



Q R C A IDEAS & TOOLS
FOR QUALITATIVE RESEARCH

VIEWS

WINTER 2009
VOLUME 8 • NUMBER 2



QUALITATIVE RESEARCH: The Political Secret Sauce

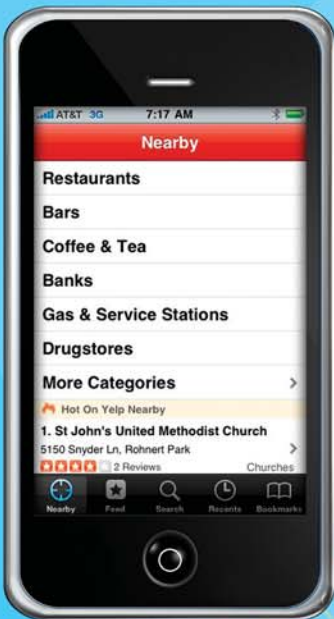
THE VALUE OF "STORY LISTENING"
in Understanding Consumers

MODERATING WITH SPIRIT
Connecting on a Deeper Level

**HIGHLIGHTS OF THE
CROSS-INDUSTRY RESEARCH REPORT:**
"Consumer and Market Trends During Recession"



TRAVEL SMART WITH YOUR SMART PHONE



BY DAVID VAN NUYS, PH.D.

e-FocusGroups ■ david@e-focusgroups.com

Are you still lugging around your laptop on your market research junkets? A growing number of business travelers are beginning to question the necessity of doing so. With the ever-expanding capabilities of today's smartphones, even that three-or-so pound "netbook" computer may seem to be too heavy and too bulky.

One blogger even speculates that an unintended consequence of the latest generation of smartphones will be the destruction of the cargo-pants industry. Who needs all those pockets, now that your cell phone, still camera, video camera, recorder, day-timer and so on are all rolled into one tiny, multifunctional device? In reality, that little "phone" in your purse or pocket is a powerful computer, probably with more computing power and memory than the computers that put the first man on the moon!

This article focuses on the iPhone and the Blackberry. While these are not the only smartphones available, they are quite dominant, especially in terms of the quantity and quality of applications available for them. Consider this: Apple's App Store for the iPhone offers over 100,000 applications available for download, and there have been over 1.5 billion downloads in the first year of its existence, and Apple sold 1 million of its newest model iPhone in the first 3 days.

Who needs all those pockets now that your cell phone, still camera, video camera, recorder, daytimer and so on are all rolled into one tiny, multifunctional device? In reality, that little "phone" in your purse or pocket is a powerful computer, probably with more computing power and memory than the computers that put the first man on the moon!

(At this point, I better fess up that, despite my advanced years, I am what is known as an "Apple fanboy." I owned a Blackberry for several years and was a huge fan and evangelist for that phone. I still think it is an excellent choice. As a long-time Mac user, however, I switched to the iPhone as soon as it became available, and I am now on my third one — the 3GS.)

Even if you have a smartphone other than the Blackberry or iPhone, there may be comparable applications for your phone to those reviewed below. Or, what you discover below may inspire you to consider making a switch. Either way, read on!

I should hasten to mention that the list below is in no way exhaustive, nor does it necessarily represent the best choice in each category. Within most of the categories, multiple applications are available, and the "best" application is a matter of your particular set of needs and personal preference, among other factors. Be sure to search for reviews before purchasing.

Finally, all of the iPhone applications below are available from a single source — Apple's App Store, which is accessed through iTunes. The Blackberry applications, by contrast, are from a variety of vendors and can be found via web search. Moreover, there are many Blackberry models with varying features, and you need to make certain that any

app you consider buying works on the model you own.



Trip Planning (Airlines, Hotels, Car Rentals)

iPhone

- **Flight Track Pro** (\$9.99) gives up-to-the-moment status of thousands of flights (including international), as well as the arrival gates, baggage carousels and more.
- **Travelocity** (free) gives you all of your flight, hotel, car rental and travel info while you are on the go, including itineraries, flight status, schedules for different airlines, wait times and delays. Plus, you can book travel with the airline, hotel or car-rental company of your choice.

Blackberry

- **WorldMate Live** (free) transforms your BlackBerry into a Personal Mobile Travel Assistant, with hotel bookings on the go, real-time flight alerts and schedules, weather, clocks and other travel tools, including itinerary-sharing with colleagues and friends.
- **TrainSchedule GPS Blackberry Edition** (U.S. only, \$7.50 for 6-month subscription) shows schedule information on upcoming trains for the next 24 hours and also includes a railroad trip planner. Optionally, provided your phone has a GPS capability, it lets you track yourself while on the train to find out if your train is delayed. A number of train schedules on the U.S. East Coast, Chicago area and California are combined into a single network. Select the train lines you are interested in, and then the corresponding schedules are downloaded and stored locally on the phone.

