

Conducting  
**qualitative**  
research

*Focus groups*



*Depth interviews*



*Workshop facilitation*



*'Peeps on the street'  
vox pops*



*Teledepth interviews*



*Hall tests*

*(testing reactions/concepts  
in a controlled environment)*



*'Meet the consumer' events  
(Stakeholder/customer speed-dating events)*



*In-home interviews*

*(one-to-one interviews in  
consumer's home)*



*Ethnography*

