



Best Practices

BEST PRACTICES FOR COMBINING SURVEYS AND FORUMS

While you can conduct a survey or a forum independent of each other, the real power of Firefly comes from combining the two together. This allows you to get the WHAT'S and the WHY'S. That one-two punch gets you a holistic view of your business issues.

There are different ways you can invite people to a forum. Here are just a few for your consideration.

THEMES

Have the branding or theme of your survey consistent with your forum. This gives people a familiar place to provide their answers and gives them a seamless experience. This can be based on your company, brand, product or even something more general like a topic.

INVITES

Think about who you want to invite to the survey and who you want to invite to the forum. They may be the same group of people or different.

- **Same People:** You can certainly set up your research project to invite everyone to both the survey and the forum. This gives you an ability to monitor participation
- **Subgroup:** You can select a certain subgroup into the forum using any data point in your survey or database information you have appended.

SENSE OF PURPOSE

Let people know the purpose of the forum and how it will build and add depth to the questions included in the survey. Tell them others will be participating and interested in their views.

CONTINUITY

Create a sense of continuity between your survey and forum by referencing the topic or questions done in your survey. Let them know how the discussion forum is going to further everyone's understanding of the issue. Even them!

DATA INTEGRATION

Think of the data points from your survey and your forum. There are lots of ways to leverage the power of all this information. All the survey information will be directly linked to the individuals and their posts.

DATA ANALYSIS

A multitude of data points can be used for analysis purposes both on the statistical numeric data as well as on the softer, contextual comments. Sort and sift by different criteria as you look for emerging themes, commonalities or differences. Export subsets of comments to word clouds to visually represent a theme.

INSIGHTS

Create a report that weaves the WHAT and WHY into a story. Mix your statistical data with poignant quotes for use in your reports. Give a face to your stakeholders by outlining a typical customer. Use word clouds to visually represent themes from open ended questions or forum comments. Hone in on your business issue and what your customers are telling you about that issue.

About Firefly Surveys

Powered by Vision Critical, Firefly Surveys is a robust suite of web-based ad hoc market research tools that combines market leading online survey tools with innovative discussion forum capabilities.

About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

FIND OUT MORE

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