Opposite page, bottom row left to right: *Yelp!* (review on page 62), *WeatherBug* (review on page 62), *RunKeeper* (review on page 66) and *Where* (review on page 62).



En-Route Entertainment

iPhone

The App Store on iTunes has thousands of audio and video podcasts (most, for free), with movies and TV shows also there for rent or purchase. Think the iPhone screen is too small to enjoy feature-length films? Think again. I regularly keep four or five major Hollywood films on my iPhone for watching on my exercise bike or the plane or airport, etc. The only caveat is that subtitles for foreign films may be too small. In addition, I keep my iPhone stocked with audio books downloaded from both Apple and audible.com.

- **Kindle** (free) software from Amazon.com lets you purchase books from Amazon's growing library of Kindle-enabled titles. They are easy to download right onto the iPhone and quite readable.
- **Pandora Radio** (free) streams personalized music to your iPhone. Just start with the names of your favorite artists, songs or classical composers, and Pandora will create a station that plays their music and/or music like it.
- **Wurdle** (\$1.99) is a fun, flexible and fast-paced word game, perfect for coffee breaks or the subway. The iPhone is widely praised as an incredible game platform.

Blackberry

- **Guitar Hero Mobile**, a popular game among the younger set, can be purchased in two models: a one-time purchase of \$14.99, which allows for updated songs, or a \$4.49-a-month subscription. Three new songs are released every month, and you can update them easily from the application.
- **Transformers** (\$6.99) lets you battle as Optimus Prime and fight Decepticons across the world. What more could you want?
- **Chess** (free) allows you to play against either an artificial intelligence or against others. The more you play, the higher your

rank becomes in the community built around this game.



Getting Around (GPS, Maps)

iPhone

- **Google maps** (free) has built-in access with a compass and GPS.
- **City Transit** (\$2.99) provides mass transit maps for NYC, as does **Tube London City** (\$9.99) for London and **iBart** (free) for San Francisco.
- **Taxi!** (free) finds taxi services throughout the U.S. based on your location.

Blackberry

- **e-Mobile GPS Companion** (\$24.95). Need a map? An entertainment guide? Traffic conditions? Directions to the zoo? e-Mobile GPS Companion offers all this and more. Plus, connect with friends in the area.
- **NYC Transit** (\$4.95) provides train, bus and ferry schedules (including Metro North train, NJ Transit, train and bus, and NY Waterway ferry schedules) within seconds and with no network connection required.



Weather Reports/Forecasts

iPhone

- **Weather Bug** (free) is a great source for live, local weather, providing access to the largest network of professional weather stations in the U.S. and thousands of locations around the world. I have programmed my copy to monitor my own list of frequently traveled cities.
- **The Weather Channel** (free) takes your weather experiences to the next level with in-motion radar maps, traffic cams and more.

Blackberry

- **e-Mobile Weather** (\$17.95) provides comprehensive weather information with detailed data for the day and forecasts for up to four days.

Supports cities across the world. Automatically updated every 30 minutes. No subscription required.



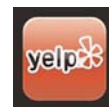
Wi-Fi Hotspot Finder

iPhone

- **Wireless Hotspots Finder** (\$1.99) uses iPhone's built-in GPS to locate all nearby Wi-Fi hot spots within the radius you specify.
- **Free Wi-Fi Finder** (free) finds free internet hotspots wherever you are in the world.

Blackberry

- **Free WiFi Café Spots** (\$2.99) lists more than 14,000 cafés and restaurants with free Wi-Fi in the United States, Canada, Europe and Australia. The location of these cafés and restaurants are stored on your BlackBerry, so that you can find them even without access to the internet. You can list all cafés near your current Geo location or select a city/neighborhood by name or ZIP code.



Local Attractions (Dining, Museums, Theater, Etc.)

iPhone

- **Urban Spoon** (free) uses GPS to find restaurants near you, with the ability to filter by neighborhood, cuisine or price.
- **Where** (free) is a location-based application that helps you connect with the hottest restaurants from Yelp, the nearest Starbucks, movie times and directions, cheapest gas, nearby Zipcar locations and more.
- **Yelp!** (free) offers quick links to nearby businesses, bars, restaurants, cafés and more using a GPS location finder and includes reviews from other users.

Blackberry

- **Where2Eat** (\$4.95) helps you find the best restaurants near you using information drawn from the Yelp

website. Get a list of restaurants (and other businesses) with their rating, type of food, phone number, prices and reviews. Supports USA, Canada and the UK.



What Time Is It? (Foreign Times, Alarms, Calendars)

iPhone

■ **iTime Zone** (\$1.99) not only shows you the current time in other cities, but it also lets you flick the wheel into the future or past and calculate selected cities' date and time, using all Daylight Savings Time transitions. This is one of my favorite apps and works better than any similar desktop app I have found.

