

Mobile Research

8 Steps to In-the-Moment Insights



1. Questions About Shoppers

Mobile research begins when a company has pressing questions about shoppers and needs “in-the-moment insights.”



2. Designing the Research

The company works with Field Agent to design a research project that addresses their questions about shoppers.



3. Targeting Specific Shoppers

Field Agent targets specific shoppers at specific locations/times. For example, moms shopping Target’s baby department.



4. Launching to Shoppers

Via the Field Agent mobile app, the research “job” becomes visible to any app-users, or agents, who qualify.



5. Agents Complete the Job

Agents preview and complete the job entirely through the Field Agent app, sharing fast, accurate “in-the-moment insights.”



6. Controlling for Quality

As agents submit their work, Field Agent’s QC Team scrutinizes each response for accuracy and compliance.



7. Agents Collect a Payout

Agents are rewarded a monetary incentive for successful, accurate, and timely completion of the research job.



8. Analyzing Real-Time Results

Results are displayed in real-time on a private dashboard, where the company can conveniently view results and images.

Think Field Agent for In-the-Moment Insights

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