



**Part 1**

# **Writing Amazing Video Questions for Brand and Product Feedback**

**The Visionary's Handbook:  
Best Practices for Video Research**



# The world's top companies use agile video feedback to build great brands, products, and experiences.



wayfair

MARS

Microsoft

sky

Kellogg's

PEPSICO

Crayola®



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

In this 3-part series, we'll share some tips and tricks for asking the right questions, what to look for in your video analysis, and how to craft a powerful story with the findings to engage your business and direct key strategies. By the end of this series, you'll leave with actionable nuggets to integrate into your research program and become even more of a research rockstar than you already are! Lets get this party started!

As all great researchers know, question-wording in consumer surveys is critical to getting the right results that meet your objectives and result in authentic, unbiased feedback. Video feedback is no different, so we've compiled some tips unique to writing amazing video questions for truly agile qualitative insights.

# Defining your objectives

The first step for any successful research engagement is to set out your qualitative research's core objective or intent from the outset.

A single-sentence purpose statement helps define a roadmap for the overall study. The use of qualitative words such as 'discover', 'understand' and 'explore' help set the tone of the question and demonstrate your desire for deeper understanding.

How to write a good qualitative purpose statement: a statement that provides the major objective or intent or roadmap to the study

## Fulfill the following criteria:

- Single sentence
- Include the purpose of the study
- Include the central phenomenon
- Use qualitative words e.g. explore, understand, discover.  
Note the participants (if any)
- State the research site

narrative / phenomenological  
grounded theory / ethnographic / case

The purpose of this

understand / describe / develop / discover

study is to the

- the central phenomenon of the study

- the participants - the site

for at

At this stage in the research;

- the central phenomenon of the study

the

will be generally defined as

- a general definition of the central concept

# Writing agile qualitative research questions for video research

Once the purpose has been defined, it's time to craft our qualitative research questions. Key qualities of good qualitative research questions include:

- Being able to discover problems and opportunities from respondents
- Open-ended in nature
- Easy to understand and digest with no need for clarification

Your approach to video research questions shouldn't differ much from traditional qualitative approaches.

It is just as crucial to start your study with well-constructed qualitative research questions that will encourage storytelling and a truly emotional response.

## Tips for framing video questions:

Keep questions short & sweet but detailed in prompt

Questions should be open-ended in nature, prompting the respondent to tell us a story rather than simply 'yes' and 'no' answers

### **Write with key themes in mind.**

Think: describe the brand in 3 words vs. tell me what you think about this brand. Those "3 words" will then help to identify key themes from the video feedback.

### **Learn more on that in Part 2**

Include the following types of qualitative words to engineer the type of responses you're looking for from interviewees:

How	Discover	Outline
What	Identify	Show
Why	Describe	Explore
Generate	Meaning	

## Question examples by methodology

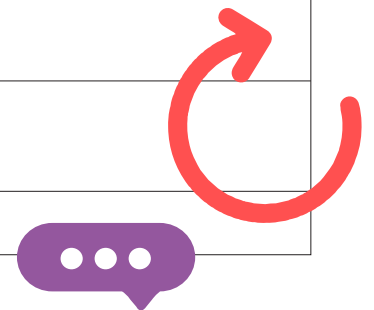
# Brand Research

Relationship	Describe the x brand in 3 words. If you had to describe x to a friend in three words, what three words would you use and why?
	Show us how x makes you feel. Using items within your home (excluding those related to x), please select an item that represents how x makes you feel. Show us that item in your video and talk to us about why this item represents how x makes you feel and share why.
	Show us how x brand makes you feel. Using items within your home (excluding those related to x activity), please select an item that represents how x brand makes you feel. Show us that item in your video and talk to us about why this item represents how x makes you feel and share why.
	What is it about x that you connect with? What do you love about x that keeps you returning to the brand? What does x brand do differently than any other x brand? What could x do even better?
	Please read through this question and complete it before recording your video response. For the next activity, you will write a love letter to the x brand. Within your letter, please include when and how you met, how you knew you were in love, how/when you introduced them, if at all, to friends and family, and what would make your relationship even better. Once finished, please read aloud your love letter to x.
	Describe x as a person in your life. If you were to describe your relationship to x as a friend, family member, or someone else, who would x be and why?
	If you were to describe your relationship to x brand as a friend, family member, or someone else, who would x be and why?
Optimization	What would x need to change or do differently to ensure you purchase this concept/idea in the future?
	What are the top 3 ways your experience could have been improved?
	When have you experienced x? Thinking of the past 7 days, when and where have you experienced (i.e., heard, seen) the x brand or logo in your life? It can be a TV or digital ad, on a display at the store, or anything that says x! Tell us about it and its impact on you, if any?
Drivers	Which brands do you think 'get you' and why?

## Question examples by methodology

# Concept Testing

<b>Reaction</b>	What is your initial reaction to this concept/idea? What do you like about it, and what do you dislike? Why?
	Tell me the first 3 words that come to mind/describe x in 3 words.
<b>Relevance</b>	How relevant is this to you, and does it interest you to learn more? Please be specific.
<b>Willingness to Try</b>	Would you try this concept/idea? Please explain why or why not?
<b>Optimization</b>	What, if anything, could further improve this concept/idea?
	What would x need to change or do differently to ensure you purchase this concept/idea in the future?
<b>Performance</b>	What is your perception of how the different concepts/ideas may perform? Which one do you think will be best? Why? Please speak specifically while referencing the name of each concept.
<b>Recommend</b>	Tell me about a time when you could have used a product like this. Would it have solved your need?
	Who would you recommend this product for, and why?



## Question examples by methodology

# Journey Mapping

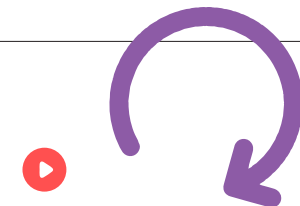
<b>Catalyst</b>	What triggers x? When do you begin thinking about x? How do you know when it's time? What or why typically inspires or triggers your x?
<b>Preparing</b>	Take us through your steps as you prepare for x – is there a goal, a plan, etc... What are you doing from the time that you first begin thinking about x to actually x? How do you feel each step of the way?
<b>Optimization</b>	Is there anything that could have helped you along the way – inspiration, motivation, tips/tricks/shortcuts, emotional support, etc.? Reflect on your entire x and tell us about the different emotions you experienced throughout the day/process. Was there anything unexpected? What was your favorite/least favorite part? How are you feeling now that it is over? What did your x set the stage for?
<b>Occasion</b>	What are you seeing and feeling the day of x? What are you doing, seeing, and feeling from the time you wake up until after the event is over?



## Question examples by methodology

# Product Testing

<b>Reaction</b>	Tell me the first 3 words that come to mind describe x in 3 words.
<b>Selection</b>	When you are selecting your x products, what benefits are you looking for? Does x play a role? Are you loyal to specific brands and products you've used in the past, or are you open to using new products?
<b>Optimization</b>	If you had to create one "super product" for x, what attributes would you pull from all of your different solutions to create this product? What specific sensory experience (smell, touch, sound, see) or benefit is most important for that product to have? Name your "super product" and the ideal format.
<b>Relationship</b>	Show us how x product makes you feel. Using items within your home (excluding those related to x activity), please select an item that represents this.
<b>Recommend</b>	Tell me about a time when you could have used a product like this. Would it have solved your need?
	Who would you recommend this product for and why?





# What's next?

**Video research can be so powerful for brands - especially when the right questions are asked.**

**This document outlined some guidelines for you to get the most out of your video research to drive success in your company.**

