

IN-DEPTH INTERVIEWS

Gain insight by understanding your respondents' underlying motivations, attitudes, and feelings.

In-person • By Phone • Video Conference



An In-Depth Interview (IDI) is research that involves a customized personal interview to obtain qualitative results that provide insight to guide next steps for your organization.

HOW WE CAN HELP



BRANDING RESEARCH



CUSTOMER SATISFACTION



NEW PRODUCT OR SERVICE INTEREST



PROSPECT INTERESTS

HOW WE DO IT



RICHNESS OF DATA

- Interviewees provide more detail with responses
- Open-ended questions prompt interviewees to share instead of choosing from a list of options



REAL-TIME

- IDIs conducted in real-time
- Conversational by nature
 - Comfortable dynamic where interviewees are willing to share their thoughts on a topic



ABILITY TO PROBE

- Skilled interviewers know when to “go off-script”
- Interviewer can probe deeper after a response for details



SMALLER SAMPLE SIZE

- IDIs require a smaller sample size compared to online surveys
- Qualitative data presents common themes quickly

CONTACT US TODAY TO CONDUCT IN-DEPTH INTERVIEWS FOR YOUR NEXT PROJECT

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Ask. Listen. Solve.