

MAY 2025



MAKING SENSE
OF HUMAN
COMPLEXITY

The case for being in-person with consumers

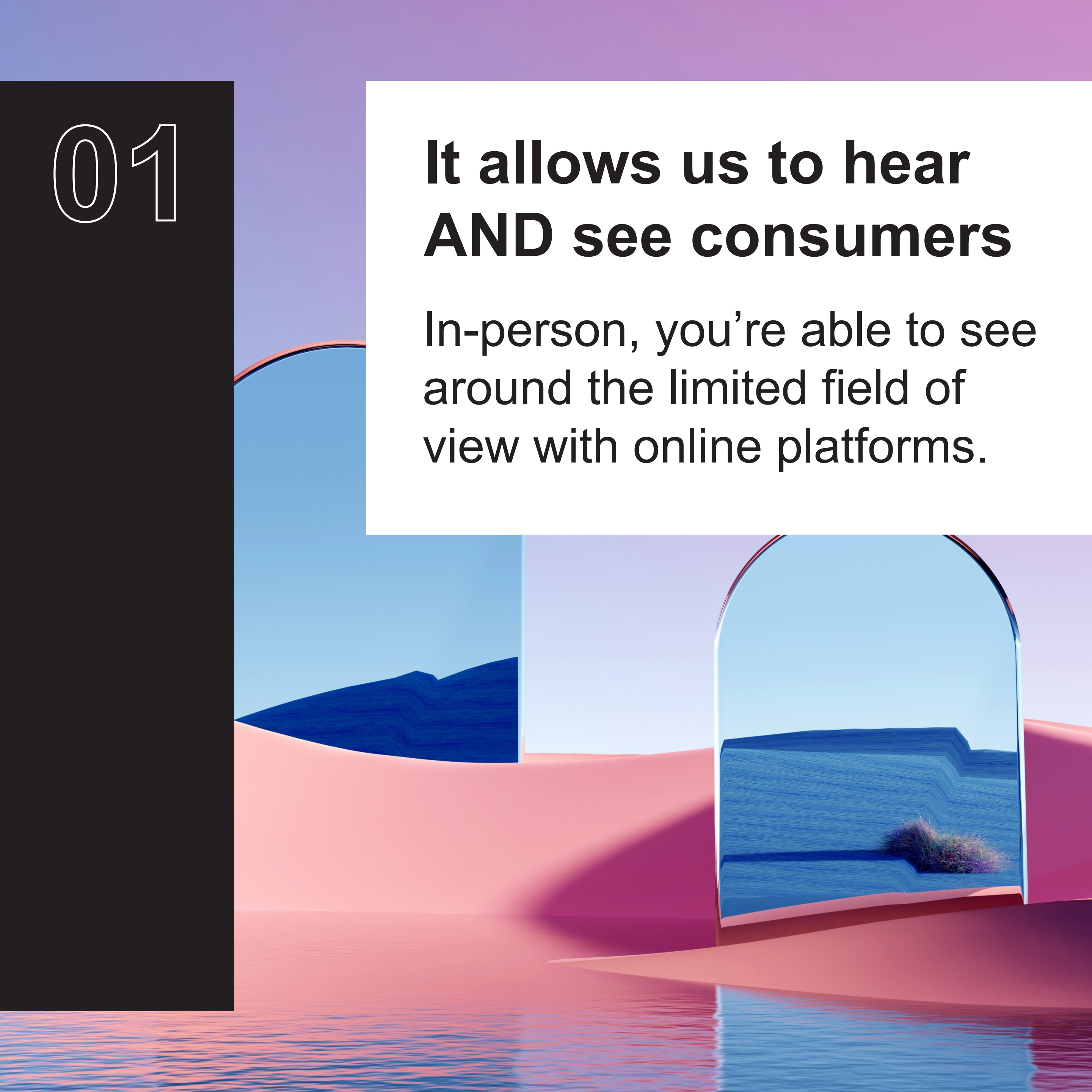
THINKING




01

**It allows us to hear
AND see consumers**

In-person, you're able to see
around the limited field of
view with online platforms.





02

**Respondents feel
more comfortable,
and we can
connect more
easily**

Having 2-4 people in
the room with you
whom you've met and
introduced to your kids
or pets is reassuring.



03

Activities can be adapted more quickly and easily

Qualities are nothing if not flexible but when you're in-person any shifts can be instantaneous.



We can capture insights from all five senses

Sight, hearing, smell, taste and
touch.

04



05

Unless you need a traditional facility, there's minimal cost difference with in-person

You're essentially swapping platform costs for travel costs.



06

**It builds lasting
empathy,
passalong value**

The deliverables we're
able to create after being
in-person are even more
powerful.

07

**It's much more difficult
to get creative with focus
group participants if
we're all online**

Even with digital whiteboards as
advanced as they are.





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**All this to say, let's talk
about whether in-person
or online is best for your
needs.**

More on this and the author at the
link in our post.

THINKING

