

Get richer, deeper insights than focus groups at the same cost

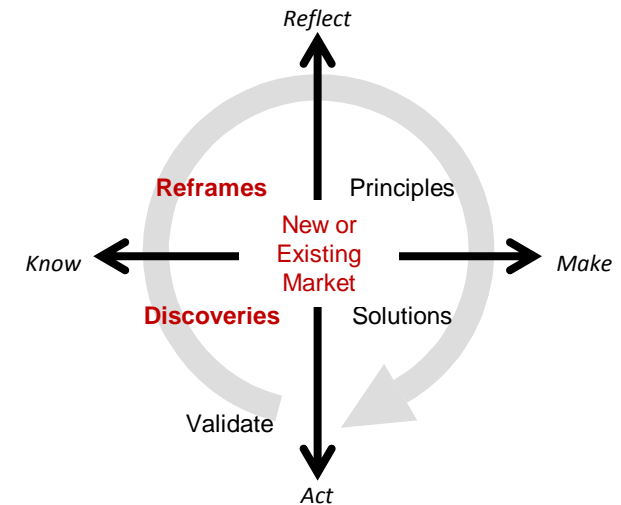
We work with you to use proven in-person or online customer in lieu of or to supplement focus groups.

Customers need to work with one another to succeed – they become invested in their decisions. You learn from their interaction and dialog as well as their decisions. The games are excellent for quickly gaining insights about potential new or emerging markets.

These games work as effectively with internal stakeholders for strategy, planning and organization change as they do with customers.

Sessions to develop internal expertise in facilitating these games are available upon request.

Results: You have a new method to gain more unique insights than focus groups, at less cost than ethnographic research. This new method helps you spend your ethnography dollars more wisely.



We help you deliver business results while you build your capability