



METHODS



Qualitative insights for successful decisions

INNOFACT Qualitative Market Research

Qualitative market research is offered at **INNOFACT** as an indispensable part of the portfolio and has been used successfully for clients for years.

Experienced psychologists and communication scientists as moderators and project managers guarantee efficient market and social research – also in the qualitative field.

Customers and partners from various industries rely on qualitative market research solutions from **INNOFACT** to review and secure marketing and sales decisions. In this way they gain decisive competitive advantages in highly competitive markets.

METHODS

Qualitative Market Research



Qualitative Insights as the Basis for Success

INNOFACT is primarily known for its online market research. However, the institute also offers a high level of expertise in the field of qualitative methods.

INNOFACT benefits greatly from its own online consumer panels, from which "fresh" and authentic test persons are recruited for each qualitative study.

In many cases, offline recruits are registered in numerous databases of different studios and have already participated in many studies. However, reliable and valid data collection is only possible to a very limited extent with "probands".

Advantages INNOFACT test persons

- Spontaneous, authentic answers
- Unbiased discussion contributions
- Higher motivation and curiosity

Range of methods

INNOFACT offers a versatile portfolio of methods that can be tailored exactly to the needs of the client:

- **Discussion procedure**
 - group discussions
 - mini groups
 - triads
 - dyads
- **Individual explorations**
 - semi-structured interviews
 - in-depth interviews
- **Expert interviews**
 - expert interviews
 - delphi surveys
- **Ethnographic methods**
 - observations at the PoS
 - in-home visits
- **Creative processes**
 - creative workshops
 - journals
 - collages

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