



ASI Entertainment

Leader in “Custom Research and Strategic Counsel for Television Media”

Aim

ASI Entertainment, on behalf of a television media client, wished to gain feedback from a specific audience about a new website and product. Qualitative information was required to assist with the development of site features and functionality prior to proceeding with development. The aim was to obtain this information utilizing an online focus group. It was imperative that the venue chosen allowed for full control over the demographics of the focus group, was flexible in terms of question delivery, and was easy for participants to use. There was also a need for the venue to be able to display the graphical content needed to support the information gathering process.

Solution

ASI Entertainment chose CornerWays to assist with the provision and development of the online focus group. The following services were provided:

- ◆ **Online Focus Group and Pre-Focus Group Room:** A branded focus group and pre-focus group room were provided. The pre-focus group room was used to select the participants who fit the desired demographical requirements. The selected group was then toured to the main focus group room, whilst the remainder was encouraged to chat informally with staff and answer unscripted questions. The main focus group room was capable of displaying screen shots of new site concepts to the participants without forcing them to leave the actual focus group room.
- ◆ **Focus Group Moderation:** A trained moderation staff was provided to facilitate the pre-focus group and focus group activity. The staff assisted with any technical questions, welcomed all participants and presented the focus group questions and graphics.
- ◆ **Consultancy:** CornerWays provided consultation for the best methods for ensuring that demographical requirements were met, for question development and for technology needs.
- ◆ **Reporting:** A transcript and detailed, comprehensive focus group summary was created containing the qualitative information required.

Results

The client received two forms of information; qualitative information received from the focus group participants, as well as informal information from the non-selected group. From the information gathered the client was able to develop a website that incorporated the ideas of the participants in a cost-effective manner.

Need further information? Please feel free to contact us directly.



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