Blackberry

■ **TrackIt: Time Zone Edition Lite** (\$5.95) gives you access to over 500 time zones and cities worldwide. This is an excellent tool for any traveler or individual calling friends, family or business offices in other cities.



Keeping Current (Online Newspapers, News, Radio/TV, Stock Ticker)

iPhone

■ **Stocks** (free) is a standard iPhone app that comes with the device and allows tracking of stocks and related activities.

■ **News Addict** (\$0.99) provides quick access to 23 news sites, including *USA Today*, *NY Times*, Digg, CNN, ABC News, Fox News, *Wall Street Journal*, *Time*, *Newsweek*, *Washington Post* and more.

■ **Television** (\$2.99) gives you the latest sports, news and entertainment from 85 TV shows from 45 channels on demand, all pre-recorded content from the USA, UK, France and Germany.

Blackberry

■ **Stock Ticker** (free) lets you track your stocks with real-time quotes.



Mail Surveys...They Work

Remember running to the mailbox, anticipating what the day might bring? That sense of excitement and curiosity is still there. At home and at work, people still watch for the mail to arrive.

That's why mail surveys thrive! They get through the clutter and are opened. And when you need to do a mail survey, we can help you get it done. We have complete in-house capabilities to support your project from start to finish. (Online, too!)

The next time you need a mail survey, or wonder if it might be a fit for a particular project, let us know. Readex Research and mail surveys. We work together.

Call **800.873.2339** or visit **www.readexresearch.com**



Plus, you can bookmark your favorite stocks for easy access.

- **Associated Press** (free). The Mobile News Network provides users with a single access point for news from more than 1,000 sources, offering an unparalleled breadth and depth of news.
- **Videos4BlackBerry** is a website that provides a ton of video content for viewing on capable Blackberry models. Some examples are “The Muppet Show,” “Weeds” and “Hung,” as well as news content.



Taking Your Important Documents (E-Wallet, Rolodex, MS Office Docs, PDFs)

iPhone

- **eWallet Secure Password Manager** (\$9.99) provides secure storage for passwords, usernames, PINs for bank accounts, financial info, health info, credit cards, insurance and everything else you need to keep private, protected by strong 256-bit encryption.



iTreadmill (review on page 65)

- **1Password** (\$4.99) securely stores your important information and logs you into websites automatically with a single tap. No need to remember the username, password or even the website address.
- **ReaddleDocs** (\$4.99) is a complete document- and file-management solution for the iPhone and iPod Touch. It reads all common office documents (.doc, .xls, .ppt) and PDF files, and it copies files directly from any Mac or Windows computer, plus many more features.

Blackberry

- **Documents to Go** (\$69.99) offers native MS Word, Excel and PowerPoint document viewing and creation.
- **File Manager Pro** (free beta) is a file and Zip archive manager, supporting advanced features such as selecting multiple files, sorting by name, size, date or type. Will extract Office and PDF documents from Zip attachments and open them with Docs-To-Go. It can also compress documents and send them as attachments.



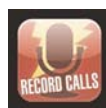
Money Management (Online Banking, Currency Conversion)

iPhone

- **MOMPF Currency Converter** (\$0.99) allows you to easily switch among currencies and to store favorites.
- **Bank of America – Mobile Banking** (free) allows you to check available balances, pay bills, transfer funds and locate ATMs 24/7.
- **Wells Fargo Mobile** (free) also facilitates on-the-go banking for Wells Fargo customers.
- **E*Trade Mobile Pro** (free) lets you manage your investments with streaming real-time quotes, breaking market news and more.
- **Invoice2go** (\$9.99) allows you to create invoices on your iPhone and send them as PDF docs, so you can prepare invoices right after the project when all the hard work is still fresh in your mind.

Blackberry

- **Travel Mate** (\$25.99) is an all-around travel planner with various travel-created modules, including a currency converter.
- **Currency Exchange Rates** (\$6.99) uses a professional currency exchange-rates provider, with over 120 currencies! An internet connection is required.



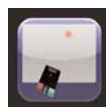
Capturing Research Data (Still/Video Camera, Audio Recorder)

iPhone

- **iPhone 3GS** has built-in video recording, still-photo and audio-recording apps (free) that can be used for capturing on-site research data that can be emailed or posted online remotely.
- **Recorder** (\$0.99) has just recently distinguished itself by adding the ability to record phone calls. IDIs anybody?

Blackberry

- **VR+: Voice Recorder** (\$29.95) lets you transform your BlackBerry into a Dictaphone. Create voice recordings, and email them in mp3 format. Upload voice messages to the free online storage, and post them to Facebook, MySpace, Twitter or Blogger right from the application.
- **Video capture software** (free) is available for various Blackberry Curve models.



