky: I am pretty choosy about what I eat</p> <p>e) Conservative: I am quite old-fashioned and stick with 'tried-and-tested' food</p> <p>f) Undemanding: Just feed me! As long as there is enough food, I am happy.</p> <p>g) 'Take-it-away': Why cook if I can buy good food ready-made?</p> <p>h) Entertainer: Eating is a fun social activity: I love entertaining friends around meals.</p> <p>Question 2: Open ended Tell us why this statement best describes you.</p>	<ol style="list-style-type: none"> 1. Having this background knowledge means that you can understand expectations from, and reactions to, the ads based on food personality types. 2. Allows you to create new activities based on participants self selected 'foodie' type 	<p>Activity Type: Survey</p> <p>Stimulus: None</p> <p>Segment: All</p> <p>Social setting: Private</p>

Day two



Activity title	Content	Why	Platform settings
2.1 The takeaway experience	<p>Super interesting! Thank you for your answers so far.</p> <p>You have said that you are quite open to takeaways. We would love to understand better why.</p> <ul style="list-style-type: none">• What are the advantages of takeaways and ready-meals for you?• What do you like about them?• What are your concerns (if any) about takeaways and ready-meals?• What would stop you eating them more regularly than you already do? <p>Don't forget to complete your food ads diary please. Thank you!</p>	<ol style="list-style-type: none">1. To better understand why takeaway is the preferred method of food consumption <p><i>Tips:</i> To explore differences between people who like takeaways and those who don't, you can use the answers from task 1.3 to create segments: a 'Takeaway' segment (those who ticked answer G in the survey) and a 'Non-Takeaway' segment (those who selected any other option).</p>	<p>Activity Type: Discussion</p> <p>Stimulus: None</p> <p>Segment: Takeaway</p> <p>Social setting: Open unbiased</p>

Day two



Activity title	Content	Why	Platform settings
2.2 Let's talk takeaway	<p>Super interesting! Thank you for your answers so far.</p> <p>You have said that you are not a regular consumer of takeaways and ready-meals. We would love to understand better why.</p> <ul style="list-style-type: none">• What stops you eating more takeaways and ready-meals than you are?• Do you have any concerns about takeaways and ready-meals ?• What do you like (if anything) about takeaways and ready-meals? <p>Don't forget to complete your food ads diary please. Thank you!</p>	<ol style="list-style-type: none">1. Better understand what motivates participants from staying away from takeaways and ready-made meals.2. Explore ways to convert the rejectors of takeaways and ready-made meals	<p>Activity Type: Discussion</p> <p>Stimulus: None</p> <p>Segment: Non-takeaway</p> <p>Social setting: Open unbiased</p>

Day three



Activity title	Content	Why	Platform settings
3.1 In your home	<p>Welcome back!</p> <p>For today, we want to explore your fridge and freezer.</p> <p>Look through your fridge and freezer for ready-made meals and for each one, take some photos and tell us:</p> <ol style="list-style-type: none"> 1. What it is. 2. How often you buy it. 3. Who loves, likes, doesn't like it in the household. 4. What specific things you like about it: ease of preparation, taste, look, texture, versatility, low calories, health benefits, etc. 5. And finally, take a look at the packaging and tell us what, if anything, grabs your attention and why. <p>(You can add a new post for each ready-made meal in your fridge or freezer. If you don't have any ready-made meals in your fridge or freezer share with us if you have any favourite ready-made meals).</p> <p>This activity is just between you and me so don't be shy when sharing!</p> <p>Don't forget to complete your "Food Ads Diary" as your day unfolds!</p>	<ol style="list-style-type: none"> 1. Explore purchase and consumption behaviours related to in-home ready-made meals 2. Explore what brands and packaging are appealing to participants 	<p>Activity Type: Blog</p> <p>Stimulus: None</p> <p>Segment: All</p> <p>Social setting: Private</p>

