BIG
IDEAS ON A SMALL SCREEN:

EVIDENCE OF THE IMPORTANCE OF TESTING CONCEPTS ON A MOBILE DEVICE

maru/BLUE

CHANGE CLASHING WITH
CONSISTENCY

We found that enabling mobile completion resulted in 88% fewer dropouts and a 10% better response rate, compared to a computer only survey. The research results were same on mobile and desktop.

It is vital to allow people to respond to concept tests on the device they want, when they want.

Idea screening and concept testing are traditional and conservative methodologies. There are classic questions, important norms and a strong need to be able to compare between tests. That means the methodology is often set in stone and there is a strong resistance to change. But the world is not concerned about our desire for consistency in concept testing.

The world races along, rapidly changing in unprecedented ways. And one of those ways is the increasing use of mobile devices like smart phones and tablets. They get used for everything, including surveys.

Traditionally, idea screening and concept testing have been limited to desktop computers, because of concerns that a concept might read differently on a small screen. Many companies block people from completing surveys on a mobile device. But is that a sustainable practice in today's world?

We know that, given a mobile option, between 20% and 40% of all surveys are completed on a smart phone or tablet— depending upon who the target market is. And that number is rapidly increasing. We also know that people typically want to do the survey on the device they opened the invite on, and are unlikely to switch devices when requested.

So when we block mobile completions, what are the implications? What effect does it have on our hard-to-recruit respondents? What does that mean for representativeness? And can we find a way to successfully show a big idea on a small screen? To answer these questions, we ran a test.

EVIDENCE OF IMPACT

We did a classic concept screening study, with two arms: one where we blocked mobile completions and one where we allowed mobile completion and optimized how we showed the idea on a mobile device.

When we allowed mobile completion, we found that one in five completed the survey either on a smart phone (15%) or tablet (6%).

When we compared the dropout rate, we found that it was 88% higher in the arm that did not allow mobile completion. Fully 15% of all people who started the computer only survey dropped out part way though, presumably because they were unable to do the survey when they wanted, on the device they wanted to use. That's a lot of frustrated survey takers. What will that mean the next time we ask their opinion?

We also found that the overall response rate was 10% higher on the arm that was mobile optimized. That has important implications for representativeness.

With mobile enabled approach:

◀ **88% LESS DROPOUT**

10% GREATER RESPONSE RATE ▶
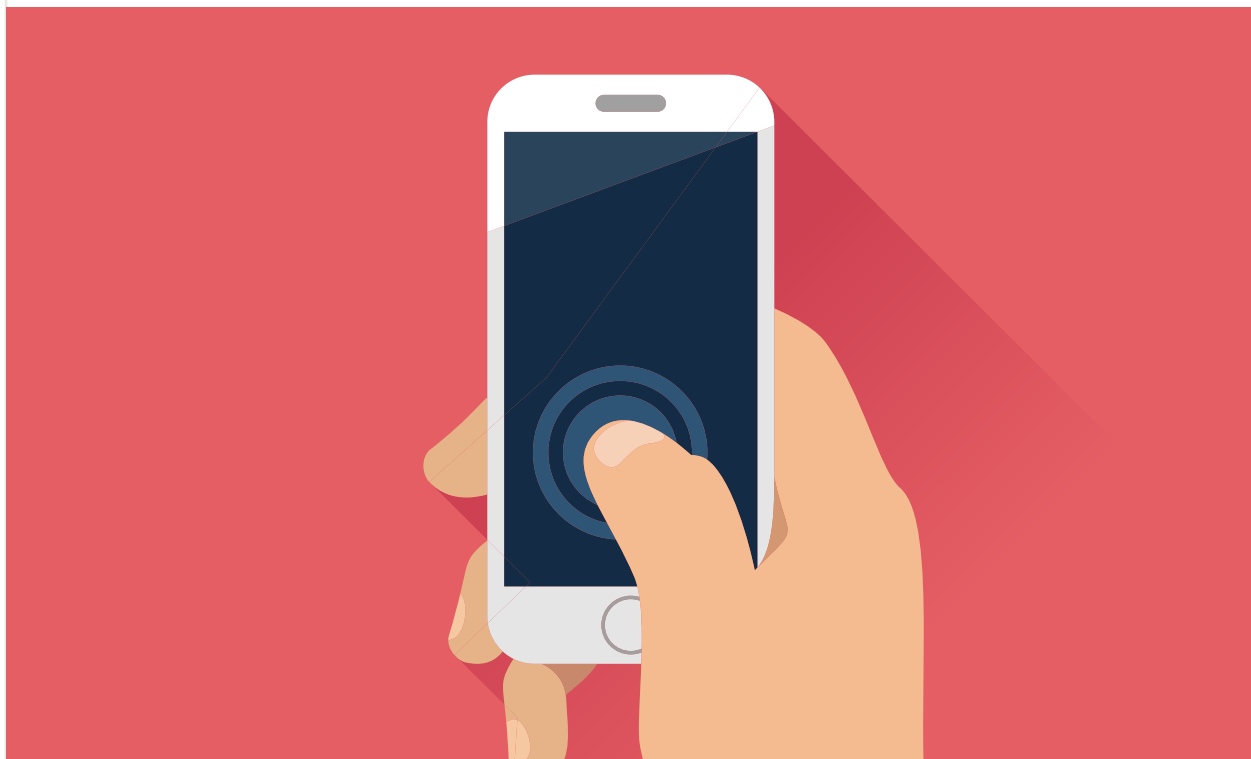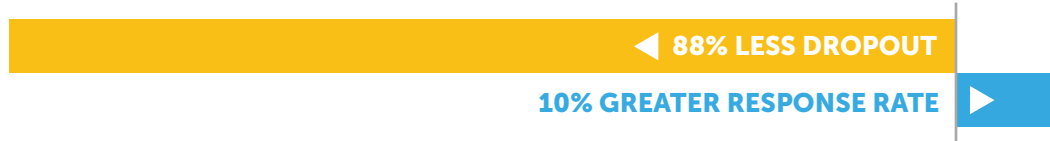
HOW THE IDEAS APPEARED

