

# Moments

Get to the heart of the moment with Voxpopme

Moments is Voxpopme's dedicated qualitative App, bringing you closer to consumers' decisions in the moment, not hours or days afterward.



## The agile simplicity of Moments enables:

- ▶ Easy collection of consumer-recorded video as respondents engage with your products, environments and other stimuli
- ▶ A window into experiences and behaviour - without needing to be there in person.
- ▶ A seamless respondent experience with one-click record and upload of video feedback in-app.
- ▶ An accurate account of decision-making processes without recall bias or selective reporting.

“ Moments has redefined our approach to video. The app removes the complexity of traditional video research with a seamless recording experience for respondents. Then Voxpopme's automated analytics help us find and share the most insightful customer stories in a fraction of the time ”

- Paul Clarke, Business Partner - Customer Experience, Camelot

## Fast, Agile Qualitative Research



### 1. Build your study

Set questions and choose how many video responses you'd like over multiple days or weeks. Add further instructions, media and survey links as required.



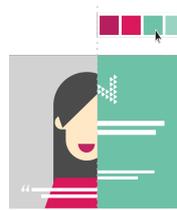
### 3. Analyze & Moderate

Automated analytics bring critical feedback to light in minutes - enabling ongoing in-app engagement and moderation during your study.



### 2. Collect responses

Ask respondents to download the Moments App and unlock your questions with a unique study code - providing visual feedback in a couple of clicks.



### 4. Share showreels

Use intuitive editing tools to turn impactful snippets into customized showreels. Share these outputs with ease to bring customer stories to life.

# Moments Study Ideas

Moments studies come in all shapes and sizes. Here are some of the best uses...

## Video Diary Studies

Discover consumers' true feelings as they record responses to pre-set video questions across days or weeks at a time. Invite them to take part in-app to collect videos on your schedule and moderate as you go.

## Task-based Research

Observe your customers as they interact with your brand by providing them with specific tasks. Set times, locations and actions you need from them to see real consumer feedback on your products and services.

## Shopalong & Experiential Studies

See and hear from customers while they're in stores, at events or engaging with promotions. Capturing video insight in-the-moment helps you shape future experiences around your customers' needs.

## In-home Product Usage Tests

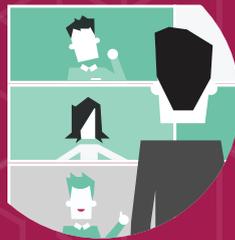
Learn how customers put your products to use in their home. See how they cook, clean, communicate and stay entertained with an ethnographic approach that captures context and behaviour without intrusion.

## Benefits of Moments



### Intuitive

Simple user experiences deliver end-to-end video projects with ease



### Engaging

Varied tasks and ongoing moderation result in compelling feedback



### Impactful

Find and share powerful customer stories in just a few clicks

## Availability



### Markets

The Moments App is now available globally on iOS and Android in App and Play stores.

### Languages Available

English, Dutch, Filipino, French, German, Hindi, Indonesian, Italian, Japanese, Polish, Portuguese, Russian, Simplified Chinese, Spanish and Traditional Chinese.



Video insight made easy