



# Eddie Rocket's New Menus Case Study



## Project Background – Eye Tracking and Labs

The purpose of the research was to inform overall brand perceptions, attitudes and associations, identify restaurant visiting occasions and habits, and the new menu concept (using eye tracking technology). The 3 groups included a group of young adults with no children (18-24 years), adults with no children (25-34 years) and a group of adults that have a child / children. These insights were distilled down to produce actionable insights and recommendations.

## iReach Methodology

An Innovation Workshop was the research method used, where 3 mini groups of 5 each which rotate across 3 moderated pods. At the end a group discussion is held of all participants with a 4<sup>th</sup> moderator engaging with everyone. Those who participated were handpicked and recruited to ensure that they will be highly engaging and meet the target audience and requirements of the client.

The Innovation Workshop explored 2 key topic areas and eye-tracking. The eye tracking device is powerful tool which enables us to see how the new menu compares to the old menu in terms of first impressions, menu layout, choice, and expectations. The eye tracking device allowed us to create a Heat Map, a Gaze plot on each page of the menu to decipher the areas on the menu that was eye catching and the length of time people would look in one spot and analyse the pause time.



## iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies.

iReach Insights is the only agency in Ireland to have built our own research panels of 40,000 adults consumers and 9,000 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.

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