

Hybrid Study Scenarios

Type of study	Quant before Qual	Qual before Quant
Topic exploration	<ul style="list-style-type: none"> ✓ Quantify predetermined need-states, motivations and pain-points to determine key areas to delve further into with qual 	<ul style="list-style-type: none"> ✓ Unveil what the need-states, motivations and pain-points are for a category/product/service and then validate in quant
Concept testing	<ul style="list-style-type: none"> ✓ Measure favorability of/ receptivity to a product/service/advertisement, then delve into the reasons in qual 	<ul style="list-style-type: none"> ✓ Critique/ refine/ brainstorm concepts to then test in quant
Customer satisfaction	<ul style="list-style-type: none"> ✓ Quantify aspects of the customer process/ experience to determine key areas to delve further into with qual 	<ul style="list-style-type: none"> ✓ Understand what influences satisfaction in greater depth, then testing in quant to understand what is most likely to drive engagement and loyalty
Brand tracker	<ul style="list-style-type: none"> ✓ Track standard brand metrics over time (brand awareness, favorability, purchase intent) to measure brand health and fluctuations, and delve into points of interest in qual after 	-
Market segmentation	-	<ul style="list-style-type: none"> ✓ Learn who the customer/ target is across multiple dimensions (e.g. mindset, interests, lifestyle, values), then validating the size of segments via quant
Dual objectives	<p>Sometimes, clients have multiple objectives that lead to the need for a hybrid study, where each phase is mutually exclusive from the other (e.g. customer satisfaction in one study and concept testing in the other)</p>	