

The process of our focus group service in more detail:

1: We personalise our service/test criteria on your needs.
2: You can choose the testers who will test your product, or I will choose the testers who I think are the most suitable to do so.
3: We gather at the agreed location and at the agreed upon time, to start our focus group session.
4: The focus group session starts.
5: Every tester let's their opinion be known during the focus group session, about the products first impression.
6: The testers fill in a more detailed test criteria about the first impression of the product after the session.
7: The testers send these insightful reports to me.
8: The results of the testers are judged, to perfect the service for you.
9: A summary report is made of the good points and the points of improvement for the first impression of your product, that were mentioned a lot in the criteria of testers.
10: I send this enlightening summary report along with the individual reports of the testers to your company, all in the agreed upon deadline.
11: The payment needs to be done within one month after we provide the focus group service, or else the pricing of our service goes up.
12: With your consent, we will ask for a final review of our service.

