



Our experience and our facilities for your projects

Since 1993, we are carrying out quantitative and qualitative fields with expertise and know-how.

To optimize your field, we provide state-of-the-art equipment integrating IT equipments (CAWI, CAPI, Tablets) allowing us to manage a wide variety of fieldworks

An enthusiastic, dynamic team working to meet your needs and to ensure that your projects produce top-quality results

■ **Quantitative studies,
in Hall, in Home
& in situ**

■ **Studio test, Focus
Group, In depth
Interview, UX Test**

■ **Recruitment
of participants**

Your Field Partner



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LA MAISON
DU TEST



Paris
Bordeaux

Your Field Partner for all your projects

**+20 years experience serving your projects
with the right methods and means.**

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QUANTITATIVE PROJECTS

Fieldwork in the best way

Our professional team ensure the success of your quantitative projects by offering you the right methods and means.

Each project is rigorously and attentively executed and followed through. We remain present and reactive on every step of your fieldwork.

Our quantitative facilities in the heart of Paris and Bordeaux are fully equipped and located in main pedestrian streets. They have been entirely design to carry out the test of your products, concepts and packaging in an absolute peace of mind.

At every step of your project, we offer you

- Advice on your questionnaire
- Open-end question codification
- Scripting
- Data processing
- Pre-launch pilot
- Data results in different format (SPSS, ASCII, Excel)
- Professional interviewers
- Sample control and quality control

Our tools

- 100 CAPI Sets and 250 tablets to carry out your face-to-face field studies
- Two 100-square metres test rooms in Paris and Bordeaux equipped with Wifi, fitted kitchen and a 4 metre linear shelf
- 650 Interviewers with national coverage managed by 12 regional managers



QUALITATIVE PROJECTS

Two exceptional sites for your qualitative studies



Our facilities in Paris and Bordeaux have been entirely designed to meet your needs. All are equipped with a one-way mirror and a broadband internet connection; they also are bright and adjustable to one-to-one as well as group interviews. Our professional hosts guarantee you an absolute peace of mind for your project.

PARIS MONTMARTRE FACILITY

142 rue Montmartre - 75002 PARIS

In an historical setting in the heart of Paris, our 260 square metres comfortable space welcome your qualitative projects

- 3 large group rooms, each one for 12 participants
- Spacious client back room to welcome up to 12 people
- Digital video recording
- Video streaming



BORDEAUX FACILITY

98 cours Alsace-Lorraine - 33000 BORDEAUX

In Bordeaux downtown, one space of 180m² dedicated to your projects.

- CLT facility rooms and 1 Group room for 12 people
- Client back room up to 6 persons
- Audio/Video recording



Our services +



Internet/Wifi Accesst



Audio/Video recording



Simultaneous translation



Professional moderation



Streaming



Kitchen equipped facility

RECRUITMENT OF PARTICIPANTS

A service tailored to suit your needs

A dedicated department is in charge of your recruitments and the organisation of your qualitative projects (focus groups, one-to-one interviews, in home visits). We select your targets based on our regularly updated database, on our client list or in points of sale.

A team to serve you

- Set up of your study
- Recruitment of participants
- Professional moderation
- Facility search
- Video recording
- Top line - Study report



Product, concept, packaging & shelf tests



In Hall, In home, In Street & In situ



A team to serve you

