



SHERWOOD
ENTERPRISES

METH Research

“Mobile ETHnography” - Do it once and you’re hooked
Affordable Customer Centric Research



Customer Centric Philosophy

Customer Centric means getting personal with your customers



Instant Access to Feedback

Conducted online and through their mobile device, you can log in and see real-time feedback.



Actionable Insights

Not only can you use the feedback while onsite at your event, you will also receive a comprehensive analysis of the data received and personalized recommendations.

What is a mobile ethnography?

Ethnographies are sociologic methodologies to study people in their native environment. These are very labor intensive and costly, but mobile ethnographies blend online research with the ability to track and participate with respondents more in their own environments through conversations, photos and video clips of the respondents as they are engaging with the research.

When is a good time to do a mobile ethnography?

When a survey doesn’t inform the “why” enough. Qualitative research like ethnographies can be great ways to discover new ideas, and come up with new innovations previously unanticipated while people interact with you and your products or services. Example: Perhaps you want to understand more about all the preparation an attendee or exhibitor goes through when coming to your event. You can use a mobile ethnography for feedback on the services you provide while identifying new opportunities to improve experience OR identify new product opportunities.

Why Sherwood Enterprises?

Brian Sherwood has been conducting quantitative and qualitative research for nearly 20 years. For the last 7 years he has specialized in research for face to face marketing. He has a unique perspective on the attendee and exhibitor experience AND knows how to translate insights into action for all players in the event experience (organizers, exhibitors and attendees). And if you are an event organizer, he is open to discussing ways you might be able to monetize research.

What’s included?

- Five tasks during one week in field
- Video and photo posts and transcriptions
- Respondent Incentives (\$150 each)
- Access to data feed
- Full summary report 10 biz days after field close

**prices subject to change based on specifications (i.e., need to recruit or need for increased incentive)*

10 Respondents	\$7,500
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20 Respondents	\$11,500
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