

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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www.lamaisondutest.com



Paris Bordeaux

Your Field Partner for all your projects

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

www.lamaisondutest.com





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



Our tools

and 250 tablets to carry out

your face-to-face field studies

Two 100-square metres test

rooms in Paris and Bordeaux

chen and a 4 metre linear shelf

equipped with Wifi, fitted kit-

national coverage managed

650 Interviewers with

by 12 regional managers

100 CAPI Sets

QUALITIVE 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

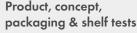
142 rue Montmartre - 75002 PARIS

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

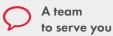
- 3 large group rooms, each one for 12 participants
- Spacious client back room to welcome up to 12 people
- Digital video recording
- Video streaming





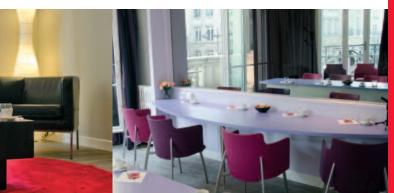












BORDEAUX FACILITY **Q**

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
- Facility search

- Recruitment of participants
- Video recording
- Professional moderation
- Top line Study report