



# Focus Group Research

Explore the emotions that drive your customers' decisions

Customers bring opinions, perceptions, and emotions to their product research and buying decisions. Our focus group research helps you recognize what motivates a customer to take interest and stay engaged. We also test new business concepts and product ideas.

## THIS SERVICE HELPS TO...

Uncover your customers' motivations in seeking out a product or service like yours

Learn how past experiences and their current situation influences their thinking

Find out why they engage with our products or services



## WHAT YOU GET

You benefit from clear insights about your customers' motivations and emotions around your product and service experiences, and how it impacts the business. You get:

- ✓ A visualized research report that captures the focus group research findings and gives insight into the customers, their perspectives, and how this impacts new business ideas
- ✓ Data & insights on which to base strategic and tactical decisions
- ✓ Confidence about how best to position your product, service, business, or organization to achieve the desired outcomes



# Focus Group Research

## HOW WE DO IT

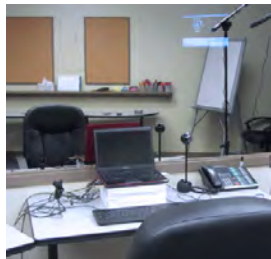
**1** Our collaborative workshops captures the research questions, existing knowledge, and audience assumptions that exist within your target audience.

**2** We develop a focus group research plan that cultivates full engagement among group participants. We recruit participants, facilitate the discussion, and capture the findings.

**3** We may also recommend complementary modes of research, such as surveys, ethnographic research, mystery shopping, and others.

**4** We document our focus group research findings in an engaging format that creates understanding and buy-in with your team and throughout the wider organization.

**Duration:** on average, a Focus Group or User Survey project ranges from two to four weeks in duration.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

+1.416.855.3367 (CAN)

+1.929.989.3367 (US)

+44 (0)1223 853907 (UK)

[contact@akendi.com](mailto:contact@akendi.com)