

– Early-Stage Research/ Product Development –

Qualitative Research

Qualitative research is often used as a first step to obtain a deep understanding of consumer issues, concerns, behaviors, and attitudes relating to your category, or to serve as a forum for generating product/service ideas. This type of in-depth investigation can help you understand how and why existing products are currently being used and explore consumers' wants and needs. (For more on **Qualitative Research**, visit "Research Solutions" in our website.)

- **Concept Screening** – Concept Screening for product/service ideas provides our clients with market level, quantitative feedback to identify the most promising ideas for further development. It is an inexpensive way to assess preliminary ideas generated through qualitative or brainstorming sessions, with the rigor of quantitative metrics.

Strategic Quantitative Research

StrataMark employs various quantitative tools and techniques to uncover critical consumer unmet needs, provide an assessment of the size of the potential market, identify market segments, and determine factors influencing purchase decisions. We work with you to determine your information needs and design research to help you identify opportunities that offer the greatest potential for development. Some examples of our approaches for early-stage product development research include:

- **Consumer Needs Assessment** – A quantitative approach used to compare consumer wants, needs, and expectations to your brand's perceived delivery or performance. This type of research identifies areas where there are opportunities not currently being realized in your market. (For more on **Consumer Needs Assessment**, visit "Areas of Expertise" in our website.)
- **Awareness, Attitude and Usage (AA&U)** – While AA&U's have broad application in market research, for purposes of product development, AA&U research will provide a comprehensive assessment of the marketplace and thorough understanding of the environment in which a new or modified product will be sold. (For more on **Awareness, Attitude, and Usage (AA&U)**, visit "Areas of Expertise" in our website.)
- **Market Segmentation** – Used to identify and profile groups of consumers who might have distinct needs, wants, and behaviors. (For more on **Market Segmentation**, visit "Areas of Expertise" in our website.)