

Project Kick-Off

Team & Project Management Intro Confirm Scope of Work, Milestones, etc.

Source 1:

WMM database of over 103.750 people

Source 2:

WMM social media reached 4650 followers

Source 3:

WMM personal network of specialty professionals

Source 4:

WMM active outreach for new recruits with promoters, CATI, etc.

Create Content

Discussion guide creation

Recruitment insights

Key-opinionleader insights Research **Preparation**

Session Dry-run

With approved protocol/discussion quide and with client if requested

Respondent Confirmation

Personal confirmation by phone call, text, and emails

Logictical and facility confirmation if a facility is used

Research **Execution**

In-depth interview

Focus group

Usability/UX testing

Design research

Observation & immersion

In-home interview

Online surveys

Online bulletin boards

Online communities & focus group

Instant messenger groups

Product interaction activities

Integrated research

Workflow/journey mapping

Concept & prototype testing

Shop-along

Mystery shopper

Eye tracking

Delivering Insights

5.

Client summary debrief



Session transcipt/ documentation



Analysis & Synthesis



Reporting



Next Step Recommendation



Final Complete Deliverable



PROJECT WORKFLOW