



RFL Communications

Market Research Toolbox

“Tools & Techniques”

1. Brainstorming/Idea Generation
2. Bulletin Boards/Asynchronous (Online)
3. Co-Creation
4. Concept Testing
5. CrowdSourcing
6. Crowd Science
7. Custom Research
8. DIY Research
9. Email Surveys
10. Ethnography/Observational Research
11. Eye Tracking
12. Facial/Emotion
13. Focus Groups
14. Focus Group Video Conferencing
15. Foresight Growth
16. Gamification
17. Google Consumer Surveys
18. Mall Interviews
19. Mail Surveys
20. Mobile Ethnography
21. Mobile Qualitative
22. Mobile Quantitative
23. Mystery Shopping
24. Net Promoter Score
25. Neuroscience
26. Omnibus Surveys
27. One-on-One/IDI
28. Online Communities
29. Online Focus Groups (Moderated)
30. Online Panels
31. Panels Diary
32. Prediction Markets
33. Qualitative/Quantitative
34. River Sample Surveys
35. Segmentation
36. Simulation
37. Social Media
38. Software-CAPI
39. Software-CATI
40. Telephone
41. Text Analytics
42. Tracking
43. User Experience (UX)
44. Video/IDI
45. Virtual Reality
46. Voice of the Customer
47. Wearable-Based Research
48. Word-of-Mouth

If you feel that we have missed a key area that should be included on our list, please email RFLBob@Gmail.com of your perceived oversight. We will immediately consider it and respond, probably giving you the “Go Ahead” to make your addition.