








# Qualitative Research

Research that studies the quality of relationships, activities, situations, or materials.



Item	Description	Typical Use	Key Strengths	Other Info
<b>Ideation Sessions</b> 	Early stage concepts and development of ideas.	Product and Service Development.	Very Open, Creative and Engaging.	Generally followed by more structured testing and measurement.
<b>Usability Testing</b> 	Helps you reduce costs and create products & tools that meet user's needs.	Website Evaluation & App Development. Can also be used for traditional product evaluations, especially for things like control panels.	Our labs are equipped with state-of-the-art technology and built from the ground up to support our usability and qualitative clients.	We are recognized by Forrester as a top national Usability partner.
<b>Concept Testing &amp; Development</b> 	Early stage in the development process and helps to identify key user needs and wants for the product or service.	Product and Services, Feature Analysis, Marketing Communications, Branding.	Provides outside guidance on internal decision making.	Can be completed at different points in the development process to generate results.
<b>Ethnographic Research</b> 	Observation of respondents in a realistic environment.	Any situation where a deeper understanding of the true consumer experience is required in the real-world setting. Can be done in B2B and B2C setting.	Is a deeper dive into the way products and services fit into the environment which they are used. Conducted by experienced ethnographic professionals.	Leede has key experience and a pool of professional partners for differing project needs.
<b>Focus Group Design &amp; Administration</b> 	Allow for interaction and are a very effective way to develop and/or confirm product direction with potential end users.	Early stage development. Generation of ideas for a quantitative survey. Understanding of key groups following a quantitative process.	More flexible in its ability to gather information. Allows for a better understanding of emotional drivers and components.	Focus groups are NOT meant to be a stand-alone decision-making tool. They are designed to be done as part of an overall program including quantitative measures.
<b>In-Depth Interviewing</b> 	Opportunity to gather detailed information and deep insights.	An alternative for any qualitative information needs where participant interaction is not needed or possible.	Can cover wider geographic areas and is more flexible when participants can complete the process. Also good when competitive factors may be in play.	Generally done by telephone and scheduled for specific times. May take longer than group discussions to complete.
<b>Persona Development</b> 	Representation of an actual end-user and is in the early stages of product development.	Helpful for marketing, communications and sales to have a "picture" of who it is they are targeting.	Creates a tighter focal point for marketing, sales and communications that personalizes the related processes.	Can be somewhat subjective depending upon the depth of information gathered and may require both qualitative and quantitative components.