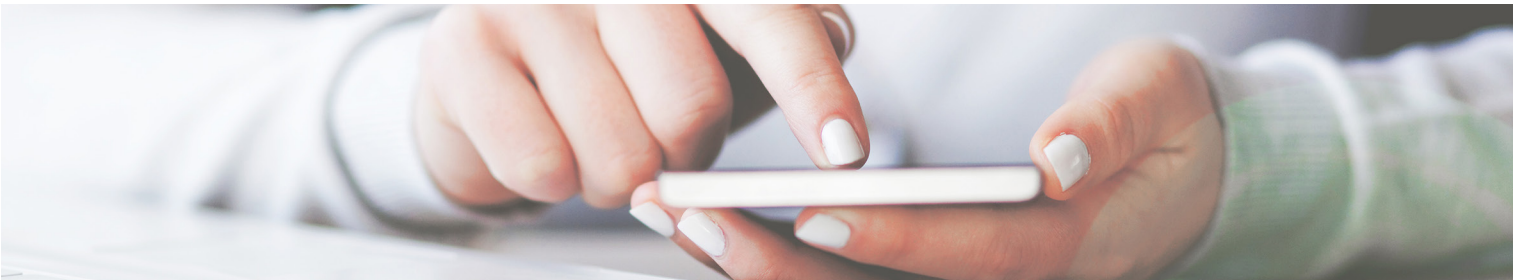


DISCOVER THE GOOD, BAD AND UGLY BEHIND MOTHERHOOD

When a busy mom documents her daily life on a smartphone, you'll see real insights unfold in real time. Unlike traditional surveys that ask participants to recall behavior, our app tracks behaviors and emotions as they happen, giving you unprecedented access into the lives of your mom consumers or employees.



HOW IT WORKS: A typical project stays in field for ten days to capture a true week in the life of modern moms. While the technology can scale to any sample size, a standard sample size is typically 30-40 parents. After the insights are collected, they can be studied in greater detail through one-on-one interviews or validated with a nationally projectable sample. All app content is yours to keep post-study.

SPONTANEOUS JOURNALING

Participants record their "passion and pain" moments via photo, video, audio or text. They then tag the moments to a category, rank the intensity of the emotions, and add commentary.

DAILY ACTIVITIES

If questions about certain responses emerge, the app allows us to follow up on moments to validate their feelings, then examine further to understand and capture the emotions more deeply.

IMMEDIATE FOLLOW-UP

We prompt participants with specific inquiries based on time of day. Activities can range from "take a picture of what you're eating" to more in-depth probing on media preferences and behavior.

POTENTIAL TOPICS: Understand your customer's passion and pain points around: the buying experience, current events, your brand and its touch points, tv/print ads or digital experiences, managing finances and social behavior.