Day four



Activity title	Content	Why	Platform settings
4.1 Competitor ad 1	<p>Welcome back!</p> <p>For today, we'd like you to take a look at a few ads and get some feedback. All views welcome!</p> <p>We'd like you to place a pin on anything that draws your attention. Use the emojis to tell us how it makes you feel and why.</p>	<ol style="list-style-type: none"> 1. Test competitors' ads to see what people like, dislike, and why 2. Provide lessons from competitors and a steer to design ads for 'Too Good' 	<p>Activity Type: Markup</p> <p>Stimulus: Advert!</p> <p>Segment: All</p> <p>Social setting: Private</p>
4.2 Competitor ad 1	<p>Thinking about the same ad, let's delve a little deeper:</p> <ol style="list-style-type: none"> 1. Did you like the ad? Why? 2. How did it make you feel? 3. What did you like about it? What didn't you like about it? 4. Does it tempt you to try this option? Why? Why not? 5. How would you improve on it? <p>When you're finished, read what others have said and leave a comment about whether you agree or disagree - has it made you think about things in a different light?</p> <p>Remember to fill in your Food Ads Diary and we'll see you tomorrow!</p>	<ol style="list-style-type: none"> 1. Understand the rationale behind what works and what doesn't 	<p>Activity Type: Markup</p> <p>Stimulus: Advert!</p> <p>Segment: All</p> <p>Social setting: Social unbiased</p>

Day four



Activity title	Content	Why	Platform settings
4.3 Competitor ad 2	<i>Repeat task 4.1 with a second competitor ad.</i>	<p><i>Tips:</i></p> <p>You might want to choose ads that promote a product very similar to your own, or that do a specific thing really well, or that are very far removed (but still within the category) from your own ad/product, for instance. It's important to choose your competitor ads very carefully and with a clear purpose in mind.</p>	<p>Activity Type: Markup</p> <p>Stimulus: Advert!</p> <p>Segment: All</p> <p>Social setting: Private</p>
4.4 Competitor ad 2	<i>Repeat task 4.2 with a second competitor ad.</i>	<i>As above</i>	<p>Activity Type: Markup</p> <p>Stimulus: Advert!</p> <p>Segment: All</p> <p>Social setting: Social unbiased</p>

Day five



Activity title	Content	Why	Platform settings
5.1 Enjoy more ads!	<p>Welcome back! Thanks for all your answers so far - they've been great!</p> <p>For today, we'd like you to have a look at this digital booklet featuring a series of ads:</p> <p>https://issuu.com/squareupmedia/docs/f24 [Example of food adverts booklet embedded within Together]</p>	<ol style="list-style-type: none"> To test spontaneous recall and see which ads had the best and worst impact, and what aspects of each ad were remembered. <p><i>Tips:</i> You should work closely with your client to identify the right ads: good and bad, similar and dissimilar, a range of different visuals and tones of voice, etc.</p> <p>Make sure that the ads to be tested are signed off early, to give you time to prepare the digital booklet of ads you will use as your stimulus.</p>	<p>Activity Type: Survey</p> <p>Stimulus: Digital booklet</p> <p>Segment: All</p> <p>Social setting: Private</p>
5.2 Total recall?	<p>Now we want to hear all about what you can remember about the ads...</p> <ol style="list-style-type: none"> Which ads can you remember? Name as many products and brands as you can remember. Tell us any details that you can remember - the colours, the characters, the messaging, the brand, etc Which ad stood out the most? Why? Which ad tempted you to buy the product? Why? Which ad put you off buying the product? Why? <p>Don't forget to complete your "Food Ads Diary", of course. Thank you!</p>		<p>Activity Type: Survey</p> <p>Stimulus: None</p> <p>Segment: All</p> <p>Social setting: Private</p>

