
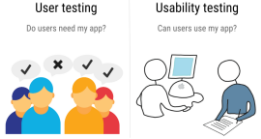







# Qualitative Research

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 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 in 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.

Item	Description	Typical Use	Key Strengths	Other Info
<b>Conjoint Analysis (including online adaptive)</b> 	Choice Analysis, used to understand the importance of various features of a product or service, and to help companies find the optimal configuration of those features to offer in the market place.	Most commonly used in Product Development to design optimal products considering the competitive marketplace. Can help reduce cannibalism in existing products.	Helps to understand and prioritize the role of key features and attributes, including brand and price in decisions. Creates a model that can be used to predict market changes with results.	Comes in various forms, with the most current being Adaptive Choice Based Conjoint, commonly used as a "Store shelf" test comparing multiple items simultaneously.
<b>Customer Value Analysis (CVA)</b> 	Takes traditional customer satisfaction to the next level by providing customer feedback for not only your company but for your top competitors as well.	Strong tool to understand the competitive nature of a marketplace. Format is a Customer Experience program that includes client and competitors.	Creates utility scores for key relationship measures. It also considers a Price/Value measures that define the general nature of a market. Highly actionable by leaders.	Price/Value measures help to understand the relevant role of Price in decisions. Tool is clear and easy to understand and has strong implementation tools to drive future change.
<b>Pricing Research</b> 	Discover what consumers are willing to pay for a specific product or service.	Understanding the optimal Price for existing or new products based on a variety of techniques.	Helps to understand losses and gains of price changes to help drive overall opportunities.	Techniques range from simple to detailed and can be built into other tools and programs.
<b>MaxDiff</b> 	Another version of Conjoint Analysis. Can test large lists of items and establish their relative value to respondents. Creates strong prioritization tools. Does this by testing groups of items and having respondents pick the best and worst.	Commonly used to sort through list of product features for future development. Also a strong tool for agencies and marketing communications professionals to review lists of messaging.	Utility scores establish relative value against each other and total 100. Something that rates a 10 is twice as strong as something rating a 5. Creates clear and easy to use structure for decisions.	Takes the guess work and personal items out of selecting the best items for future development. Clear and easy to use by all levels of the organization.
<b>Use &amp; Attitude Work</b> 	A basic assessment of a target market. It is designed to understand the process used by consumers to gather information, shop, make selections and ultimately make purchases.	Strong first step tool for organizations that have not done category research. Creates a better understanding of the process used to purchase and key competitive components.	Us straight-forward and easy to use by all levels in an organization. Great foundational tool to make decisions based on the actual marketplace and target groups. Can be expanded to include segmentation and deeper tools.	While this tool has been around for a long time, it is highly functional and a strong tool in many environments. Components of U&A can also be integrated into other tools and approaches.
<b>Marketing Effectiveness Tracking - ADAM - Advertising Development And Measurement</b> 	Designed to measure the impact of any type of marketing and communications on the mind of the target consumer.	Strong tool for campaign measurement to determine pre and post components. Can also be used as a crisis management tool to ID negative information impact.	Simple, easy to use format is built on a combination of Awareness & Positioning, Usage & Attitude and Information Recall Questions.	Has literally worked EVERY TIME! It can show how information impacts the mind of the market and generally shows market changes before they result in changes in share or sales.
<b>Brand Value Analysis</b> 	A variation of Customer Value Analysis, it helps clients understand brand value and key drivers to brand archetype and imagery.	Can be used at any stage of the branding process and includes assessment of key competitors to understand future potential and impact.	Provides a measurable way to demonstrate the impact of brand in the marketplace, including that of key competitors.	Can be tied to other development and branding processes.

## Error Factor Calculator

This simple table can help you determine error factors based on response and sample size. Maximum error occurs in a Yes/No type question that would have 50% Yes and 50% No responses

Sample Size	10%	20%	30%	40%	50%	60%	70%	80%	90%
25	12	16	18.3	19.6	20.0	19.6	18.3	16	12
50	8.9	11.2	12.8	13.7	14.0	13.7	12.8	11.2	8.9
75	6.8	9	10.4	11.1	11.3	11.1	10.4	9	6.8
100	5.9	7.8	9	9.6	9.8	9.6	9	7.8	5.9
150	4.8	6.4	7.3	7.8	8.0	7.8	7.3	6.4	4.8
200	4.2	5.5	6.4	6.8	6.9	6.8	6.4	5.5	4.2
250	3.8	5	5.7	6.1	6.3	6.1	5.7	5	3.8
300	3.4	4.5	5.2	5.5	5.7	5.5	5.2	4.5	3.4
350	3.1	4.2	4.8	5.1	5.2	5.1	4.8	4.2	3.1
400	2.9	3.9	4.5	4.8	4.9	4.8	4.5	3.9	2.9
450	2.7	3.7	4.2	4.5	4.6	4.5	4.2	3.7	2.7
500	2.6	3.5	4	4.3	4.4	4.3	4	3.5	2.6
550	2.5	3.3	3.8	4.1	4.2	4.1	3.8	3.3	2.5
600	2.4	3.2	3.7	3.9	4.0	3.9	3.7	3.2	2.4
650	2.3	3.1	3.5	3.7	3.8	3.7	3.5	3.1	2.3
700	2.2	3	3.4	3.6	3.7	3.6	3.4	3	2.2
750	2.1	2.8	3.3	3.5	3.6	3.5	3.3	2.8	2.1
800	2	2.8	3.2	3.4	3.5	3.4	3.2	2.8	2
850	2	2.7	3.1	3.3	3.4	3.3	3.1	2.7	2
900	2	2.6	3	3.1	3.3	3.1	3	2.6	2
950	1.9	2.5	2.9	3.1	3.2	3.1	2.9	2.5	1.9
1000	1.9	2.5	2.8	3	3.1	3	2.8	2.5	1.9

*Please note: This tool is meant for simple error factor calculation. For more specific information, contact our offices.*

## Contact Us

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Leede Research believes that marketing is evolving at a pace like no other time in history. New technology and innovations are generating tools not even thought possible just a few years ago. Marketing has changed from being able to DO everything, to knowing where FIND everything to meet changing needs. Our role is to help our clients address their overall needs today with an eye to the future. We offer the latest tools to improve efficiency and marketing effectiveness.