We tested five different concepts: two for confections, one for a beverage, one for financial services and one for a computer. In each case the idea was described with text and an illustration.
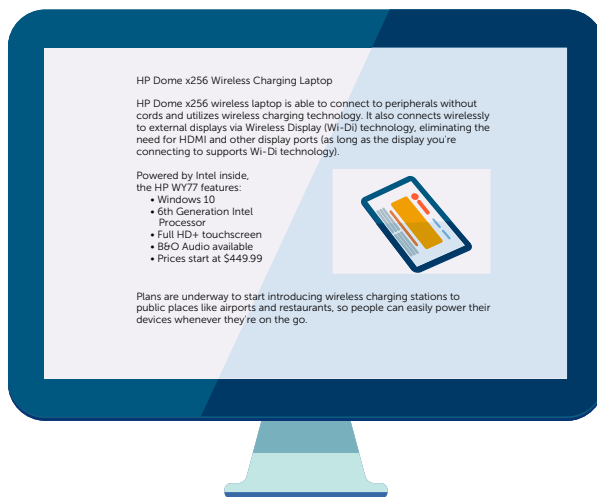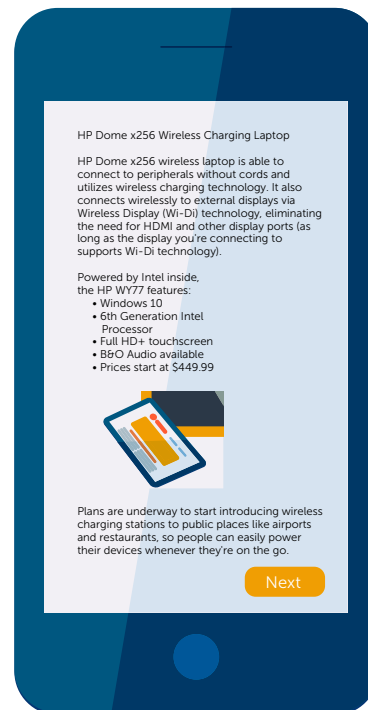
For the mobile view it was necessary to scroll down to see all of the picture and the final portion of the text, before hitting the "next" button.

The two samples were demographically matched. They had identical quotas for age, gender, region and ethnicity and were drawn from Springboard America, a market community that has been proven to be reliable.

HP Dome x256 Wireless Charging Laptop

HP Dome x256 wireless laptop is able to connect to peripherals without cords and utilizes wireless charging technology. It also connects wirelessly to external displays via Wireless Display (Wi-Di) technology, eliminating the need for HDMI and other display ports (as long as the display you're connecting to supports Wi-Di technology).

Powered by Intel inside, the HP WY77 features:
- Windows 10
- 6th Generation Intel Processor
- Full HD+ touchscreen
- B&O Audio available
- Prices start at $449.99

Plans are underway to start introducing wireless charging stations to public places like airports and restaurants, so people can easily power their devices whenever they're on the go.

DESKTOP VIEW

HP Dome x256 Wireless Charging Laptop

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Next

MOBILE VIEW

EVIDENCE OF EQUIVALENCE

We compared people's answers to all of the standard diagnostic questions such as purchase intent, likeability, uniqueness, believability, value, want and need. Equivalency testing found just one difference out of 35 comparisons between the mobile friendly arm and the computer only arm.

Test of equivalence between mobile friendly and computer only concept test

	Equivalent		Not equivalent			

	Purchase Intent	Value	New & Different	Need	Want	Believable	Likeable
Cookies n Crème	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent
Peanut Chocolate M&Ms	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent
Virtual Wallet	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent
Wireless Laptop	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent
Appletiser	Not equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent	Equivalent

Clearly, people are reacting to the concept on a mobile device the same way they are on a desktop. Concerns about not being able to squeeze a big idea onto a small screen would appear to be unfounded.

Implications

It is vital to allow people to respond to concept tests on the device they want, when they want. By enabling mobile completion, we create a better respondent experience and get a more representative sample.

Make your idea screening and concept testing mobile-friendly. It works. Contact us to learn more about this research and how we can help you with trust and transparency.

1 R. Berger and A. Grenville 2016, Art or Science? The Perils and Possibilities of Survey Sampling in the evolving online world.
   Paper presented at CASRO Annual Conference 2015