

PRODUCT TESTING

Product optimization is critical to success in the marketplace.

Our team is highly adept at planning and executing complex testing programs. We support a variety of methods for product testing from facility and CLT to in-home or on-site testing using qualitative, quantitative or hybrid approaches to best suit your research objectives.



WHY CHOOSE SCHLESINGER?

Intelligent Recruitment & Proactive and Consultative Project Management

We take a consultative and collaborative approach to your project from feasibility to execution, with an uncompromising commitment to your success. Our clients trust us as their research partner to deliver high-quality recruitment for their important and most challenging projects. We optimize our recruitment to ensure your respondents are selected not only to target, but to be engaged and committed to the more longitudinal and proactive nature of the testing.

Do You Conduct Numerous Product Tests Per Year or Require a Specific User Group for Regular Contact?

We can create dedicated or proprietary custom panels for your tests.





IHUTs

In-Home Use Tests provide an opportunity to gain practical, in-the-moment feedback on consumer products as they would typically be used in their real-life environment. IHUTs are particularly ideal when testing products over an extended period of time. We recruit your target consumers to test products with close attention to engagement levels required for this kind of study. For quantitative testing, we deploy a range of online technology including mobile, online surveys and bulletin boards to gain feedback. For a qualitative approach, moderators may be invited into the users' homes to conduct an in-person interview to fully understand their experience, or we deploy a range of online qualitative technology to help you gain deeper insights.

Central Location Tests

Central Location Tests support researchers requiring respondents to have direct contact with a product under research in a secure and controlled environment. Schlesinger Group is experienced at managing all aspects of your CLT data collection, from accommodating the particulars of your chosen technique to venue selection and finding and engaging your respondents through a variety of creative recruitment solutions. We also support visual testing enhancements through mobile eye tracking labs.

Taste Tests

We provide a range of food and beverage testing solutions either in facility or at central locations that provide the right footfall and appropriate environment to suit your particular needs. We support your preferred approach, be it branded or blind paired comparison tests or your proprietary technique. Depending on your chosen location, we pre-recruit or intercept and pre-screen participants to deliver a representative sample of respondents to support either a qualitative or quantitative approach. Our test teams are fully trained and follow strict guidelines in preparation and presentation to ensure product and respondent safety and project authenticity. For alcohol testing, we ensure local laws and protocols are applied to ensure responsible consumption.

Product Clinics

For durable goods testing, product clinics in central locations allow for testing and comparison of larger products alongside competitive products. We run clinics for consumer and industrial products, including ready-for-market items and product prototypes. We are logisticians and in addition to finding the right people to test your products, we proactively manage the details of your clinic to ensure effective product interaction in a suitable environment accessible to your target market.

Supplement Your Product Tests

We consult with you on aligning various methods and techniques — in series or in parallel — to enhance the value of your product testing to help you deliver compelling research data.

Computer/Mobile/Tablet Interviews | Online Surveys | Focus Groups | Webcam Interviews | Video Diaries
Online Bulletin Boards | Usability Labs | Eye Tracking Labs | Neuromarketing Labs

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