A platform for conversational research

One-on-one text chats with real respondents, transformed into meaningful summaries.

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Conversational Research is a New Norm

Automated

... **interviewing** in one-on-one text chats
... processing **& summarization**

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Hi, I'm Yasna

A human-like conversational agent

F2F communication is priceless, but...

In-person interviewing is **demanding and difficult to scale**

Talking with few respondents and conducting mass surveys is **a compromise**, but not the best solution.

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Efficiency
with human-like quality

Interviewing is now **as easy as sending out a survey.**

All-in-one platform: from human-like interviewing and deep probing to transcription, translation, analysis and summarization.

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Why scale matters?

Efficient Qual — more frequent qual studies (previously considered impractical), richer insights, no important information missed, prioritization and reinforcing conclusions.

Reimagined and humanized Quant – enriched with consumers' voice, nuances and "life".

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How it works

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1. Setup is fast and easy

1 Brief the AI Agent like it's a human moderator

2 Customize an avatar to your TA

3 Copy and share the link with your respondents

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Who will be interviewed

Interview guide

Q1.
Q2.
Q3.

Choose an Agent's avatar
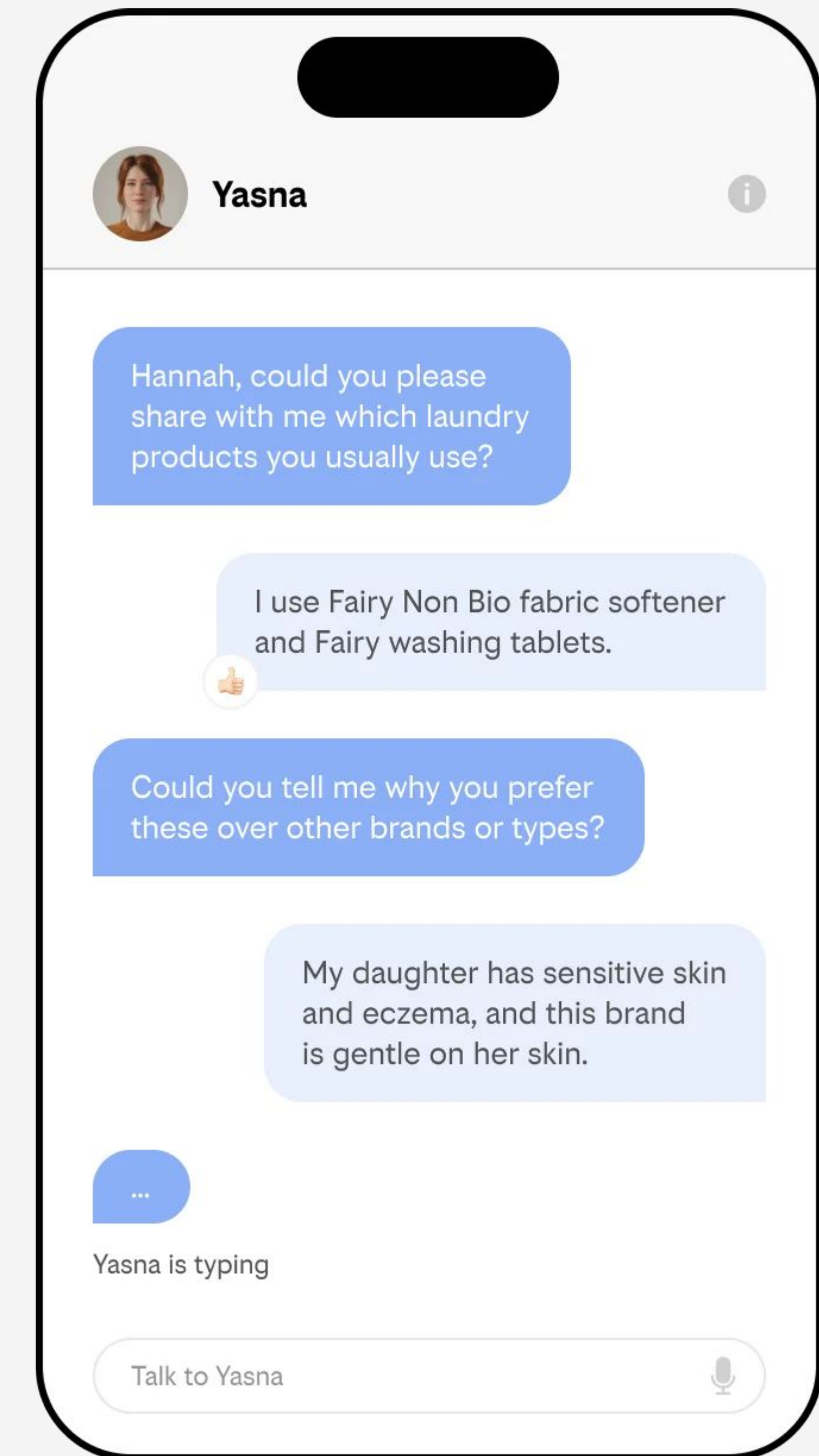
Copy a link

https://chat.yasna.ai/?i=rj03kl7q04&l=EN

2. Yasna collects
100s of interviews a day

- Asks questions and probes

- Gathers detailed and relevant information

- Mimics a human moderator

- In 40+ languages

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3. Dive into consumer stories

Interview #17608 (Anna)

I find it easy to choose a particular product from the shelf because the classification is clear. I chose this product because I liked the color and the capacity. The pictures and product descriptions on the packaging convinced me, especially the cleaning rate of 99%. There was no other information or pictures that influenced my decision. The packaging is good, but the capacity could be a bit bigger. I usually clean bathroom floors and walls with it. I always use the product I chose and also use it to clean the toilet. I have not noticed any problems cleaning the toilet with this product and use it every three days. I knew in advance which segment of the store I need and pay special attention to the cleaning power and price when choosing a cleaning product. The product description on the packaging is particularly important to me.

