Project teams are usually very busy. They are stretched thin—running on tight budgets and even tighter deadlines. There is rarely time in the schedule to think about customers, let alone invest any significant time with them.

Yet this is exactly the type of activity that will often help clarify the situation, enable teams to work more efficiently and focus on those things that truly matter to the people they serve. This is where an Immersion Session can help.

SEEKING EMPATHY WITH CUSTOMERS
An Immersion Session is an informal form of ethnographic research that calls for observations of human behavior in its naturally occurring context. This full-day in-field experience is conducted in conjunction with a work session and is designed to help a 10- to 15-member team build empathy, spark fresh thinking and develop a greater understanding of what consumers actually do (versus what they might say they do).

START BY STUDYING THE RIGHT PEOPLE
Implicit in the need to understand what people actually do is the need to observe the right people. With this in mind, our approach is designed to ensure we are studying the right respondent in the best possible context. It may seem like a little detail, but its importance should not be minimized.

TAKING STEPS TO REDUCE PRIMING
Our team is highly sensitive to “the priming effect”—in which the simple, yet essential, act of posing a question to research subjects subconsciously provokes their mental processes and causes them to rationalize an answer they believe will be “right.” Consequently, the Brandtrust team is well versed in the dangers of priming and knows how to employ techniques that effectively reduce the potentially adverse impact of this unintended phenomenon in an Immersion Session.

COLLABORATING TO SPARK IDEAS
This immersive approach is structured to enable five three-person teams to rapidly observe consumers collaboratively and in parallel. Each team is comprised of a Brandtrust consultant and a cross-functional group of clients. These teams then follow a proven process of observation, interview and “mini synthesis,” which is followed by a comprehensive synthesis conducted during the subsequent work session.

WHY BRANDTRUST?
Brandtrust specializes in understanding the complexities behind human behavior and applying these insights to customer research methodologies.

Many leading brands utilize Brandtrust to unravel the psychological tangles that often derail traditional research approaches. In doing so, Brandtrust helps organizations change the way they think about how people think.