



# Mobile Ethnography Platforms

A qualitative method for capturing in-the-moment, contextual insights by asking participants to share videos, images, text, audio & screen recordings. Mobile Ethnography is a great tool for user experience, customer journey and shopper experience research



ontextmapp™

QualSights

indeemo.

flex<sup>MR</sup>

eth•s

Over  
the shoulder

FIELD NOTES

incling™

civicom  
ThoughtLight®

obvi'

batterii®

dscout

HATCHTANK

Further

JOURNEYHQ

QMob

experiencefellow

CrowdLab

20|20

recollective

Mobile Ethnography Specialists

Multi Platform Qualitative Research

All solutions shown here can be used for smartphone-based qualitative research. Those on the left are more specialised solutions for mobile ethnography; those on the right have additional features such as real-time focus groups, asynchronous discussions, video interviews and communities.