


depth
interviews

group
discussions



1 day, 1 place
50-100 participants

What is a Day of Discovery?

A new method combining back-to-back group discussions and depth interviews in one day, one location. Over the course of the day, 50 - 100 participants drop-in for one hour sessions. With recruitment taking place on the spot and in advance, this method is ideal for speaking to lots of people in a short space of time, bringing you instant insight for less investment.

Day of Discovery

More participants, more insight, more value

Find out more...

→ *at a glance*

One room, several work stations



- ✓ Recruiters convene participants at the venue as they come and go throughout the day
- ✓ Moderators and participants circulate the room **stopping at different workstations, maintaining momentum** and encouraging a mental break between discussions topics
- ✓ Clients and stakeholders observe the action, **getting instant feedback** from a range of perspectives

Dynamic, engaging discussions

- ✓ The concentration of activity and discussions create a lively atmosphere **inviting participants to engage and explore issues** in a short space of time
- ✓ Participants buy-in to the research process, **encouraged to contribute their views** by seeing others take part



Creative, participative techniques

- ✓ Stimulus materials are designed to get participants **thinking about issues in unconventional ways** e.g. collages, word maps, visual aids
- ✓ Self-completion handouts and diary tasks are given to participants after they've been around the room, letting them **express personal views**



Mixed, tailored methods

- ✓ The day is designed to suit you, **combining one-to-one and paired depth interviews with mini and full group discussions**
- ✓ The relaxed, informal setting is ideal for **capturing participants on film**, with short vox pop interviews and full film coverage of the day
- ✓ The film output is a powerful communication and dissemination tool



Collaborative research and analysis

- ✓ A dedicated project team of **moderators and note takers works closely on the day** and subsequently during analysis to ensure all data is captured and all viewpoints considered



'The Ipsos MORI team put in a remarkable amount of work for a very reasonable price'

Client, government advisory body, London

Today's challenges of time and budget mean that qualitative research has to deliver more value for money. This innovative methodology combines rigor with creativity, to ensure outputs that withstand scrutiny and live up to our clients' expectations.

Q: How do you manage the form and content of the day?

A: Workstations are setup around the room to focus participants on different subject areas and activities. We work with you to design the best materials for each station.

Q: Will quality and insight be compromised?

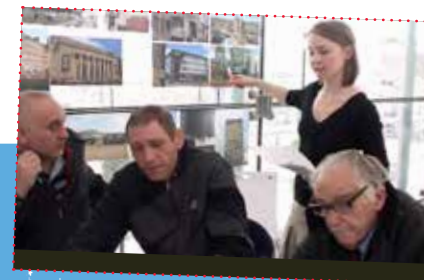
A: Fieldwork is immediately followed by thorough analysis; we run internal debrief sessions with the whole project team to organise and interrogate the data.

Q: Why is it good value for money?

A: More participants on the day = greater returns on investment.

DAY OF DISCOVERY

Case Studies



Commission for Architecture and the Built Environment

We convened local residents in Sheffield town centre to ask them what they thought about 'beauty' and their local environment.

'It's like a happening, a gathering of people. When was the last time you came somewhere like this, public, and started talking to people like this, I think that's kind of beautiful... We're being allowed to express our own viewpoints.'

Participant, 30, Sheffield

'We received fantastic value for money from the team, who kept costs under control by planning fieldwork immaculately, seizing every opportunity to research during a short space of time...their enthusiasm and willingness to interview anyone and everyone, convincing a great range of participants to talk openly about personal subjects.'

Client, government advisory body, London

West End Marketing Alliance

We held a visitor drop-in workshop in Trafalgar Square to understand perceptions of the 'West End'

