

Longitudinal · In-the-moment

Capture behaviour **as it happens** — over days, not in hindsight.

Scheduled WhatsApp prompts collect text, photo, voice and video entries in the moment, over the life of the study. The richness of a diary study, without the drop-off of an app.

A study that unfolds over time.

Sequenced prompts keep participants engaged from day one to wrap-up.

1

Recruit & onboard

Enrol from the 1.8M+ panel or the client's customers. Participants opt in inside WhatsApp — no app to download.

2

Sequence

Scheduled prompts fire daily or at set moments — morning, post-purchase, end of week — across the study window.

3

Capture

Entries come back as text, photo, voice or video, in the moment, in 150+ languages with live translation.

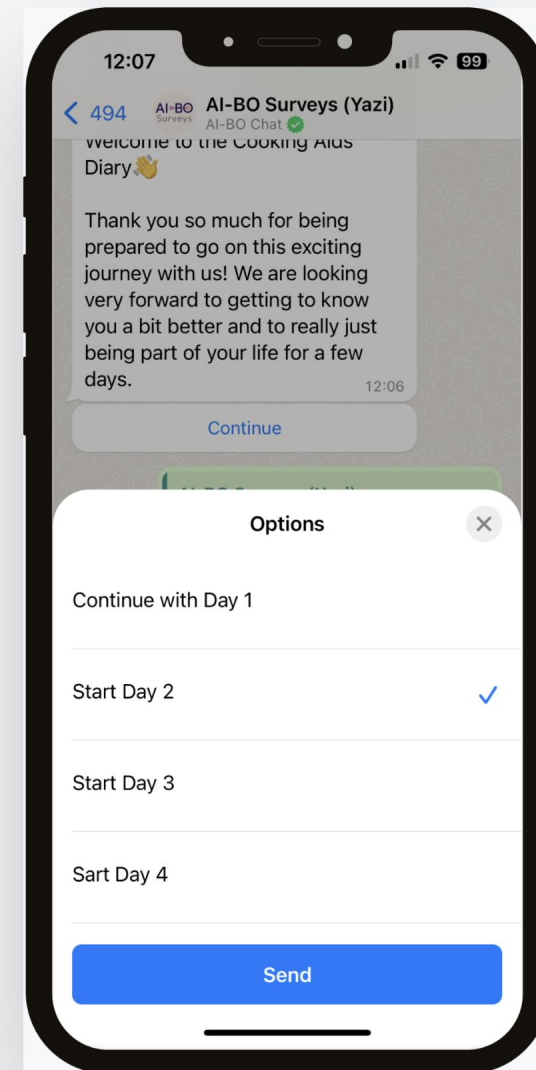
4

Synthesise

AI threads each participant's journey, codes themes over time, and surfaces shifts in behaviour and sentiment.

Real moments, in the participant's own words.

- Day-by-day prompts arrive right in the chat they already use
- Photo and video of the moment — shelf, meal, journey, product in use
- Voice notes for the texture that text surveys miss
- Every entry timestamped and threaded across the study



Diary studies fail on drop-off. This one doesn't.

App-based diaries lose participants by day three. WhatsApp is already on the phone, already open — so people keep showing up, entry after entry.

95%+

SA WhatsApp penetration — no app install, no friction

Multimodal

Text, photo, voice & video entries in 150+ languages

Daily

Scheduled prompts sustain engagement across the study window