

Online Focus Groups

iFocus from iReach Market Research

Leverage the Full Power of the Internet for Qualitative Research.

Our highly interactive online research sessions combine the richness of qualitative feedback with the scale and structure of a quantitative study. With iFocus from iReach Market Research, you can overcome the age-old constraints of focus groups by capturing large-scale, reliable qualitative data quickly and cost-effectively.

With iFocus for Qualitative Research you can "interview" an optimum of 3 to 30+ people in a single live session and reach a large geographically dispersed sample. You also have the ability to combine multiple target segments in a single session. Using screener data, you can filter responses during the session to track how various segments of your audience are reacting.

More honest answers

This environment has been shown to stimulate more honest, unbiased feedback, especially if the topic is personal or sensitive.

No false trails

A well-known disadvantage of traditional focus groups is that a discussion can lead down "blind alleys", significantly impacting the usefulness of the findings. The iFocus live environment allows the moderator to quickly eliminate false trails.

No dominant personalities or groupthink

With iFocus every participant answers every question and has an equal voice. In a typical one-hour session you receive approximately 55 minutes of feedback from each participant – unbiased by dominant personalities or groupthink!

Live chat

You may have an individual respondent whose opinion is of particular interest.

Key Benefits:

- Cost Effective to maximise your budgets
- Fast Turnaround in days not weeks
- Fixed Costs for all project elements
- No costs for Meeting Rooms or Viewing Facilities



iFocus for Qualitative Research:

Online Focus Groups are ideal for many environments to augment Face to Face Focus Groups, with the scale and cost models to support larger and more disperse groups of participants. Also suited to business groups, staff or employees and agents or intermediaries.

Many applications suit Online Focus Groups such as Concept Testing, Ad Testing and Website Usability Testing.

iFocus costs are fixed for all project elements including Participant Recruitment, Facilities, Recordings, Incentives, Moderation and Reporting.

For more details:

Please call Ciara Shaffrey on 01-400 3600 or email ciara.shaffrey@ireach.ie

www.ireachonline.com