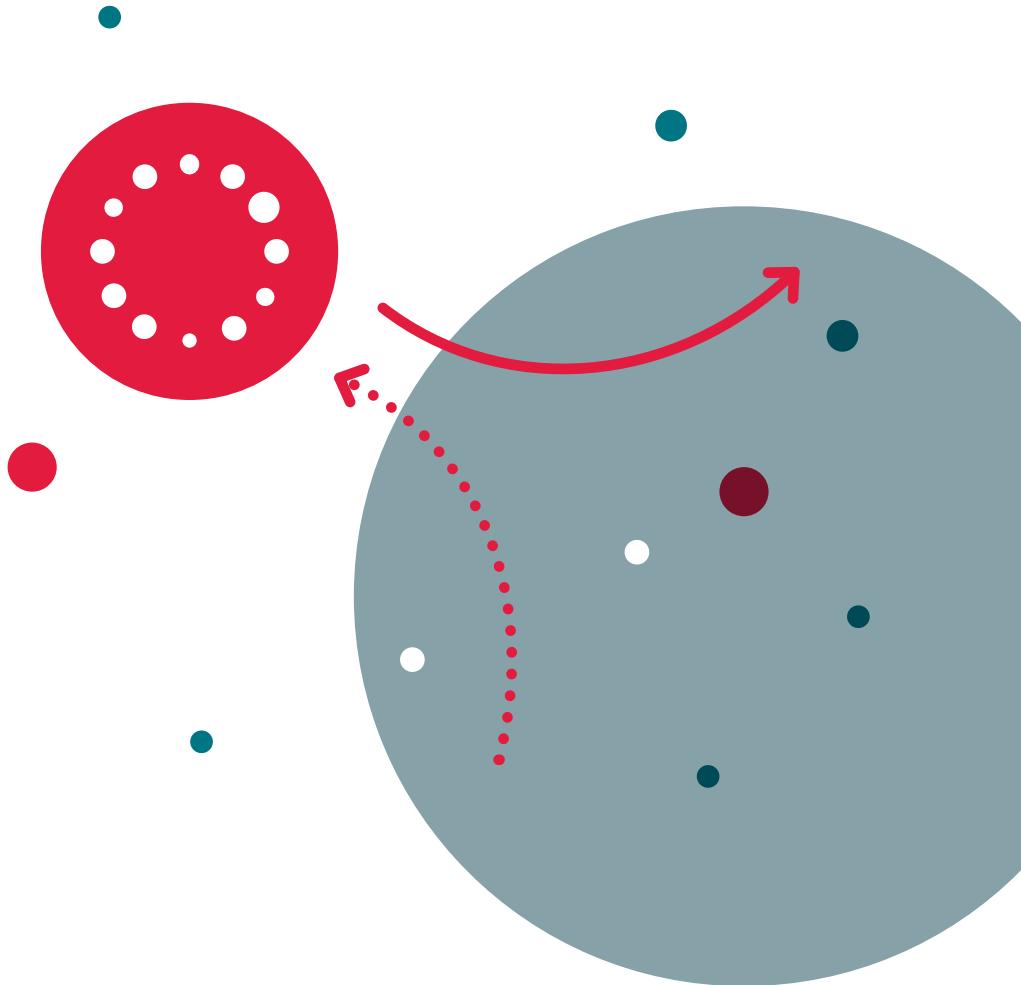


FOCUS GROUP

From consultation to collaboration



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We believe ...

... that real innovation comes from many minds. The trick is getting the best from each one.

FOCUS GROUP

From consultation to collaboration

Focus Groups are typically employed to test new product ideas and messages with potential customers. Focus groups help companies consult their stakeholders in order to gain input and build confidence that a chosen path or strategy will be well received.

Matter's approach to Focus Groups is built on the premise that the best products and the most robust strategies result from co-design and honest collaboration between a company and its stakeholders.



From Focus Group to Stakeholder Dialogue

Traditional Focus Group	Matter Approach
Validate hypotheses	Create hypotheses
Test or validate pre-prepared ideas	Develop new ideas
One/few market segment per Focus Group	Multi-stakeholder dialogue
Interesting – Participants provide feedback	Fun – Participants learn and create together
Max 12-15 participants	Highly scalable
Preparatory interviews shape Focus Group design	Focus Group outcomes shape subsequent interviews

Concrete benefits using our approach:

- promotes collaborative innovation;
- reduces time-to-market by merging development with market testing;
- vastly improves the quality and robustness of the product or strategy being developed by trusting users to develop their own judging criteria.



Some examples:

We ran Stakeholder Dialogues for **Shell** to design carbon-reduction strategies for Europe's policymakers.

We helped **SWIFT** develop innovative payments offering by bringing its users into the design process.

We helped **Wired Magazine** involve its readers in the re-design of its web strategy.

We ran Stakeholder Dialogues across Italy to speed the development of an innovative web service for **quantity surveyors**.

We helped **Kuoni** engage employees in the development of a new market positioning and cross-divisional strategy.





 matter.
WE MAKE IT EASY

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