Presentation Tools (PowerPoint, Remote)

iPhone

- **Pointer Remote for PowerPoint and Keynote** (\$0.99) lets you control your PowerPoint or Keynote slide presentation on your computer from your iPhone. It can also show presenter notes on the iPhone display along with a timer.

Blackberry

■ **Impacta ShowMate** (\$289.99) is a hardware add-on, said to be the first device of its kind to allow BlackBerry users to project PowerPoint presentations directly from their handhelds, without the need for a laptop computer. The pocket-sized device weighs nine ounces, and it reportedly supports rich text, images, charts, graphs, animations and slide-transition effects.



Keeping in Touch (Email, Skype)

iPhone

■ **iPhone's built-in email client** (free) now features "Push," and AT&T will soon roll out SMS. Synchronizes with Gmail, Yahoo mail, Mobile Me and corporate-exchange

servers. Open attachments including Excel, Word, PowerPoint, PDF and .vcf files, and send text messages.

■ **Skype** (free) gives you free calls and instant messages to anyone else on Skype, plus you can call landlines and mobiles and send SMS anywhere in the world at great rates.

Blackberry

■ **e-Mobile Today Professional** (\$29.95) is a personal information manager (PIM) for handling contacts, appointments, tasks, emails, calls and calendar appointments. Provides at-a-glance view of missed calls and today's agenda. Add more with e-Mobile Today News plug-in, e-Mobile Today Stock plug-in and e-Mobile Today weather plug-in.

■ **ISkoot** (free) enables you to use Skype on the Blackberry.



Keeping Healthy

iPhone

■ **Find Gold's** (\$0.99) automatically determines your current location using GPS and finds all the Gold's Gyms in any area across the United States.

■ **Fast Food Calorie Counter** (\$2.99) provides nutritional information including calories, fat, carbs, fiber and protein on 7,075 menu items from 62 top fast-food restaurants (not that you ever go there!).

■ **iTreadmill** (\$2.99) turns your iPhone into a pedometer that tracks the number of steps, distance, pace, time and so on. It works for walking, running and treadmills. And you can listen to your music at the same time!

Thank you, 2009 QRCA Conference Sponsors!

Platinum



Gold



Bronze

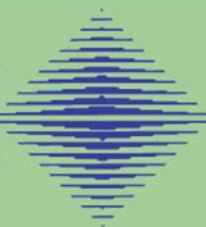




Don't Take Our Word For It

- **You got every detail right-** from boiling hot water for tea to great recruiting. *—Grey Worldwide*
- The whole experience was excellent. Friendly & helpful employees, clean and well lit facility. **Don't be such a well kept secret.** *—Deere & Co.*
- Your **recruiting team outperformed all others** in our 5 metro market study! *—Strategic Business Solutions*
- Felt welcomed and at home in facility *—ConAgra Foods*
- No request is problematic. *—JS Strategic Partners*
- The overall comfort of the back room via furniture and space is much better than others. *—Kimberly-Clark*
- Assigned hostess seemed to anticipate my every need/question *—Kraft/Oscar Mayer*

**PRECISION
RESEARCH**



Chicago Facility
National Recruiting
bids@preres.com
847•390•8666
www.preres.com

Mention This Ad and Get \$500 off*

*For project with costs that exceed \$2,500 excluding incentives. Limit 1x per company.
Not good with other discounts, Offer ends February 2010

- **RunKeeper** (free) uses the built-in GPS in the new iPhone 3G and 3GS to enable runners, cyclists, hikers, skiers, walkers, etc., to track duration, distance, pace, speed, total rise, elevation vs. speed, and path traveled on a map.

Blackberry

- **Glycemic Index and Calorie Counter** (\$9.99) is packed with nutritional information for hundreds of common foods and comes with a range of recipes to follow, a BMI and GI Index and a Junk Food checker.
- **Exercise Tracker** (\$12.99) provides a large database of exercise types to calculate the calorie consumption after you work out and to keep track of your exercise details.
- **Running Log** (\$14.99) helps you track your running workouts, supporting conversion between miles and kilometers. It also calculates your pace and calories burned, among other features.



Foreign-Language Assistance

iPhone

- **Lonely Planet** (\$9.99) offers phrase-book apps in ten languages, providing assistance not only in text but also in a suave, audible voice.
- **Babelingo** (\$5.99) displays phrases such as "Please take me to the airport" in big, bold type in any of seven languages.

Blackberry

- **Transclick Translation and Travel Software** (\$5.00) is an award-winning travel tool for language translation over mobile messaging. Its patented technology provides business-quality, real-time translation. Includes support for 16 languages and translation over email or on-screen, specialized subject dictionaries for industry-specific, context-sensitive jargon and more. 