

Focus Groups

Focus groups provide a degree of real-time flexibility and personal interaction that is simply not achievable with quantitative methods.

- To design quantitative research – understand what questions to ask and how to ask them in the customer's language
- To better understand the emotions and motivations behind findings from quantitative research
- Or, as a stand-alone method to generate ideas, deepen understanding, provide insight and inspiration

We believe that the key to effective Focus Groups is having the right moderator for your subject and your customers. Our team of moderators reflects a wide range of disciplines and expertise. Some are generalists, others are experts in your product category or technology. They are committed to bring to your project the empathy and creativity needed without compromising objectivity.

In addition to traditional focus groups, Morpace qualitative researchers are skilled in implementation of One-on-one and Executive interviewing as well as the advanced qualitative techniques involved in Ethnography and Projection Workshops.

Often, focus groups in combination with other methods produce rich, actionable results. Some examples of hybrid techniques offered by Morpace are our Concept Evaluator ad testing solution which combines a controlled quantitative measurement session followed by a rich focus group discussion providing invaluable perspectives on the data.

Please contact Morpace at 248.737.5300 or information@morpace.com to find the right method and the right moderator for your next focus group project.