Voxpopme®

8 Ways to uncover new insights by Analyzing Video Feedback

☑ Quick-start Checklist

Video surveys can be extremely powerful, and the experts at Voxpopme have compiled some best practices to help you get the most from your video feedback for maximum impact in your business.

Setting up a video survey for success

☐ **1 - Define your objectives**

First, it's important to understand the background and core objective for your qualitative research. The background and objectives provide a clear direction or framework for the analysis by defining the context, focus, and the right lens.

☐ **2 - Create a wireframe for your analysis**

Now that you understand your background and objectives, write them down. For example, we were seeking to understand the impact of the recently announced ASDA/Sainsbury's merger, in particular how it would affect consumer perceptions and behavior.

Analyzing video feedback to discover key insights

☐ **3 - Explore Auto-video summarization**

Using our theme analytics and sentiment analysis, we generate an automatic video summary and identified unique themes based on your video responses. A quick scan of the auto-summary gives you an instant understanding of your project without needing to dig in further.

☐ **4 - Review the Word Cloud**

Our Word Cloud tool is a really simple way to get an overview of the content you have. Some words may jump out at you not just because they are large/ frequent but because they are confusing, unexpected, interesting, etc. Clicking on them allows you to see the data driving them and can easily be dumped into 'buckets' (i.e. notes, lists) as a first cut of things that are relevant and can be perused later for more detail.

5 - Use Theme Explorer to understand the broad landscape of your most relevant themes

Toggling from Most Mentions to Top Picks allows you to look at the unique themes that have cropped up. Within Theme Explorer, look at the information as a whole, and then use the filter tool to look at the information individually (i.e. different steps in a journey map). What do you notice?

6 - Leverage Sentiment Analysis

This allows you to understand the emotion behind the themes you are seeing - you now have a good understanding of what people are discussing and how they are discussing it. You can view sentiment at the project level, response level, sentence level, and theme level. You can also use the filter tool to narrow your focus, just like within Theme Explorer. Sentiment can be especially helpful for concept tests. Looking for the positive comments provides insight as to what is working, and the negative comments can shine a light on what's holding the concept back.

Sharing your insights with video for maximum impact

7 - Building your outline

Now that you have analyzed your videos, we're ready to insert your key themes into your outline. Use your key themes and liked/tagged/saved videos to craft sentences outlining the key takeaways, and insert these into your outline.

8 - Build your Report

Once you've inserted your key takeaways, take a step back and ask yourself, so what? What do these findings mean for my customer? It is important to wrap up your report with a conclusion/recommendation to bring it altogether.

Revisit your objectives and see how they marry with your findings. Have you addressed the key objectives? Have you answered the questions posed? Do the key takeaways neatly summarize all of your findings? If the answer is yes, then you are ready to build your report.