



METHODOLOGY & CAPABILITIES

How we run research, start to finish

InnoventIQ Research helps organisations replace guesswork with evidence. This overview explains our methods, how a project runs from first call to final delivery, and what we can support across consumer, business and healthcare markets.

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Markets

Consumer (B2C), business (B2B)
and healthcare

30+

Countries

Respondent access with
multi-language support

7+

Years

Founder experience in market
research

Five stages, the same every time, so nothing gets missed

Every project follows the same path. The method changes with your question; the discipline does not.

1

Scope

Agree what we are actually trying to learn

Define research objectives, audience, budget and timeline. Choose the right methodology and flag risk before a single survey goes out.

YOU GET

A clear brief and an agreed plan

2

Design

Build the right method for that question

Select sampling and method, design the questionnaire or discussion guide, and script surveys with routing and skip logic. Everything is tested before launch.

YOU GET

An approved instrument and fieldwork plan

3

Field

Collect the data

Multi-channel data collection, panel and sample management, and coordination across markets, with live fieldwork tracking.

YOU GET

Visibility into progress during fieldwork

4

Analyse

Turn data into findings

Data cleaning and validation, cross-tabs and statistical modelling, plus predictive analysis where the question calls for it.

YOU GET

Validated data and analysis outputs

5

Deliver

Hand you something you can act on

Reporting and charting built for decision-makers, dashboard-ready exports and support between projects.

YOU GET

Findings you can act on

QUALITY

Quality is not a final step

Checks run at every stage of a project, not just at the end, so by the time you see the data it has already been through several layers of scrutiny.

Scope	The question is sharpened before budget is spent.
Design	Questionnaires and scripts are tested before launch.
Field	Fieldwork is tracked live, and every response is checked before it counts.
Analyse	Data is cleaned and validated before analysis begins.

Qualitative, quantitative and the support behind them

Qualitative: understand the why behind the number

Research that listens closely to how people think, feel and decide, so you see the motivations that surveys alone miss.

In-depth interviews (IDIs)

Private one-on-one conversations that go deep on motivations, decisions and experiences.

Good for Sensitive topics, expert and B2B audiences, detailed decision journeys.

Face-to-face interviews

In-person conversations held on location with real respondents.

Good for Field teams briefed per project, local-language interviewers and live quality checks.

In-home usage tests (IHUTs)

See how a product performs in real homes over real days.

Good for Natural setting, diaries and follow-up calls, feedback tracked over time, input for product refinement.

Mystery shopping

See the customer experience the way customers actually live it.

Good for Retail, service and brand experience checks across locations.

Quantitative: measure what matters at scale

Surveys and structured studies designed to give you numbers you can trust and compare across audiences and markets.

Survey design & scripting

- Complex routing and skip logic
- Works on any device
- Multi-language ready
- Tested before launch

Fieldwork & processing

- Multi-channel data collection
- Panel and sample management
- Data cleaning and validation
- Cross-tabs and statistical modelling

Typical studies

- Audience segments and personas
- Brand perception
- New product and concept testing
- Predictive analysis where relevant

Support services

Audience access

- Demographic and behavioural targeting
- Niche and hard-to-reach audiences
- Regional and country-level targeting
- Custom respondent lists on request

Translation & transcription

- Native-speaker linguists
- Cultural adaptation
- Back-translation checks

Ongoing partnership

- A dedicated contact who knows your business
- Regular check-ins
- Support between projects
- Continuous process improvement

WHERE WE WORK

Consumer, business and **healthcare** markets

Consumer (B2C)

Understanding what actually drives a purchase, not what people say drives it.

Consumer goods, retail, tech, fashion, food and beverage.

Business (B2B)

Research that reaches decision-makers.

Financial services: customer acquisition, digital adoption, trust.
Technology and SaaS: product-market fit, churn drivers, feature adoption.

Healthcare

Bringing patient and provider perspective into decisions that affect care and access.

Including pharmaceutical: physician adoption, patient education, market access.

RESPONDENT ACCESS AND DATA HANDLING

Reach, with **responsibility**

- Respondent access across **30+ countries**, with native-speaker linguists and cultural adaptation where needed
- Country-level availability, incidence and timeline are confirmed in a feasibility check before a project is committed
- Participants are adults (18+) who agree to give honest, complete answers
- Results are shared with clients in anonymised or aggregated form unless respondents have consented otherwise
- Respondent data-source information and a country availability sheet are available on request

WHY TEAMS WORK WITH US

One team, from first call to final **delivery**

- A founder-led team that treats your deadline as its deadline
- Quality checks built into every stage, not bolted on at the end
- Plain reporting: insight you can act on, not just a data dump
- A single point of contact from first call to final delivery

Tell us what you are trying to find out

We will tell you the most credible way to get there. Typical response time: within 24 business hours.

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Respondent access and methods are subject to country and project feasibility.