



INSIGHTS GROUPS

WHAT IS IT?

INSIGHT GROUPS reveal peoples' opinions, decision making processes and emotional experiences, in order to understand your customers.

INSIGHT GROUPS are in-depth group interviews with four to six participants led by an Innovationbubble psychologist. Our interviewing technique focuses on mapping cognitive decision making processes and quantifying emotional experiences. Verbal and non-verbal cues are identified and analysed to understand the experiences and attitudes that inform peoples' opinions and decisions about a product or brand.

INSIGHT GROUPS are ideal for building brand identity, informing communications strategies, new product development and retail environment analysis.

WHAT DO YOU GET OUT OF IT?

- INSIGHT GROUPS provide deep insights into the specific topic or topics discussed with a small group.
- We use our psychological expertise to analyse the groups' conversation, picking up on nonverbal and tonal cues that reveal the individuals' emotional and motivational responses. Together with the verbal information provided we collate all the insights we have gathered to provide a fully-rounded and in-depth understanding of the groups' perceptions.

WHY USE IT?

- INSIGHT GROUPS help companies understand their customers' complex and sometimes contradictory emotional and motivational responses to specific topics and challenges.
- It provides a unique opportunity for marketing teams to gain a deeper understanding and insight into the underlying factors affecting decision making processes.
- We use psychological interview techniques that are tried and tested and supported by decades of research.