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4. Read customizable report with conclusions, verbatims, and numbers

4. What do you like about this packaging? Please specify - shape, design elements (colours, images, words) and explain why do you like it. Every detail counts! :)

Assumption about the Business Question:
The business question likely revolves around understanding consumer preferences and perceptions regarding the packaging of a cleaning product. Specifically, the company aims to identify which design elements (shape, colors, images, words) are most appealing to consumers and why, in or[der to] market acceptance and sales.

Conclusions and Insights:

1. **Color Preferences:**
   - The combination of blue and whit[e] [the]y associate these colors with cleanliness, freshness, and suitability for bath[...] 6, #17187, #17362).
   - Blue is particularly highlighted as [...] d to the bathroom environment (#17447, #17482, #17263).
   - Some respondents also appreciat[...]g these colors with being eye-catching and clean (#17583, #17400).

2. **Shape and Ergonomics:**
   - The ergonomic design of the pac[...] and ease of use. Respondents value shapes that are easy to handle, clean, and do[...]
   - However, some respondents find [...] h can make it difficult to handle, especially when full (#17346, #17194).

3. **Design Elements and Visual Appeal:**
   - Simple, modern, and uncluttered designs are prefer[...]. Respondents appreciate when the packaging is visually appealing without being overly complex (#17174, #17325, #17396).
   - The presence of clear and prominent logos and product names is important for brand recognition and trust (#17399, #17546).

4. **Information Clarity:**
   - Clear and easily readable information on the packaging is crucial. Respondents value when the packaging clearly indicates the product's purpose and benefits, such as antibacterial properties and effectiveness against specific issues like lime stains (#17537, #17352, #17239).
   - Overloading the packaging with too much text or symbols can be a drawback, as it makes the design appear cluttered (#17541).

☺ Respondent:
"modern, great colors, beautiful font, great logo"

☻ Conversation Agent:
"Could you please describe in more detail which colors and design elements you particularly like and why?"

☺ Respondent:
"blue, white, looks natural"

☻ Conversation Agent:
"😊"

Why did you choose this product? What made it stand out on the shelf?

🔵 Distribution

	Total	Bathroom	Kitchen
Brand Recognition and Trust	38%	36%	40%
Packaging and Design	28%	25%	31%
Price Sensitivity	13%	13%	11%
Product Features and Benefits	20%	18%	22%
Habitual Purchases	22%	26%	16%
Visibility and Placement	12%	13%	11%
Base	116	61	55

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Areas of application

Exploration

— Choosing a product or service

— Solving a task

— Attitude to a trend or phenomenon

— Comprehension of a concept

— Brand image

Ideation & Validation

— Idea (concept) testing and refinement

— Creative testing and refinement

— Product post-usage feedback

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New business opportunities
for market researchers

- **Sell more** projects without exhausting your resources
- **Conduct new** projects that seemed impossible before
- **Impress** clients with advanced solutions
- **Free yourself up** for more creative work

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1 000 credits = up to 100 interviews

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Use promo code ICG300

Settings > Billing > Buy more > Starter pack

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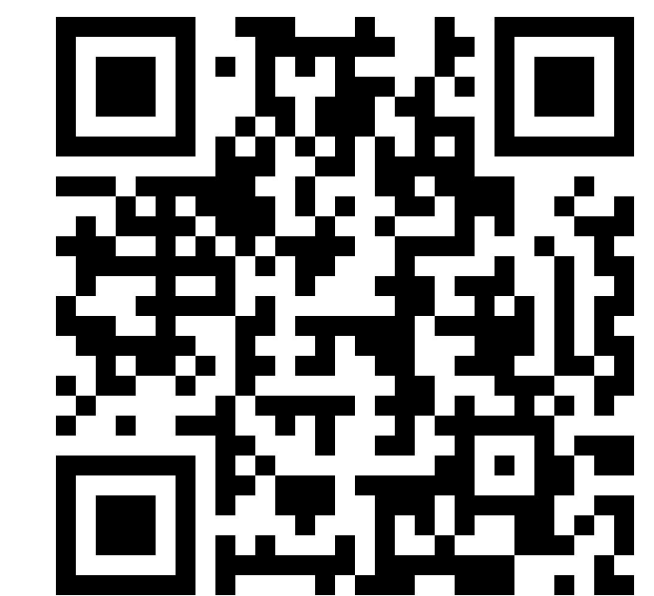# Stay ahead of the research innovation curve with us

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