

PSYCHOLOGICAL INTERVIEWS

by Innovationbubble



WHY USE IT?

- PSYCHOLOGICAL INTERVIEWS provide in-depth insight and understanding of peoples' perceptions, emotions and motivational drivers towards a brand, product or concept.
- One-to-one interviews led by trained business psychologists.
- PSYCHOLOGICAL INTERVIEWS are ideal for customer experience testing, package testing and product positioning.



WHAT DO YOU GET OUT OF IT?

- Helps your company understand their customers' complex, hidden, and sometimes contradictory responses to specific topics and challenges.
- Provide in-depth insight and understanding of customers' attitudes, emotions and motivational drivers.
- Our projective interviewing techniques encourages the expression of underlying emotional and motivational factors. Non-verbal behaviour, including body language and tone of voice are analysed to understand the person's conscious and nonconscious opinions. These insights are consolidated to reveal peoples' underlying perceptions towards a product, brand or company.