International Research Process
International approach = Centralized Management + Quality

An approach that ensures consistency across territories, and allows us to formulate an overview of the findings from a central perspective.

Managing all international projects centrally

Local Iris Member

Future Thinking Responsibilities:

- A relationship with ONE supplier = Local Iris Member
- Local Iris Member researchers are responsible across all territories + we attend all research sessions
- Local Iris Member is responsible for the deliverables
  - Local research agencies: Recruitment + Moderation + Translations
  - Local Iris Member: Attend and watch all groups + briefings + analyse the findings
  - Deliverables to clients

What we can provide:

1. Cost efficiency:
   - We are not tied-down to any one supplier
   - Alternatively we can work with your preferred supplier in the local market

2. Quality:
   - We are in close contact / communication with partner agencies at all stages of the international research process in order to monitor quality control

3. Centralized Control:
   - We write all screeners and discussion guides and supervise translation into local languages
   - We see all respondent lists and approve these before fieldwork takes place
   - We conduct a thorough briefing with the moderator(s) prior to the research, and discuss the findings after fieldwork takes place
   - We have all sessions translated, so that findings can be analysed and fed into the debrief
How we work with local partners

Example of Qualitative project

- Write recruitment questionnaire
- Set up central online platform
- Create task/discussion guide
- Online platform training for local markets
- Provision of essential specific moderator prompts
- Provision of a full report and transcripts in English including verbatims, all image downloads and time-coded video footage with translations for key time-codes
- Review all market reports & video codes
- Translate task/discussion guide into local language
- Upload guide to platform
- Attend & brief local agencies face to face / view all local market focus groups
- Local Iris Member
- Adapt discussion guide based on any specific insights / outputs from local market community – seek sign off
- Provide vox pops including time codes & translations
- Moderation of local market community / focus groups
Outputs: Making actionable recommendations

We deliver high quality visual outputs to match the project objectives using our story telling approach.

What you will get:

1 Synthesis Report comparing and analysing all the countries
Focus on commonalities and highlight differences

1 Full Report per country

*Charts for illustrative purposes only – dummy data