Day six



Activity title	Content	Why	Platform settings
6.1 'Too Good' ad	<p>Thanks for being back here with us on day 6. We're now going to do things a little differently.</p> <p>We want to get your raw, unfiltered reactions to a new advert that's never been seen before.</p> <p>Before you view it, we'd like you to set-up your phone, tablet, laptop or camera so that you're recording yourself viewing the advert - Gogglebox style! You can do this on your own or get a friend or family member to help record you. (Make sure we can see your face! Set the right lighting so we can see your facial expressions as well. Please keep background noise to a minimum.)</p> <p>When you've finished watching the ad, we'd love for you to face the camera and tell us what you thought about it:</p> <ol style="list-style-type: none"> 1. Did you like the ad? Why? 2. How did it make you feel? 3. What did you like about it? What didn't you like about it? 4. Does it tempt you to try this option? Why? <p>Then please upload the video here.</p> <p>We're looking forward to seeing and hearing what you think!</p> <p>Once you're done move onto activity 'Too Good' Ad - Part 2.</p> <p>Also, remember to complete your food ads diary throughout the day!</p>	<ol style="list-style-type: none"> 1. Able to visually assess participants' reactions to the ad - reading non-verbal signs like facial expressions 2. Hearing participants' initial thoughts about what they think 	<p>Activity Type: Blog</p> <p>Stimulus: Too Good ad!</p> <p>Segment: All</p> <p>Social setting: Private</p>

Day six



Activity title	Content	Why	Platform settings
6.2 'Too Good' ad - part 2	<p>Let's explore the ad you just watched a little more.</p> <p>Question 1: Open Ended What did you think of the people in the ad? Could you relate to them? Why? Why not? In what ways?</p> <p>Question 2: Open Ended What did you think of the strapline? What does that make you think about 'Too Good'? Could it apply equally well to other ready-made meals or does it feel distinctive?</p> <p>Question 3: Open Ended What did you think of the product information (e.g. 'low-calorie', 'sustainably-farmed', 'healthy option', 'great for little ones')? Is this information important to you? Relevant? Interesting? Does it make the product stand out?</p> <p>Question 4: Open Ended Where would you expect to be able to buy a product like that?</p> <p>Question 5: Open Ended How much would you expect to pay for a product like that?</p> <p>Question 6: Open Ended Would you ever buy this for yourself and your family? Why? Why not?</p>	<ol style="list-style-type: none"> 1. Drill deeper into the participants thoughts on the ad 	<p>Activity Type: Survey</p> <p>Stimulus: Too Good ad!</p> <p>Segment: All</p> <p>Social setting: Private</p>

Day seven



Activity title	Content	Why	Platform settings
7.1 Your food ads diary revisited	<p>Today, we'd like you to look back at the selection of images and comments you have entered throughout the week in your Food Ads diary.</p> <ul style="list-style-type: none">• What are your impressions overall?• What companies are getting it right or wrong?• Which products appeal or don't?• Have you discovered any new products you would like to try?• Where have you seen most ads?• Can you spot a gap in the market: either in terms of products themselves or of how they are marketed?• Anything else! <p>We would like to have your reflections about what you have captured and shared with us over the week. Thank you.</p>	<ol style="list-style-type: none">1. Make sure that we interpret the contributions to the food diary in line with the intentions of the participants.2. Prepare participants to think about the category as a whole before asking them to create their own advert for 'Too Good'.	<p>Activity Type: Blog</p> <p>Stimulus: None</p> <p>Segment: All</p> <p>Social setting: Private</p>

Day seven



Activity title	Content	Why	Platform settings
7.2 Advertising meeting	<p>Let's get creative.</p> <p>Imagine you are asked to create a new advert for the companies top selling product.</p> <p>Take a few moments thinking about what THREE key elements MUST be included in your advertisement and why each of those elements are essential to be included in the advert.</p> <p>Once you have thought about your top three elements imagine you are heading into an marketing meeting with your graphic design team. Record a 1 to 2 minute video introducing your advertisement concept to your graphic design team explaining the importance of each element for the advertisement in order for your team to start creating the advertisement.</p> <p>Have fun!</p> <p>Many thanks for all your contributions this week. It's been a pleasure to work with you on this topic. Keep well!</p>	<ol style="list-style-type: none"> 1. Uncover the 'must haves' for future ads 	<p>Activity Type: Blog</p> <p>Stimulus: None</p> <p>Segment: All</p> <p>Social setting: Open unbiased</p>



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