

# Focus Groups & In Depth Interviews

iFocus from iReach Market Research



[www.ireachonline.com](http://www.ireachonline.com)

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## **i** Leverage the Full Power of the Internet for Qualitative Research.

Our highly interactive qualitative 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 in-depths and focus groups by capturing large-scale, reliable qualitative data quickly and cost-effectively.

With iFocus for Qualitative Research you can "interview" any mix of 1 to 30+ people in face to face sessions or reach a large geographically dispersed sample using internet video. You also have the ability to combine multiple target segments in a single video based Focus Group session. Using screener data, you can filter responses during the session to track how various segments of your audience are reacting.

## **i** 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!

## **i** Live chat

Clients can participate in the sessions either onsite or online using live Video Streaming and communicate with the iReach moderator in realtime to explore opinions or discussions 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:**

Video & 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. iReach use our proprietary Consumer Decisions or Business Decisions Research Panels for recruitment.





**iReach Market Research** is the only agency in Ireland to have built our own research panels of 15,000 adults consumers and 5,000 business decision makers in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

**i Monthly Omnibus   i Online & CATI   i Focus Groups & IDIs**



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iReach Market Research is a full Agency in Ireland covering all methods and techniques.

See more:

[www.ireachonline.com](http://www.ireachonline.com)