



We[©] leverages decades of research* from psychology, teambuilding, and adult education and adapts it to the traditional focus group.

“ We were exploring needs for HVAC filters. Not the most exciting topic. I tried StandPoint because I wanted these groups to be more creative. I was blown away. The participants put their heart and soul into a homework assignment. They took photos. We learned what motivates people to keep their homes clean, their concerns about air quality, and what goes through their mind when shopping. I had thought about ethnography, but these discussion groups exceeded my expectations. ”

Insights Manager, Fortune 100 Company

A MORE HUMAN APPROACH TO FOCUS GROUPS

Traditional focus groups are designed to explore perceptions, opinions, beliefs, and attitudes, and that's it. Understanding behavior, emotions, and the whole sub-context that makes people tick is difficult to do in this format. Instead, researchers rely on ethnography which can be slow and expensive. We believe many of the emerging techniques (e.g. neuroscience and biofeedback) are invasive and lack a human touch.

We[©] is a modern revamp of the focus group. It maintains the speed and convenience of focus groups with impactful modifications allowing us to understand people in a deeper and more meaningful way.

To learn how We[©] groups can improve your qualitative research and innovation goals, please contact kcreel@standpointgroup.com or call us at 770-270-4800.

DIFFERENT DYNAMICS

- No authority figure: a host and not a moderator
- To build trust, relationship with host established in advance
- Specially-trained facilitator
- Personal touches with participants

FORMAT

- Relaxation and trust-building activities to break down barriers
- Lots of movement
- Participants ask each other questions
- Option for group to stay connected for continual learning

DIFFERENT LANGUAGE

- These are *guests*, not respondents
- *Hosts* and not moderators
- You're *invited* to a group not recruited
- Participants receive a *gift* not an incentive

MAXIMIZING CONTRIBUTIONS

- Participants are prepared in advance
- Specially-designed tools to help convey feelings
- Expert laddering to understand higher-order motivations

CAPTURING THE MOMENT

- Show & tell exercises
- Picture books and artifacts
- Group and self video/pictures

PARTICIPANT SELECTION

- Extra screening to select those who index high on Storytelling or Extroversion

BETTER ENVIRONMENT

- Customized for the audience
- Conducive to conversations
- No one-way mirror

*Research references available upon request